





Newland designs and manufactures automatic identification and data capture (AIDC) tech for businesses all around the world.

Our story

Newland EMEA (Newland Europe BV) was founded in 2009 in the Netherlands. The existing AIDC world portrayed 1D (barcode) and 2D (two-dimensional codes) scanners as a complex and exclusive technology. With the aim of making these devices accessible to businesses of all shapes and sizes, we set out to make scanning simple.

Our Newland EMEA headquarters are located in Culemborg, the Netherlands. From there, we support local teams across the European, Middle Eastern and African market. Additionally, our extensive network of Newland distributors and resellers offer products and services locally in 60+ countries. As one of the fastest growing AIDC manufacturers in the world, we are constantly building and expanding our network.

From factory to local teams

As the number 4 player in barcode scanning, our factory supplies industries from retail, to warehouse & logistics, to healthcare and more.

From local teams to you

Our network works around the clock to support you locally. We are here to help you find the best solution for your company.

From you to our factory

We design and manufacture our products from the ground up. This allows us to assure quality and react to the market.

Our roots

Newland EMEA is a full subsidiary of Fujian Newland Digital Technology Co. Ltd, a company from Fuzhou Fujian Province, China, which was founded in 1994. Within the first 15 years, our mother company became one of the top 500 High-Tech and top 100 software enterprises in China. In 2000, it was listed on the Shenzhen Stock Exchange (Ticker code: 000997) as a public company. Since then, the company has grown globally and has \$1B global revenue and 5,000+ employees. There are subsidiaries in Taiwan (looking after the rest of Asia), the USA (North and South America) and the Netherlands (EMEA).

Fujian Newland Digital Technology specializes in the technology research & development, the manufacturing and the product management of data collection, mobile communication and payment devices. As a major partner of both Alipay (Alibaba) and WeChat pay (Tencent) they are one of the biggest players in mobile payment in the Chinese market.



nd Campus - Fuzhou, China

Taipei, Taiwan

R&D Center - Fuzhou, China



Newland Head Office - Fuzhou, China

Newland EMEA HQ - Culemborg, The Netherlands Newland North America Inc. - Fremont CA, USA



Automatic identification and data capture can help you quickly maneuver and adapt to new streams. That's exactly what we design and build our products for. We're here to help you optimize day-to-day tasks and get the most out of your workforce.

Our product range exists of OEM scan engines, stationary scanners, handheld scanners, mobile computers, micro kiosks and tablets. All are based on our own UIMG Image technology and 2D decoder chip. In other words, we build our products from the ground up. We can create exactly what is needed for an operation and environment quickly and flexibly.

2D Barcode Decoder Chip

In 2015, Newland launched its third generation 2D barcode decoding chip, which is able to identify all 1D barcodes and all major 2D barcodes. Different from the traditional software based decoding solutions, the 2D barcode decoding chip provides a hardware-based decoding system with highly integrated ASIC. This Newland 2D barcode decoding chip can achieve a significant increase in decoding speed and an immense increase in recognition efficiency. In addition, the power consumption is remarkably reduced. Newland's 2D barcode decoding chip requires less IC footprint and less EE components, which makes integration simpler into any hardware design.

Newland's third generation 2D barcode decoding chip provides a remarkably cost-effective decoding solution and will stimulate the innovation of applications and business modes in the Internet of Things.

UIMG® Image Technology

Inspired by market demands, Newland has created UIMG® technology for imager based applications. UIMG® technology's main features include:

- Advanced photoelectric image acquisition.
- Fast image identification and decoding.
- Embedded calculation platform.
- A flexible and easy to use application programming interface.

UIMG® technology enables Newland to deliver tremendous value for money. UIMG® makes fast identification and decoding of 1D and 2D barcodes possible, for just a fraction of the price of a traditional solution. Scanners equipped with UIMG® technology can read from various media like phone displays and identity cards.

Product Warranties

- All Corded Handheld Scanners: 5 (five) years.
- All Cordless Handheld Scanners: 3 (three) years.
- All Other Products: 2 (two) years.
- All Cables: 1 (one) year.
- All Batteries: 3 (three) months.

OEM Scan Engines



- Supports 1D barcodes
- WxDxH: 28.2 x 23.4 x 11.2 mm
- Depth of field: 40 430 mm
- Up to 300 scans per second
- Operating temperature: -20°C to +60°C
- Interface: TTL-232



- Supports 1D barcodes
- WxDxH: 28.25 × 21.99 × 11.75 mm
- Depth of field: 55 450 mm
- Up to 300 scans per second
- Operating temperature: -20°C to +55°C
- Interface: USB, TTL-232







EM3080-W

- Supports 1D barcodes
- Smallest 1D scan engine in the range
- WxDxH: 21.5 × 15.3 × 11.9 mm
- Depth of field: 45 450 mm
- Up to 300 scans per second
- Operating temperature: -20°C to +55°C
- Interface: USB, TTL-232

- Supports 1D and 2D barcodes
- Smallest 2D scan engine in the range
- WxDxH: 15.5 x 13.9 x 9.7 mm
- Depth of field: 30 110 mm
- Operating temperature: -20°C to +50°C
- Interface: USB, TTL-232







EM2037

- Supports 1D and 2D barcodes
- WxDxH: 21.5 x 10.2 x 8.6 mm
- Bright red laser aimer
- Decoder board and imager can be mounted separately
- Depth of field: 40 500 mm
- Operating temperature: -20°C to +60°C
- Interface: USB, TTL-232

- Supports 1D and 2D barcodes
- Available as standard range (SR) or high definition (HD)
- WxDxH: 39.5 × 25.4 × 20 mm
- Decoder board and imager can be mounted separately on request
- Depth of field: 55 420 mm (SR); 35 100 mm (HD)
- Operating temperature: -20°C to +60°C
- Interface: USB, TTL-232





EM3085-M



- Supports 1D and 2D barcodes
- WxDxH: 21.5 × 15.3 × 11.8 mm
- Depth of field: 40 230 mm
- Operating temperature: -20°C to +50°C
- Interface: USB, TTL-232

- Supports 1D and 2D barcodes
- WxDxH: 28.0 × 24.5 × 13.9 mm
- Depth of field: 35 445 mm
- Operating temperature: -20°C to +55°C
- Interface: USB, TTL-232













EM3396



EM20-80 TTL-232 0000

- Supports 1D and 2D barcodes
- Bright red laser aimer
- WxDxH: 21.5 x 15.3 x 11.8 mm
- Depth of field: 45 290 mm
- Operating temperature: -20°C to +55°C
- Interface: USB, TTL-232

• Supports 1D and 2D barcodes

- WxDxH: 61.5 × 65.5 × 31.9 mm
- Depth of field: 0 110 mm
- Optimized to read barcodes from a mobile phone screen
- Operating temperature: -40°C to +65°C
- Interface: USB, TTL-232, RS232
- Accessories optional: metal framed glass

Stationary Scanners

FM100



- Supports 1D barcodes
- WxDxH: 49.0 × 37.0 × 26.0 mm
- Depth of field: 40 430 mm
- Interface: USB, RS232
- Option of 50cm direct USB cable or RJ connector for longer USB or RS232 cable

1D



IP54





FM430 Barracuda



- Megapixel imager, supports 1D and 2D barcodes
- WxDxH: 41.5 x 49.5 x 24.3 mm
- Depth of field: 40 360 mm
- Option of red laser aimer or green LED aimer
- Optimized to read barcodes from a mobile phone screen
- Interface: USB, RS232
- Option of 50cm direct USB cable or RJ connector for longer USB or RS232 cable















FM3051 Grouper



- Supports 1D and 2D barcodes
- WxDxH: 78.7 × 67.7 × 62.5 mm
- Scan window: 38.3 × 60.4 mm
- Optimized to read barcodes from a mobile phone screen
- Interface: USB, RS232
- Recess mount design, ideal for integration into kiosks, turnstiles and vending machines













FM3056 Grouper



- Supports 1D and 2D barcodes
- WxDxH: 78.7 × 67.7 × 53 mm
- Scan window: 31.5 × 46.5 mm
- Optimized to read barcodes from a mobile phone screen
- Interface: USB, RS232
- Flush mount design, ideal for integration into kiosks, turnstiles and vending machines















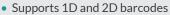
FM3080 Hind



- Supports 1D and 2D barcodes
- WxDxH: 78.7 × 67.7 × 47.5 mm
- Scan window: 50.0 x 50.0 mm
- Optimized to read barcodes from a mobile phone screen
- Flush mount design, ideal for integration into kiosks, turnstiles and vending machines
- Illumination can be programmed to white, red, green or blue
- Interface: USB, RS232

FR27





- WxDxH: 66.3 × 76.3 × 38 mm
- Illumination can be programmed to white, red, green or blue
- Optimized to read barcodes from a mobile phone screen
- Interface: USB

Also available in white.







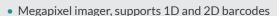


NVF260



NEW

NVF260 adds HD/DPM medical scanning to the Performance range of Newland scanners. Combining megapixel scan technology, Blue illumination and specific depth of field focus, to accomplish a premium level of HD and DPM scanning.



- 100 mm height, 65 mm diameter
- Diffused blue LED to improve scanning from reflective surfaces
- Solvent and Alcohol cleaning resistant
- Interface: USB







DPM











- Supports 1D and 2D barcodes
- WxDxH: 70.5 x 60.2 x 120.7 mm
- Optimized to read barcodes from a mobile phone screen
- Features a backlit area to overlay custom branding. Generic 'Scan here' label supplied as standard
- Interface: USB, RS232

Also available in white with a black front.













FR4080 Koi



- Megapixel imager, supports 1D and 2D barcodes
- WxDxH: 83.0 x 81.0 x 148.0 mm
- Depth of field: 5 195 mm
- Button to switch scan optimization between paper and mobile phone screens
- Ultra fast motion tolerance (2.5m/s)
- Interface: USB, RS232 Also available in white.

























Handheld Scanners 1D corded

HR12 Anchoa



- Supports 1D barcodes
- Depth of field: 40 655 mm
- Up to 300 scans per second
- Very low power consumption (<120mA)
- Interface: USB









HR10 Sardina



- Supports 1D barcodes
- Depth of field: 52 595 mm
- Up to 300 scans per second
- Interface: USB, RS232
- Optional accessories: foldable stand
 Only available in Eastern Europe & MEA.













HR11 Aringa



- Supports 1D barcodes
- Green LED aimer
- Depth of field: 40 480 mm
- Up to 300 scans per second
- Interface: USB, RS232
- Optional accessories: foldable smart stand Scanner and foldable smart stand also available in white.













HR15 Wahoo



- Supports 1D barcodes
- Depth of field: 26.3 465.5 mm
- Up to 300 scans per second
- Interface: USB, RS232
- Optional accessories: foldable smart stand













Handheld Scanners 2D corded

HR20 Panga



- Supports 1D and 2D barcodes
- Red LED aimer
- Depth of field: 15 270 mm
- Optimized to read EGAIS barcodes
- Interface: USB, RS232
- Optional accessories: foldable smart stand
 Only available in Eastern Europe, MEA and Turkey.









IP42

HR22 Dorada



- Supports 1D and 2D barcodes
- Red LED aimer
- Depth of field: 25 355 mm
- Interface: USB, RS232
- Optional accessories: foldable smart stand

 Scanner and foldable smart stand also available in white.















HR32 Marlin



- Megapixel imager, supports 1D and 2D barcodes
- Depth of field: 20 510 mm
- Interface: USB, RS-232
- Green LED aimer
- Optional accessories: foldable smart stand
 For the Russian market, the HR3280RU Marlin is optimized to read EGAIS barcodes.











HR52 Bonito



- Megapixel imager, supports 1D and 2D barcodes
- Dotcode support
- Red laser aimer
- Newland's Acuscan for precision aiming
- Depth of field: 30 550 mm
- Interface: USB, RS232
- Accessories: foldable smart stand

















Handheld Scanners Cordless

HR20 RF Panga



- Supports 1D and 2D barcodes
- Red LED aimer
- Depth of field: 40 215 mm
- 2.4G wireless transmission with up to 50 m connectivity
- Pairs easily and works like a wireless keyboard
- Delivered with a USB dongle
- Interfaces: USB











HR15 BT Wahoo



NEW

The HR15 BT Wahoo keeps you flexible and free to move around with fast and wireless 1D barcode scanning.

- Supports 1D barcodes
- Depth of field: 50 550 mm
- Bluetooth 5.0 with up to 50m connectivity
- Pair up to 7 scanners to a single cradle
- Large memory for batch collection
- Interfaces: USB, RS232
- Accessories included: adjustable charging and communication cradle for upright or wall mounted configuration











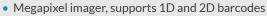






NEW

Now with Bluetooth connectivity, the HR32 BT Marlin provides flexibility and accuracy for all day scanning.



- Depth of field: 50 550 mm
- Green LED aimer
- Bluetooth 5.0 with up to 50m connectivity
- Pair up to 7 scanners to a single cradle
- Large memory for batch collection
- Interfaces: USB, RS232
- Accessories included: adjustable charging and communication cradle for upright or wall mounted configuration











HR52 BT Bonito



- Megapixel imager, supports 1D and 2D barcodes
- Depth of field: 30 550 mm
- Bluetooth 5.0 with up to 50m connectivity
- Dotcode support
- Red laser aimer
- Newland's Acuscan for precision aiming
- Large memory for batch collection
- Interface: USB, RS232
- Accessories included: adjustable charging and communication cradle for upright or wall mounted configuration













BS10R Sepia



- Supports 1D and 2D barcodes
- Red LED aimer
- Bluetooth 4.1 with up to 30m connectivity
- Supports Apple iOS, Android and Windows devices
- Large memory for batch collection
- Minimum of 8 hour battery life per charge













BS80 Piranha



- 2 versions available, including 1D and 2D scan engines
- WxDxH: 46.0 x 88.0 x 24.0 mm (pocket scanner)
- Depth of field: 40 410 mm
- Bluetooth 4.0, with up to 50m connectivity
- Red laser aiming on 2D version
- Supports Apple iOS, Android and Windows devices
- Large memory for batch collection
- Accessories included: hand strap, neck strap, USB cable
- Accessories optional: charging cradle











Handheld Scanners Performance Series

Newland's Performance series utilizes our megapixel technology to read the most challenging barcodes including: high density, postal, stacked and DPM.

HR42 Halibut



- Megapixel imager, supports 1D and 2D barcodes
- Depth of field: 25 155 mm
- Red laser aimer
- Newland's Acuscan for precision aiming
- Interface: USB, RS232
- Optional accessories: foldable smart stand











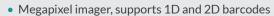




HR42 BT Halibut



With the addition of the new portable HR42 BT Halibut to our new performance series, the rugged industrial design offers both corded and cordless versions for tough environments.





- Bluetooth 5.0 with up to 50m connectivity
- Red laser aimer
- Newland's Acuscan for precision aiming
- Large memory for batch collection
- Interface: USB, RS232
- Accessories included: charging and communication cradle

















The NVH300 is optimized for DPM scanning through the combination of intelligent light selection and HD megapixel barcode technology.



- Depth of field: 0 90 mm
- Red laser aimer
- Newland's Acuscan for precision aiming
- Automated lighting selection for optimal barcode scanning
- Supports DPM barcode scanning
- Interface: USB, RS232





















Mobile Computers

DC850



The DC850 is a durable data collector optimized for no nonsense inventory management with a price suitable for your budget.



1.2M DROP





- 2 versions available, including 1D and 2D scan engines
- Equipped with a stock taking and a barcode comparison application
- Monochrome display (160x160)
- Battery life of up to 26 hours per charge
- 32MB RAM, 128MB ROM memory
- Data is easily transferred as a CSV file via a USB connection
- Accessories included: USB cable, battery, multi plug adapter

N7 Cachalot Pro

































- Built on Android 10, GMS (optional)
- 4" capacitive touch screen
- Octa-core 64-bit processor, 1.8 GHz
- Dual band WLAN, Bluetooth 4.2, GSM, GPS, NFC
- 4GB RAM, 64GB ROM memory
- · Numeric, alphanumeric or functional keypad layout
- Hot swappable battery
- · Accessories included: charging cradle, hand strap, USB cable, battery and multi plug adapter (supports fast charging)
- Accessories optional: pistol grip, multi cradle, 4-slot battery charger Mobile computer also available as Wifi only.

MT65 Beluga



- Megapixel imager, supports 1D and 2D barcodes
- Built on Android 8.1, GMS (optional)
- 4" capacitive touch screen
- 1.5GHz Quad Core 64-bit Processor
- Dual band WLAN, Bluetooth 4.2, GSM, GPS, NFC
- · Accessories included: hand strap, USB cable, battery and multiplug adapter
- · Accessories optional: charging cradle, 4-slot battery charger, holsters and pistol grip

Mobile computer also available as Wifi only.





















N5S Minke



Featuring impressive ease of use, the N5S Minke combines its Android OS with a slim form factor to suit your industry needs.

- Megapixel imager, supports 1D and 2D barcodes
- Built on Android 9, GMS (optional)
- 4" capacitive touch screen
- 1.5GHz quad-core 64-bit processor
- Dual band Wifi, Bluetooth 4.2, GSM, GPS, NFC
- 2GB RAM, 16GB ROM memory
- Accessories included: charging cradle, USB cable, battery and multi plug adapter
- Accessories optional: holsters

























MT90 Orca



- Megapixel imager, supports 1D and 2D barcodes
- Built on Android 8.1, GMS (optional)
- 5" capacitive touch screen
- Octa-core 64-bit processor, 1.8 GHz
- Dual band WLAN, Bluetooth 4.2, GSM, GPS, NFC
- 2GB RAM, 16GB ROM memory
- Accessories included: charging cradle, hand strap, rubber boot, USB cable, battery, multi plug adapter
- Accessories optional: pistol grip, UHF pistol grip, long-range pistol grip, high-capacity battery, holsters, 3-slot charging cradle, 4-slot battery charger































At the top of the line in the MT90 Orca series, the Pro version runs on Android 10 and features a higher processor and larger memory.

- Megapixel imager, supports 1D and 2D barcodes
- Built on Android 10, GMS (optional)
- 5" capacitive touch screen
- 1.8GHz Quad Core 64-bit Processor
- Dual band WLAN, Bluetooth 4.2, GSM, GPS, NFC
- 4GB RAM, 64GB ROM memory
- Accessories included: charging cradle, hand strap, rubber boot, USB cable, battery, multi plug adapter
- Accessories optional: pistol grip, UHF pistol grip, long-range pistol grip, high-capacity battery, holsters, 3-slot charging cradle, 4-slot battery charger































The NFT10 Pro is a durable, high-end mobile computer built on Android 10. It has an ultra-slim design suiting a wide variety of business applications.

- Megapixel imager, supports 1D and 2D barcodes
- Built on Android 9, GMS (optional)
- 5.7" capacitive touch screen
- Octa-core 64-bit processor, 2.0 GHz
- Dual band WLAN, Bluetooth 5.0, GSM, GPS, NFC
- 4GB RAM, 64GB ROM memory
- Accessories included: rubber boot, USB-C cable with OTG support, multi plug adapter (supports fast charging)
- Accessories optional: charging cradle, 4-slot charging cradle, holsters































Tablets

NQuire 800



- Supports 1D and 2D barcodes
- Built on Windows 10 Pro
- 8" capacitive touch screen
- Octa-core 64-bit processor, 1.44GHz
- Dual band WLAN, Bluetooth 4, GSM, GPS, NFC
- 4GB RAM, 64GB ROM memory
- Accessories included: hand strap, power supply, multi plug adapter, USB OTG cable and active stylus
- Accessories optional: charging & communication docking station





IP67















Micro Kiosks

NQuire 350 Skate



The NQuire 350 Skate follows in the footsteps of Newland's longest running flagship micro kiosk. Its Android OS and built-in 20 degree scan angle suit applications like price checking, customer information and access control alike.

- Megapixel imager, supports 1D and 2D barcodes
- Built on Android 7.1
- 4.3" capacitive touch screen
- Octa-core 64-bit processor, 1.5GHz
- Wifi, Bluetooth 4.0, PoE, GPIO, NFC
- 2GB RAM, 8GB ROM memory
- Accessories included: VESA 75 wall-mount bracket, multi plug adapter
- Accessories optional: foldable desktop stand, VESA magnetic shelf stand

















NFC))









- Megapixel imager, supports 1D and 2D barcodes
- Built on Android 7.1
- Octa-core 64-bit processor, 1.5GHz
- 2GB RAM, 8GB ROM memory
- 7" capacitive touch screen
- Dual band WLAN, Bluetooth 4.0, PoE, GPIO, NFC
- Accessories included: VESA 75 wall-mount bracket, multi plug adapter
- Accessories optional: MSR, NFC, LF-RFID and 4G module foldable desktop stand, VESA magnetic shelf stand





















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NQuire 1000 Manta



- Megapixel imager, supports 1D and 2D barcodes
- Built on Android 7.1
- Octa-core 64-bit processor, 1.5GHz
- 2GB RAM, 8GB ROM memory
- 10.1" capacitive touch screen
- Dual band WLAN, Bluetooth 4.0, PoE, GPIO, NFC
- Accessories included: VESA 75 wall-mount bracket, multi plug adapter
 Accessories entires INSE NEC LE REID and 40 module
- Accessories optional: MSR, NFC, LF- RFID and 4G module foldable desktop stand, VESA magnetic shelf stand



























Introducing Newland's software

Ndevør

All your devices.
One seamless experience.

SO WHAT'S NDEVOR?

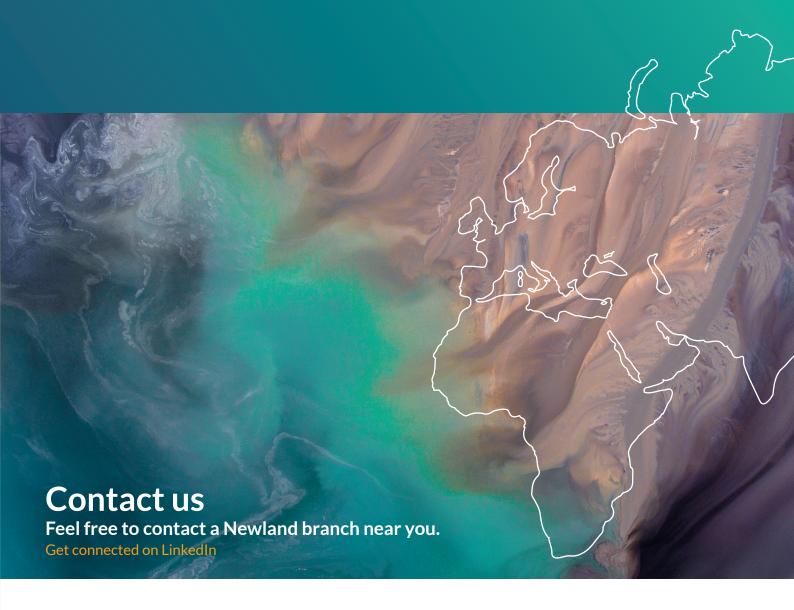
A bold management tool to look after all your devices from one central location. That means new ways to help you improve your entire operation. Real-time device intelligence and a central management platform now makes

COMPATIBILITY:

THE POWER OF NEWLAND. VENTURING FURTHER.

N5S Minke N7 Cachalot Pro MT65 Beluga MT90 Orca MT90 Orca Pro NFT10 Pilot Pro NQuire 350 Skate NQuire 700 Stingray NQuire 1000 Manta

Discover more? ndevor.net



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