



## French Pharmacies Get Ready for Data Matrix Codes with Magellan® 1000i Imager

### French Pharmacies Have Chosen the Datalogic Scanning Magellan® 1000i Omnidirectional Imager

#### Overview

Pharmacies across the entire European Union (EU) will be required to read Data Matrix bar codes on pharmaceutical and drug packaging starting January 2011 and many have already started to get ready for the new standards. To simplify and ease the challenges of this transition, Datalogic Scanning, a worldwide leader of POS scanners, developed a reader specifically designed for use in pharmacies, guaranteeing optimal service in the pharmacies.

### The Challenge Traceability is the Key to Improving Consumer Healthcare

Data Matrix bar codes support both encrypted and non-encrypted data. The new bar codes contain more data than the current CIP codes being replaced, including the 'AMM' code, batch number and expiration date. Data Matrix codes ensure reliable traceability throughout the supply chain to the final Point-of-Sale (POS) in the pharmacy. The results are increased safety, security and reliability in the distribution of pharmaceutical drugs and medicines for the consumer.

These new 2D codes will be implemented progressively until January 2011. Their implementation began in 2008, which was fundamental in order to make the transition as effective and smooth as possible without being a constraint for pharmaceutical laboratories, pharmacies and patients.

#### Customers

All Pharmacies

#### Industry

Retail Pharmaceutical and Drug

#### Application

Throughout the Supply Chain to Retail POS and Check-out

#### Countries

France

#### Datalogic Product

Magellan® 1000i Omnidirectional Imager

This 'revolution' in the pharmaceutical industry also requires the use of specific readers which are able to decode these new symbologies. The scanners used previously were only able to read and decode 1D bar codes.

## The Solution

### Magellan® Imager Designed to Read Pharmacy 2D codes

To decode 2D Data Matrix bar codes on pharmaceutical labels, intelligent imaging readers are required. To support this requirement, Datalogic Scanning developed the Magellan 1000i Imager which can read multiple 1D and 2D codes in a single scanning motion. Using a unique combination of software and firmware, the Magellan 1000i Imager can sort and relay data contained in the code in a predefined order. The new Data Matrix codes are already being printed on many medicine and drug packages to smooth and ease the transition from the current bar code system.

To support the needs and requirements specific to pharmacies, the Magellan 1000i Imager features best-in-class reading of all common 1D and 2D bar codes - even on hard-to-read, poorly printed or damaged labels. This Imager works very well under poor lighting conditions, through a counter window or with direct contact.

Additionally, Datalogic Scanning's industry-leading quality is still at its best. The Magellan 1000i Imager is compact, durable and robust. It can resist 1, 2 m / 4 ft drops to concrete.

"This reader is really the scanner that we were waiting for. It fulfils all our needs and is really adapted to our needs. Besides, it is reassuring to know that we benefit from the experience of the worldwide leader in POS scanners", commented Jean-Louis, a French Pharmacist based in Créteil, Val de Marne (France).

### Satisfied Pharmacists and Partnerships Developed with Major Pharmacy Software Providers

Datalogic Scanning, worldwide leader in POS scanning for over 30 years, is known for offering the most complete range of bar code readers available today. As a result of Datalogic's established partnerships with major industry software providers, pharmacies benefit from the leading pharmaceutical suppliers' experience. Datalogic Scanning delivers best-in-class solutions, making it easy to migrate to the new technology standards. These partnerships have already enabled a lot of pharmacies to be ready for Data Matrix.



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**Jean-Louis, Pharmacien**

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