

The Magazine



DATACollection magazine is published in France, Italy and Spain. Each of the three local language editions is a reference for the **Automatic Identification (AIDC), Traceability and Mobility** markets. With editorial and marketing staffs based in each country of publication, DATACollection guarantees a mix of global, local and industry experience. The magazines offer consistency in the general editorial content but regional flavour in the articles aimed at the local reader base of end users and resellers.

The topics of **Bar code, RFID, Voice, Mobile and Wireless** computing are all covered in the monthly issues. Other subjects covered include special technology reviews in accordance with the editorial calendar. Examples of such reviews are reports on biometry, contact and contact-less smart cards as well as vision systems. Equal attention is paid to applications regarding Supply Chain (production, logistics, retail/P.O.S.), and all aspects of Track and Trace. The editorial calendar calls as well for other application reviews, such as counterfeiting control, health and personal ID.

In addition the **DATACollection Yearbook** is published once a year. This the only publication in the world which catalogues all products and suppliers active in each territory. The circulation of the yearbook is more than 10.000 in each country/language.

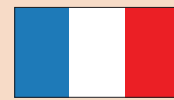
datacollection.eu

The portal **datacollection.eu** is available in French, Italian, Spanish and English. The English edition is targeted specially at a group of emerging countries, both in the Mediterranean Basin and Eastern Europe, both areas where the market size does not yet justify a local language edition. It has received during the last months of 2009 an average of 100.000+ pages per month. The newsletters are sent to 20.000+ registered readers.



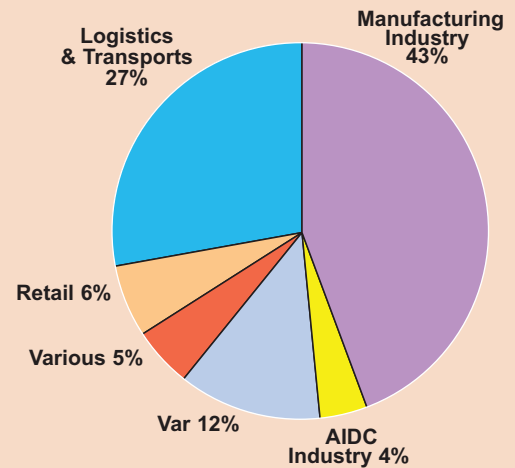
www.temichannel.com

The new web site, started in fall 2007, underlines the dedication of DATACollection to the use of the web as a total complementary medium to the word, both on paper and electronic. Video case histories, like as well demos of new products, can receive from videos a quite superior effectiveness. Featured videos, can be supplied by customers, or realized by DATAcollection staff.



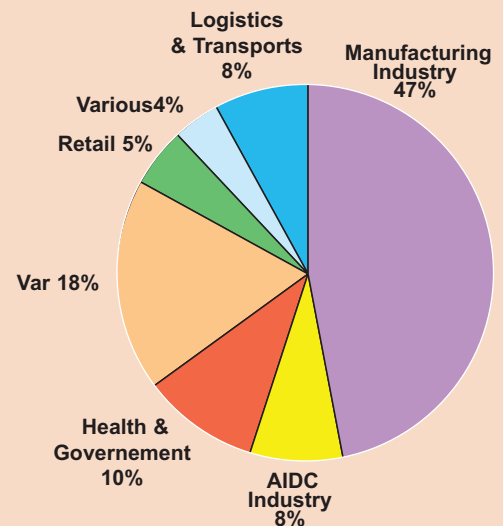
FRENCH EDITION

Year of foundation: 2002
Average circulation: 7.000 copies



ITALIAN EDITION

Year of foundation: 1995
Average circulation: 6.000 copies



SPANISH EDITION

Year of foundation: 1997
Average circulation: 5.000 copies

