**Datamars launches OMNI MAX new generation RFID scanner**

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Datamars ([www.datamars.com](http://www.datamars.com)), a leading global supplier of high performance unique identification solutions, specializing in radio frequency identification (RFID) today announced the immediate availability of its newest, universal microchip scanner - OMNI MAX.

OMNI MAX can read companion animal microchips that operate on all frequencies (125, 128 or 134.2 kHz), from all microchip vendors on the market, including: Datamars, Microfindr, HomeAgain, 24PetWatch, AKC Reunite, Avid encrypted, Trovan, BackHome, Tracer, and others.

One innovation delivered with OMNI MAX is its antenna, which runs along the entire perimeter of the scanner. This gives a 360**°** read field, significantly improving read distance over competitive handheld and portable scanners while ensuring the fastest possible microchip ID with every scan. Fast, reliable identification is critical to successful pet recovery efforts.

OMNI MAX can be connected to any computer, tablet or smartphone via USB or optional Bluetooth (wireless). When coupled with OMNI MAX’s Keyboard Wedge function, users can scan microchip ID codes directly into a software or mobile application as if they were typed on a keyboard. This provides an easy and error-free way to send scanned codes from the OMNI MAX to applications such as Microsoft Excel, veterinary or shelter management programs or online pet registries like PetLink or Petmaxx. OMNI MAX BT can also be connected to any wireless printer for immediate output of a pet’s ID in the office or in the field.

“OMNI MAX delivers the strongest feature set of any companion animal microchip scanner available today,” comments Eran Freiwald, Head of Product Management.  “It improves the speed and reliability that is needed in a vet practice, shelter, or in the field. With its unique user interface, various connectivity options and integration with mobile devices, Datamars is pushing the envelope of scanner technology in order to better serve pet owners and professionals.”