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Printronix Auto ID Eliminates Non-Compliance Labeling Fines With its Introduction of the Revolutionary ODV-2D Thermal Printer With Integrated 1D/2D Barcode Data Validation

Brea, CA, October 23, 2017 – Printronix Auto ID, Inc., a global leader in enterprise grade industrial printing solutions has announced the introduction of the ODV-2D, the industry's first affordable, fully integrated solution with the ability to print and validate 1D and 2D barcodes. Built on the robust T8000 printer platform, ODV-2D includes a built-in data validator that grades each barcode to ISO standards, overstrikes the entire label of rejected barcodes, reprints new labels and stores a detailed report of each transaction. Printronix' new solution validates up to 50 barcodes per label and ensures 100% barcode accuracy.

As companies struggle to meet industry requirements for barcode compliance, many businesses are turning to data validation solutions to eliminate barcode errors, refused shipments and costly fines. However current technology is predominately limited to reading traditional 1D barcodes leaving companies unable to integrate the latest improvements and innovations of the barcode industry. The ODV-2D offers a breakthrough in technology with its ability to validate both **1D and 2D barcodes** from a single, affordable integrated unit.

"Businesses are tired of paying expensive compliance fines for unreadable barcodes. We're giving them a solution they can afford and depend upon to deliver 100% accurate barcodes." said Sam Wang, President Printronix Auto ID. "The ODV-2D sets a new benchmark in data validation technology and is just another example of our ongoing commitment to providing innovative, reliable and affordable printers to our resellers and enterprises worldwide."

With the introduction of the ODV-2D, Printronix has eliminated the need for companies to piece together their own solution from separate printers and validators. Built on the reliable T8000 printer platform, the ODV-2D offers robust printer performance integrated with

advanced barcode validation technology and a full suite of language emulations and features that allow it to integrate easily into any environment.

"We are introducing the ODV-2D at the perfect time for the market," said David Hawkes, Senior Product Manager. "There is a significant increase in regulatory requirements for label data and accuracy, combined with the logical demand for a system that streamlines this process without slowing down production. 2D barcodes combined with ODV-2D validation provides peace of mind that the label is compliant, free from defect and can still meet ever increasing production requirements."

In addition to its ability to validate and grade barcode data, the ODV-2D has the capacity to store data and generate a report on each barcode printed. Barcode labels can be damaged in a number of places in the supply chain. The data and reporting capabilities of the ODV-2D provide proof of valid barcode data. With this report companies are able to provide proof of label integrity prior to delivery and avoid unwarranted compliance fees.

The ODV-2D is currently installed in select companies worldwide and will be available for purchase by the general public in the first quarter of 2018. **If you would like more information about the printer or would like to get on a list to be notified upon its release please visit the Printronix Auto ID website at** http://www.printronixautoid.com

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About Printronix Auto ID

Printronix Auto ID is a global leader in business-critical printing solutions; offering the most reliable assortment of industrial printers, supplies and parts in the industry. As a fully owned subsidiary of TSC, Printronix Auto ID functions as an independent business that is empowered to leverage its established leadership in thermal printing technologies. The product portfolio of Printronix Auto ID includes thermal barcode, RFID and groundbreaking ODV validation solutions. Delivering the highest print quality, superior validation features, enterprise grade usability and ruggedness, Printronix Auto ID solutions are backed by industry-best service and support. The company is committed to being a strategic asset to supplier manufacturing, distribution, and retail companies around the world.