



DATA SENSING
easing automation challenges

**OUR EXPERTISE
MAKES YOUR WORK
EASIER**

WHAT IS DATASENSING?

DATASENSING is DATALOGIC Sensor & Safety - Machine Vision business unit and M.D. MICRO DETECTORS



DATALOGIC GROUP

is a global leader in barcode and auto-ID, with total revenues for more than 600 mi. € in year 2021 and 2826 employees in 28 countries (56% EMEA, 26% APAC, 18% Americas), 1200+ patents, 500 engineers in 11 R&D centers and 3 DL Labs, 10 manufacturing and repair facilities

DATALOGIC S&S-MV

business unit specialized in Sensor & Safety and Machine Vision accounted for approx. 48 mi. € in 2021

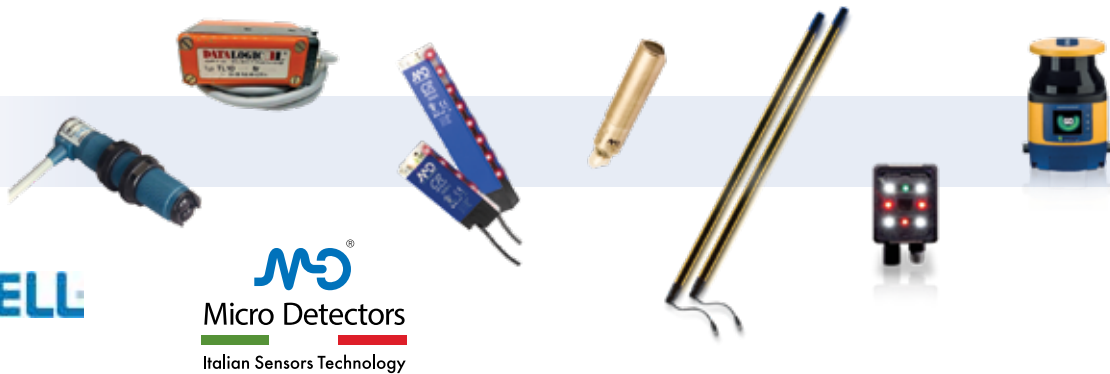
M.D. MICRO DETECTORS

merged in March 2021 and specialized in sensors development and production, contributed with additional 30 mi. €



50 YEARS INTO THE FUTURE

DATASENSING is made of two companies with 50 years of experience each, making the history of sensors



1971

1971

M.D. Micro Detectors (formerly DIELL) is founded by Paolo Iori in Modena, Italy, specializing in sensors technology development and production

1972

1972

DATALOGIC is established by Romano Volta in Bologna, Italy, for automation controls development, becoming leader in sensors and then barcode readers at global level

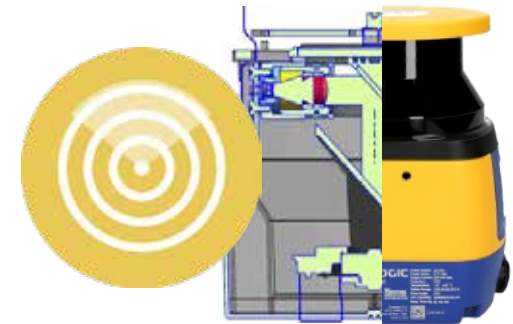
2022

2022

DATALOGIC Sensor & Safety and Machine Vision Business Unit and M.D. Micro Detectors are merged into DATASENSING, to create the Italian pole for sensors development, production and sales

EXPERIENCE AND INNOVATION

DATASENSING is developing, manufacturing and supplying Machine Vision, Sensor and Safety



RESEARCH & DEVELOPMENT

2 R&D CENTERS

in Bologna and Modena, Italy, with 65 engineers;

4 PRODUCTION & DISTRIBUTION centers in Italy, Hungary, China, and US, with around 350 employees

MORE THAN 100 PATENTS

protect Datasensing's products, covering machine vision technology, deep learning algorithms, sensor ASIC, safety laser scanning, interfaces, etc.

ISO 9001

Quality management system; pending ISO 45001 Occupational health and safety management systems (2022) and ISO 14001 environmental management system (2023)



WIDE PRODUCT RANGE

DATASENSING is 222 product lines and more than 22500 standard and custom part numbers



VISION – SENSOR – SAFETY

MACHINE VISION

powerful and easy to use smart cameras, industrial cameras, industrial vision processors, software and accessories

SENSOR

smart and standard sensors based on photoelectric, inductive, capacitive, ultrasonic, customized technologies, accessories

SAFETY

advanced light curtains, laser scanners, control units, accessories, including guidance and measurement lidar and encoders

EXTRAORDINARY PEOPLE

High technology and many products... but it is our people who make the difference



SERVICE & SUPPORT

ENTHUSIASM & TEAMWORK

the experience of veteran employees is combined with the enthusiasm and fresh ideas of new talents, that we accompany in their professional growth

EASY TO WORK WITH

processes and working environments are designed to put people at ease, to foster their creativity and good relations with internal and external customers

CUSTOMER ORIENTED

the activity of the people is oriented to the customer satisfaction, from the identification of the needs to the solution, from the order receipt to the commissioning



VALUE PROPOSITION

DATASENSING is easing automation challenges: machine vision deep learning, sensors & safety



INSPECT - DETECT - PROTECT

THE QUALITY

easing machine vision applications in assembling and quality inspection tasks with deep learning algorithms

THE PRESENCE

easing object presence detection and transition to Industry 4.0, connecting sensors to MES and ERP with IO-Link and Fieldbus

THE SAFETY

easing machine safeguarding, operator protection, AGV safety and navigation with Laser scanners and Lidars

TARGET INDUSTRIES

DATASENSING is focused on industrial automation, from production to internal logistics of goods



MANUFACTURING & LOGISTICS

AUTOMOTIVE

manufacturing plants, 1st Tier automotive parts, System integrators, Robotics;

ELECTRONICS

large contractors, component manufacturers, electronics manufacturing automation (EMA)

FOOD & BEVERAGE, PHARMA-HPC

processing & packaging machine, bottling lines;

GENERAL MANUFACTURING

ceramics & stones, metalworking, paper & printing, textile, woodworking, etc...

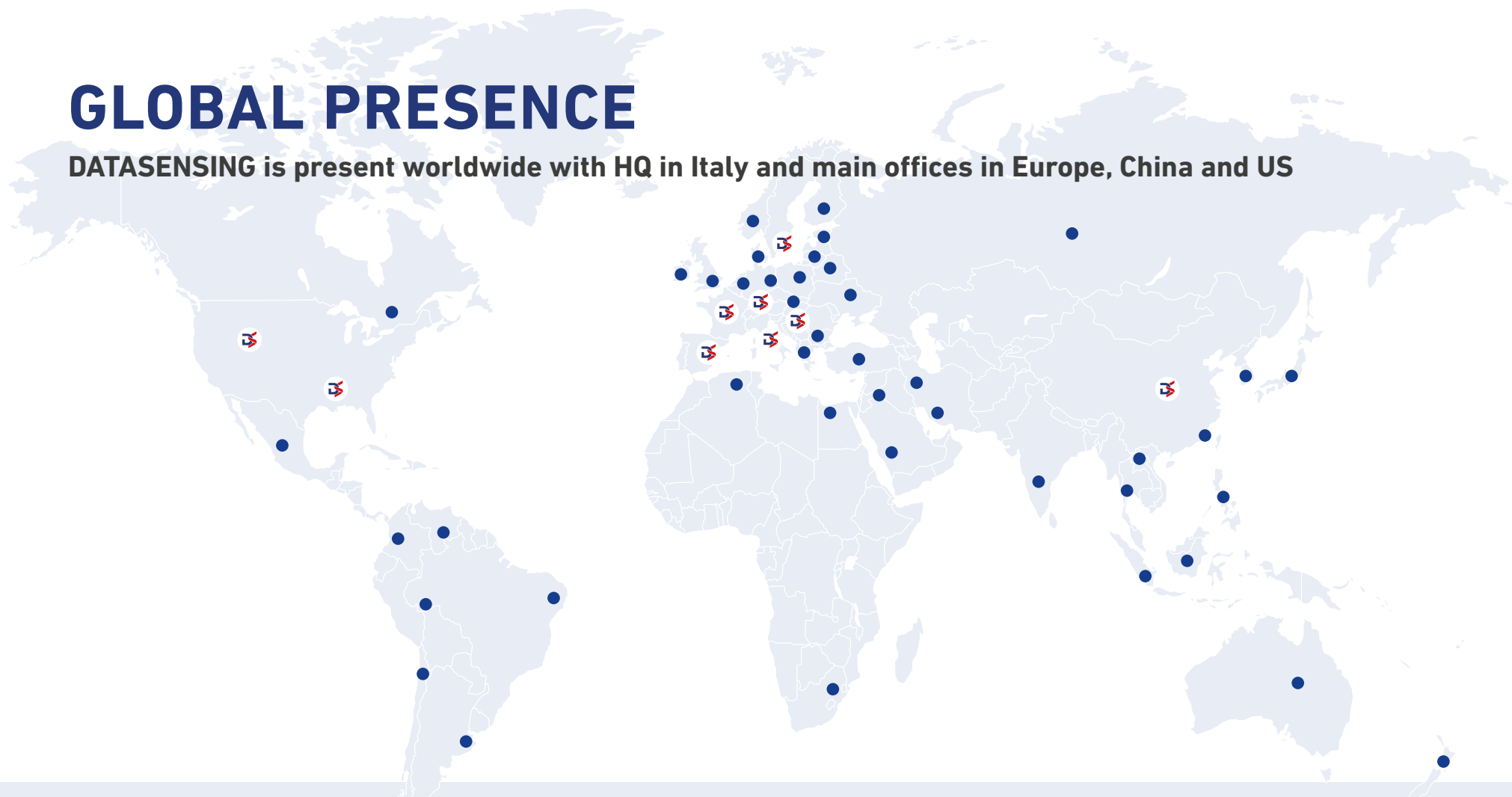
INTRALOGISTICS


Automated Guided Vehicles AGV, Automated Guided Forklifts AGF, Automated Mobile Robots AMR, Laser Guided Vehicles LGV, conveyor and sorting lines, palletizers, warehousing, ...




GLOBAL PRESENCE

DATASENSING is present worldwide with HQ in Italy and main offices in Europe, China and US




 **DATASENSING HQ**
Modena, Italy

 **DATASENSING LAB**
Bologna, Italy (R&D)


 **DATASENSING IBÉRICA**
Barcelona, Spain


 **DATASENSING FRANCE**
Paris, France

 **DATASENSING DACH**
Langen, Germany

 **DATASENSING NORDICS**
Malmö, Sweden

 **DATASENSING HUNGARY**
(production facility)

 **DATASENSING US**
Dallas, TX, USA

 **DATASENSING / DL US**
Eugene, OR, USA

 **DATASENSING CHINA**
Tianjin, PRC

 More than **200 distributors**
worldwide

SUSTAINABILITY

DATASENSING is sustainable with many Environmental, Social, and Governance (ESG) initiatives



ENVIRONMENTAL

Datasensing is committed to manage and reduce the impact of products, production and logistics processes, along the entire lifecycle



SOCIAL

Datasensing continually strives to develop a diffuse company culture and behaviour of fair and safe relationships with clients, suppliers, employees, and stakeholders



GOVERNANCE

Datasensing is engaged to pursue value creation, business continuity, economic growth, with integrity and ethics in terms of anti-corruption, competition, tax practices



VISION

“Your top of mind partner to innovate sensing solutions for industrial automation”



OEM / END USERS

Datasensing is the right partner for machinery manufacturers, system integrators and end users, supplying standard and custom solutions

DISTRIBUTORS

Datasensing offers a long experience and a proofed loyalty to distribution partners, supported by a win-win channel program and policy

AUTOMATION MANUFACTURERS

Datasensing is supplying brand label products to all major international companies operating in industrial automation market



MISSION

“To create added value through smart sensing solutions based on sustainable standard and custom products, developed with care and leading know how”



CONTACTS

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