ZEBRA DS457 SERIES

Next Generation Fixed Mount Imagers

HANDS-FREE CONVENIENCE AND EXTRAORDINARY SCANNING SPEED ON ANY BAR CODE, ON ANY SURFACE

Enable high-volume hands-free scanning from the retail POS and airport boarding gate to the manufacturing production line with the DS457. With comprehensive data capture, your workers can scan virtually any bar code — including 1D, 2D and direct part marks. No matter what type of bar code is presented, or whether it is printed on a paper label, etched into a product or displayed on a mobile phone screen, breakthrough digital imaging technology delivers extraordinary scanning speed. The tiny footprint fits in the most space constrained areas. And while the DS457 can be integrated into a wide variety of products, its sleek design is just as at home in customer-facing areas, such as a retail counter.

The DS457 is comprised of four models to meet any data capture need:

- SR (Standard Range) for 1D/2D-intensive applications with medium to large bar codes

- HD (High Density) for the tiny and dense 2D codes common in manufacturing

- DL (Driver's License parsing) ideal for 1D/2D applications that require the capture of U.S. driver's license ID information

- DP (Direct Part Marks) for rapid capture of every type of direct part mark on virtually any surface

VALUE PROPOSITION

Increased scan throughput and productivity

- Built on Zebra's breakthrough digital imaging technology, the DS457 Series delivers extraordinary scanning speed and performance on virtually any type of bar code on virtually any type of surface. As a result, more items get accurately scanned in less time.

Enables the next generation of mobile commerce applications

- The ability to read 1D and 2D bar codes on reflective mobile phone and computer displays enables implementation of a rangeof innovative mobile applications, including mobile coupons, mobile loyalty, mobile gift cards, mobile ticketing and more.

Reduces implementation time and cost

- With its tiny form factor and versatile mounting accessory, the DS457 can be mounted just about anywhere – on the register, under the counter – maximizing POS space

- With its very compact form factor and simple "Plug-and-Play" design, the DS457 can be easily integrated into a wide variety of products. No optical, mechanical or electrical engineering is required. For those who have already deployed a Zebra fixed mount scanner, the common interface allows you to simply swap scanners to cost-effectively boost scanning performance and quality — no re-tooling or redesign of the installation area are required

Reduces end user training

- Full omni-directional scanning eliminates the need to precisely align bar code and imager, and a unique aiming pattern with a bright central dot ensures quick, accurate scanning — even in the brightest lighting. As a result, users of all skill levels can start scanning proficiently and productively right away with little to no training.

COMPETITIVE ADVANTAGES

FEATURES	ZEBRA DS457	HONEYWELL 4980
Read range, 100% UPC (cm)	3.8 - 38.9 in. / 9.65 – 98.8 cm	4.1 - 30.0 in. / 10.41 – 76.2 cm
Read range, 10 mil Datamatrix (cm)	3.8 - 21.3 in. / 9.65 – 54.1 cm	9.0 - 21.5 in. / 22.86 – 54.61 cm
Mobile phone scanning	Yes	Yes
DL parsing	Integrated	Add-on
Operating temperature	-4° to 122° F / -20° to 50° C	32° to 104° F / 0° to 40° C
Seal rating	IP54	IP54
Warranty	3 years	2 years

Omni-directional scanning
Ensures legibility of text in scanned documents

Unique aiming pattern
Bright central dot ensures quick, accurate scanning — even in bright sunlight

Scan trigger
Can be used in either presentation mode for hands-free scanning or on-demand scanning via integrated scan trigger

ENTERPRISE MOBILITY SERVICES

The following Enterprise Mobility Services are available to keep the DS457 Series operating at peak performance throughout its life cycle.

SERVICE	TIME OF PURCHASE	LENGTH OF COVERAGE	PART NUMBER
Service from the Start Advance Exchange Support	Up front with the hardware (pre-paid) or within 30 days thereafter	Five years	SXB-DS457-30
Advance Exchange Support	Any time	One year	AXB-DS457-10
Service Center Support – Bronze	Any time	One year Three years	SCB-DS457-10 SCB-DS457-30
Enterprise Mobility Software Support	Any time	One year Five years	SWS-EMTS-10 SWS-EMTS-30

NOTE: please refer to Solution Builder for the most up-to-date information and global pricing.

Sell Service from the Start Advance Exchange Support up front with every DS457:

- Selling service upfront provides more value to the customer, is much easier and results in a higher success rate than just selling the hardware

- Service from the Start Advance Exchange Support is a multi-year prepaid program that:

  – Provides fast response time with next-business-day delivery of replacement scanners
  Includes Comprehensive Coverage for no additional charge

- Covers normal wear and tear, along with internal and external components damaged through accidental breakage — significantly reducing customers' unforeseen repair expenses

  – Entitles customers to the technical software support and software downloads they need to help keep their devices operating at peak performance levels