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Newland Auto-ID Tech. Co., Ltd.

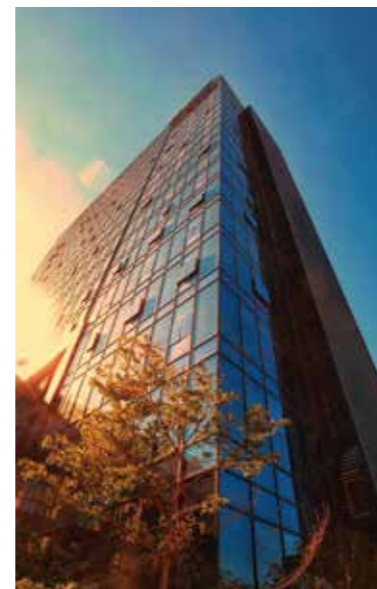
www.newlandaidc.com





Overview

Newland Auto-ID (Newland Auto-ID Tech. Co., Ltd.) was founded in 1999 as a wholly-owned subsidiary of Newland Digital Technology Co., Ltd. (A listed company, Stock code: 000997), we provide products and solutions specialized in Auto-ID industry.

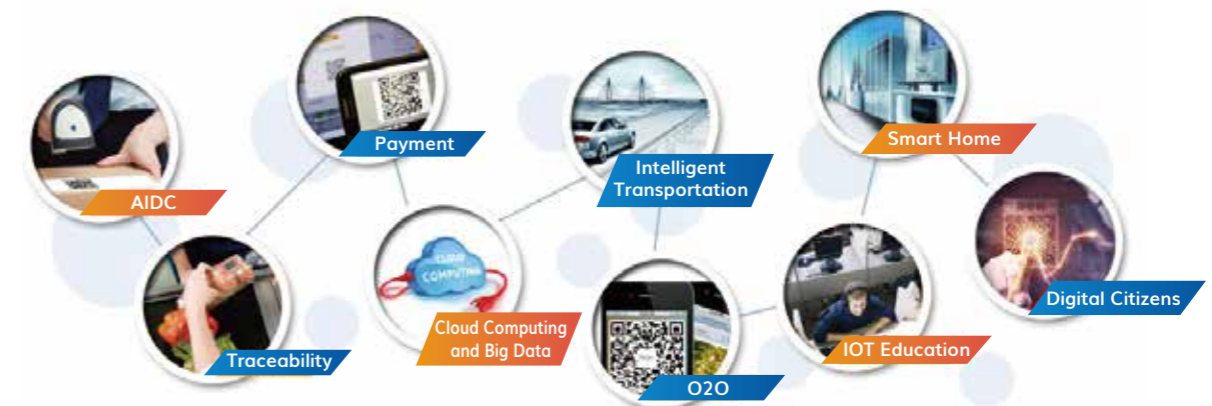


Our Strength

MEMBER OF NEWLAND GROUP >

Newland Group was founded in 1994 in Fuzhou, China. Member companies' business covers 3 main categories: Information Technology, Internet of Things and Big Data. Newland Computer, the big brother in the Newland Group family, together with its 30 subsidiaries including Newland Auto-ID, provides leading products and services for Payment, AIDC, Transportation, and Telecommunication etc.

As the strategic subsidiary of Newland Digital Technology Co., Ltd., Newland Auto-ID enjoys strong supports from Newland Group and brother companies. In 2015, Newland Group made an important acquisition - Perceive World Technology and two years later Newland Auto-ID joined hands with the new member to establish the PDA division.



LEADING IN INDUSTRY >

Newland Auto-ID has nearly 20 years research in 2D barcode reading technology, it's the leading company in China, as well as a well-known expert in global market.

Newland Auto-ID is the only company that has full stack 2D barcode technology in China, and the only company that makes 2D decoder ASIC in the world.

Newland Auto-ID owns more than 200 patents related to barcode product/technology:

- 5 patents in USA and 5 patents in Europe.
- 120 patents for IC and 50 patents for Engine in China.
- 22 patents in 2D barcode IOT business in China.

TECHNOLOGY >

Our advanced **UIMG®** technology is the result of decade's research and development on imaging based decoding technology:

- High quality digital image capture technology
- Intelligent image processing and decoding technology
- High-performance embedded computing platform
- Embedding application development technology



Sub-pixel image processing technology



Anti-contamination processing technology



High-speed motion image capture technology

ADVANCED FACILITIES >

We have advanced equipment for R&D and mass production, including environmental, mechanical, electrical and safety testing etc., We have professional facilities including radiation anechoic chamber, automatic scanning DOF and speed testing, optical lens testing etc.

Our barcode test laboratory is the only CNAS approved certification body specified in barcode testing in China, reports generated by our laboratory would also be recognized by CNAS mutual recognition organizations amount 80 economy entities worldwide.



Robot Arm



Lens Accuracy Tester



Anechoic Chamber



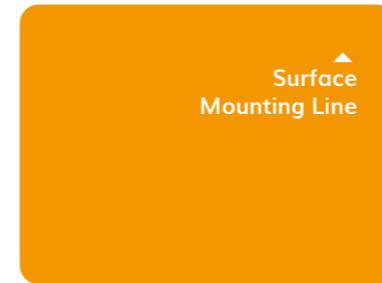
CNAS Approved Laboratory

EXCELLENT SUPPLY CHAIN MANAGEMENT >

- ISO20000, ISO9001 and ISO14000 certified
- Multiple supply channels for key components, over 95% components from authorized OEM provider or agents.
- 2000 m² modernized factory, including dust-free workshop and engine assembling line and three outsourcing factories more than 10000 m²



Barcode Engine Assembling Line



Surface Mounting Line



Automatic Lens Adjustment



Barcode DOF Testing System



CUSTOMIZATION ABILITY >

Agile and excellent R&D team, able to accurately capture requirements, fast customizing product and developing professional solutions for customers.

Rich experiences in full cycle major project management, from requirement capture, product design, engineering, to mass production.

WORLDWIDE SALES AND SERVICE NETWORK >



Industrial Solutions

Newland provides customers with reliable and efficient solutions; Our solutions help to fully upgrade your information management system. Our products and services have a proven track record of successful application within numerous industries like retail & chain-store operations, manufacturing, transportation & logistics government & public sector, we also provide series products for embedded solutions and mobile payment.

Embedded Solutions	Retail
Healthcare	Public Sector
Mobile Payment	Transportation & Logistics

OEM SCAN ENGINE >

- Wide-range product portfolio to cater for variety of application needs
- Outstanding decoding performance on screen barcodes and label
- High speed decoding, lower power consumption and eco-friendly
- Advanced decoding platform to meet various requirements
- Support customization on demand

N1

NEW



- Supports 1D /2D barcodes
- Depth of field: 60-350 mm
- Operating temperature: -20°C to +55°C
- Solid state design, no moving parts
- Size: 21.5(L)x9(W)x7(H)mm



EM1300



- Supports 1D barcodes
- Depth of field: 40-430 mm
- Up to 300 scans per second
- Operating temperature: -20°C to 60°C
- Solid state design, no moving parts
- Size: 28.2(L)x23.4(W)x11.2(H)mm



EM1365-LD



- Supports 1D barcodes
- Depth of field: 55-450 mm
- Up to 300 scans per second
- Operating temperature: -20°C to 55°C
- Solid state design, no moving parts
- Size: 28.3(L)x22.0(W)x11.8(H)mm



EM2037V4



- Supports 1D / 2D barcodes & OCR codes
- Operating temperature: -20° to +50°C
- Solid state design, no moving parts
- Size: 39.5(L)x25.4(W)x20.0(H)mm



EM3096V2



- Supports 1D and 2D barcodes
- WVGA Resolution
- Horizontal 36°, Vertical 23°
- Size: 21.7(L)x14.6(W)x11.52(H)mm



EM3296



- Supports 1D and 2D barcodes
- Depth of field: 30-365 mm
- Operating temperature: -20°C to +50°C
- Solid state design, no moving parts
- Size: 21.8(L)x15.3(W)x11.8(H)mm



EM3396



- Supports 1D and 2D barcodes,
- Depth of field: 60-290 mm
- Operating temperature: -20°C to +55°C
- Solid state design, no moving parts
- Size: 21.5(L)x15.3(W)x11.8(H)mm



EM50S-10

NEW



- Supports 1D, 2D and OCR codes
- White eye friendly illumination
- Smallest 2D all-in-one megapixel hardware decoding engine
- Accurate "point-to-read" feature
- Size: 21.7(L)x14.7(W)x11.9(H)mm



EM50S-20

NEW



- Supports 1D, 2D and OCR codes
- White eye friendly illumination
- Smallest 2D split megapixel decoding engine
- Accurate "point-to-read" feature
- Size: 21.5(L)x10.2(W)x8.6(H)mm



EM20-80



- Supports 1D and 2D barcodes
- Depth of field: 25-110 mm
- White LED, 640 x 480 CMOS
- Motion tolerance: 2.6m/s
- Optimized to read barcodes from a mobile phone screen
- Operating temperature: -40°C to +65°C
- Size: 61.5(L)x65.5(W)x31.0(H)mm



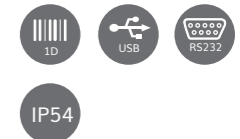
FIXED MOUNT SCANNER >

- Wide-range product portfolio to cater for variety of application needs
- Outstanding decoding performance on screen barcodes and label
- Easy Integration, plug-and-play
- The compact design allows user to mount in space constraint

FM100



- Supports 1D barcodes
- Depth of field: 40-430 mm
- Size: 37.0(L)x49.0(W)x26.0(H)mm



FM430



- Supports 1D and 2D barcodes
- Depth of field: 55-360 mm
- Improved sensitivity with the combination of IR/Light sensors
- White illumination with laser diode or green LED aimer
- Optimized to read barcodes from a mobile phone screen
- Size: 41.5(L)x49.5(W)x23.5(H)mm



FM30



- Supports 1D and 2D barcodes
- Scan window: 50 x 50 mm
- Optimized to read barcodes from a mobile phone screen
- Flush mount: integrates easily into kiosks or counter due to flat surface
- Illumination color can be changed to suit a variety of purposes
- High resolution: 800 x 800
- Size: 78.7(L)x67.7(W)x47.5(H)mm



FM80



- Megapixel Imager, supports 1D and 2D barcodes
- WxDxH: 149.0x78.5x166.5mm
- Depth of field: 0mm-140mm
- Ultra fast motion tolerance(3.5m/s)
- Interface: USB, RS232
- Ideal for integration into self-service kiosk
- vending machines



DESKTOP SCANNER

- Excellent motion tolerance and IR trigger
- Superior 1D/2D scanning performance
- Outstanding decoding performance on screen barcodes and label

FR20



- Optimized design for barcodes on LCD / mobile devices
- Supports 1D and 2D barcodes
- Scan window: 52x69mm
- Supports USB / RS232
- Size: 89.5(L)x115(W)x105(H)mm



FR27



NEW

- Supports 1D and 2D barcodes
- Excellent reading performance for barcodes displayed on mobile devices
- Superior motion tolerance >2.7m/s
- Stylish and compact design
- Size: 60(L)x176(W)x36.5(H)mm
(Small footprint for saving counter space)



FR40



- Supports 1D and 2D barcodes
- Has an IP52 rating an drop resistant (1.2M) housing
- Depth of field: 5-195 mm
- Presentation scanner
- Switch to toggle between paper and screen mode
- Support USB/RS232 interfaces
- Size: 83.0(L)x81.0(W)x148.0(H)mm



FR80



NEW

- Megapixel Imager, supports 1D and 2D barcodes
- WxDxH: 150x107x155mm
- Depth of field: 0mm-140mm
- Ultra fast motioun tolerance(3.5m/s)
- Interface: USB, RS232
- Ideally suited for Retail Med-High Volume, Small Space vending machines



HANDHELD SCANNER

- Outstanding decoding performance on screen barcodes and label
- Available in corded and cordless, supports multiple interfaces, Plug-and-Play
- Advanced barcode decoding technologies, fast scan rate and customizations on demand
- Innovative product with Newland ASIC technology and cost effecient solution

Corded Handheld Scanner

HR10



- Supports 1D barcodes
- Depth of field: 50-480 mm
- Up to 300 scans per second
- Very low power consumption (<130mA)



HR11P



- Supports 1D barcodes
- Depth of field: 40-480 mm
- Up to 300 scans per second
- Accessories: foldable smart stand



HR15



- Supports 1D barcodes
- Depth of field: 31.5-465.5 mm
- Up to 300 scans per second
- Accessories: foldable smart stand



HR20



- Supports 1D and 2D barcodes
- Depth of field: 50-260 mm
- Support USB/RS232 interfaces
- Accessories: foldable smart stand
- Optional for healthcare version



HR32



- Supports 1D and 2D barcodes
- Has a Megapixel camera
- Depth of field: 45- 510 mm
- Support USB/RS232 interfaces
- Accessories optional: foldable smart stand
- Optional for healthcare version



HR42



- Supports 1D and 2D barcodes
- Capable of reading High Density barcodes
- White LED illumination
- Depth of field: 25- 155mm
- Ultra-rugged construction
- Accessories optional: foldable smart stand



HR32-BT



- Support 1D and 2D barcodes
- Depth of field: 50-495mm
- Has a Megapixel camera
- Unique dual illumination system
- Communication Distance 50m
- More than 12 hours of continuous operation (scan once per 6s)
- Adjustable charging / communication cradle for sense and handheld modes
- Bluetooth 5.0
- Optional for healthcare version



HR52-BT



- Support 1D and 2D barcodes
- Depth of field: 50-555mm
- Has a Megapixel camera
- Communication Distance 50m
- Store more than 15,000 code entries (Code 128, 20 bytes)
- More than 12 hours of continuous operation (scan once per 6s)
- White LED flash with clear laser aimer
- Adjustable charging / communication cradle for sense and handheld modes
- Accurate "point-to-read" feature
- Bluetooth 5.0



Cordless Handheld Scanner

HR15-BT



- Support 1D barcodes
- Depth of field: 50-550mm
- Communication Distance 50m
- More than 15 hours of continuous operation (scan once per 6s)
- Store more than 15,000 code entries (Code 128, 20 bytes)
- Adjustable charging / communication cradle for sense and handheld modes
- Bluetooth 5.0



BS80

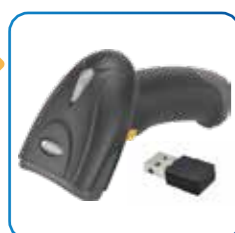


- 2 optional models: 1D CCD / 2D CMOS
- Depth of field: 55 - 410 mm
- Supports iOS / Android / Windows
- Via Bluetooth 4.0 BLE connection
- Optional for healthcare version



Industrial Handheld Scanner

HR20-BT



- Supports 1D and 2D barcodes
- Depth of field: 40 - 260 mm
- 2.4G wireless transmission / Bluetooth 5.0
- Simple pairing and working like a wireless keyboard
- Delivered with a dongle



NVH300



- Support 1D /2D barcodes
- Excellent DPM decoding capability
- Advance illumination system: white, red, blue
- Suggestion: automobile, electronic, healthcare, etc
- Ideal for tack and trace on the industrial manufacturing production line



MOBILE COMPUTER >

- Exclusive UIMG® technology ensures superior scanning performance
- The user-oriented ergonomic design provides the most comfortable user experience
- SDK and Newland utilities enable users and developers to have easy implementation and application development

MT65



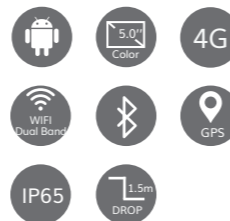
- Build on Quad-core, 3GB RAM + 32GB ROM
- Megapixel scan engine (Standard-range / middle-range)
- Replaceable battery 3800mAh
- 166.0(L)×73.0(W)×26.0(H) mm, 330g (With battery)
- Accessories: hand strap, pistol grip, charging cradle, 4-slot spare battery charging cradle
- Suggested for: retail, logistics, warehouse, etc.



MT90



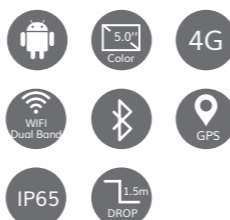
- Build on Octa-core, 4GB RAM + 64GB ROM
- Megapixel scan engine
- Replaceable battery 4500mAh/6500 mAh (optional)
- 155.0(L)×76.0(W)×18.0(H) mm, 265g (With battery)
- Accessories: boot, hand strap, wrist lanyard, pistol grip, single charging cradle, 3-slot charging cradle, 4-slot spare battery charging cradle, long range barcode reader
- Suggested for: logistics, field mobility, healthcare, etc.



MT90 Pro



- Build on Octa-core, 4GB RAM + 64GB ROM
- High performance processor
- Megapixel scan engine
- Replaceable battery 4500mAh/6500 mAh (optional)
- 155.0(L)×76.0(W)×18.0(H) mm, 265g (With battery)
- Accessories: boot, hand strap, wrist lanyard, pistol grip, single charging cradle, 3-slot charging cradle, 4-slot spare battery charging cradle, long range barcode reader
- Suggested for: logistics, field mobility, healthcare, etc.
- Google AER certificated



NFT10



- Build on Octa-core, 4GB RAM + 64GB ROM
- Megapixel scan engine
- Fingerprint
- Battery 4800mAh, Quick Charge
- 157.0(L)×76.3(W)×12.6(H) mm, 231g (With battery)
- Accessories: single charging cradle, 4-slot charging cradle
- Healthcare dedicated model: CareLink-M10
- Suggested for: retail, logistics, hospitality industry, healthcare, etc.
- Google AER certificated



N7



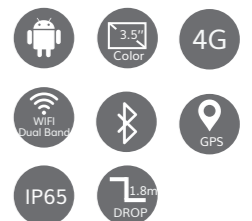
- Build on Octa-core, 4GB RAM + 64GB ROM
- High performance processor
- Megapixel scan engine
- Replaceable Battery 5100mAh. Quick Charge
- 200.0(L)×70.0(W)×24.0(H) mm, 360g (With Battery)
- Accessories: pistol grip, single charging cradle (assembled to up to 4 slots), 4-slot spare battery charging cradle
- Suggested for: warehouse management, inventory, etc.
- Google AER certificated



N7 Light



- Build on Quad-core, 2GB RAM + 16GB ROM
- Megapixel scan engine
- Replaceable Battery 5100mAh. Quick Charge
- 187.1(L)×65.8(W)×24.0(H) mm, 315g (With Battery)
- Accessories: pistol grip, single charging cradle 4-slot spare battery charging cradle
- Suggested for: warehouse management, inventory, etc.



MICRO KIOSK >

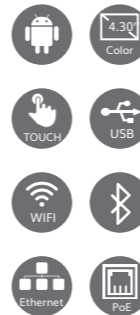
- Ideal for shelf/wall mounting purpose in department stores, supermarkets, small grocery stores, pharmacy/cosmetic stores, tobacco kiosks or any self-service scenarios
- User-friendly platform makes customer interaction to be simple and efficient
- The applications: price checking, ads, promotion, locationing, e-tiketing, e-coupon, royalty card, etc.

NQuire350

NEW



- Build on Octa-core, 2GB RAM + 8GB ROM
- Megapixel scan engine
- NFC reader
- WiFi (2.4Ghz and 5Ghz), Bluetooth
- Ethernet, PoE, GPIO (2in-2out)
- Comply with standard VESA 75 wall-mount bracket
- 140(H) × 139.5(W) × 61(D)mm, 403g



NQuire1000



- Build on Octa-core, 2GB RAM + 8GB ROM
- Megapixel scan engine
- WiFi (2.4Ghz and 5Ghz), Bluetooth
- Ethernet, PoE, Expansion ports
- Expansion ports accessories: MSR reader, RFID reader, LTE module etc.
- Comply with standard VESA 75 wall-mount bracket
- 252(H) × 184(W) × 33(D)mm, 615g

