

Informatics, Inc.

Informatics, Inc. is part of the Business Development Unit of Datalogic Group.

Headquartered in the United States, Plano, Texas, it includes two business units:

- ✦ System ID
- ✦ WASP Barcode

delivering easy to use bar code based solutions to industry specifically to small to medium size businesses.

Informatics, Inc was incorporated in 1986 with a modest \$1000 and has grown to become one of the largest providers of Auto Identification and Data Collection products. Today, Informatics' unique capabilities allow it to serve this market as a manufacturer (WASP Barcode), Value-Added Reseller (System ID and System 3X), and recycler of pre-owned Auto Identification equipment (Barcode Trading Post). Each of these brands is among the most recognized companies in the industry.

Under the leadership of Edward Burke, Informatics continues to be a pioneer in the Auto Identification industry. In 2007, the company added a new services branch specializing in field mobility solutions and offers training and installation services for the major brands of equipment and software available.

The mission of Informatics is:

"We produce easy to use bar coding, inventory & asset control and POS solutions for small to mid size businesses."

The vision of Informatics is:

"To be the leader in providing barcode technology to small and medium businesses."

WASP Barcode, established in 1995, has become the market leader for small business owners helping them manage their companies more efficiently with improved productivity and profitability. Wasp has international offices in London, England and sells its products in North America, Australia and Europe through leading retail stores such as Fry's Electronics, Micro Center, PC World (UK), direct catalog retailers such as CDW, TigerDirect, Insight and Misco (UK) and a network of VARs under its WaspLink™ program.

System ID has been one of the industry's leading reseller in barcoding, data collection products and services for over 20 years. With over 90,000 customers representing every industry and size, System ID's strengths lie within its abilities to provide knowledgeable pre- and post-sales support, technical services for fully integrated and customized solutions; and maintenance support for assistance after the initial implementation.

System ID

For over 24 years, System ID has been supplying barcoding and data collection technology and services to over 90,000 customers of every size and industry. We carry products from industry leading brand names that offer the latest technology in barcode scanners, barcode printers, and hand-held data collection. Unique to our industry, System ID also has the technical experience and resources to support our customers through consultation, implementation, maintenance, and life-cycle services.

Learn more about System ID at www.systemid.com.

Wasp Barcode Technologies

Wasp Barcode Technologies is a software technology company that provides data capture and tracking solutions for small business. Products include inventory software, asset tracking, time and attendance systems, barcode scanners, barcode printers, barcode software, barcode labels and supplies, and Point of Sale (POS) systems.

With over 15 years experience, Wasp is the market leader helping small business owners manage their companies more efficiently with improved productivity and profitability. Wasp sells its products in the US, Canada, Europe and Australia through leading retailers such as Staples and Fry's, direct catalog retailers such as CDW and Misco, online retailers like Amazon and Newegg and a network of VARs under its WaspLink™ program.

Learn more at www.waspbarcode.com.



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