ZEBRA CAPTURE YOUR EDGE

OVERVIEW
DS9300 Series Presentation Imager

Building on the legacy of the widely popular DS9208, the DS9300 Series adds Zebra's latest imaging technology and value-added innovations — to create the most productive presentation imager in its class. Your customers get unmatched performance with rapid-fire swipe speeds, the largest field-of-view and the ability to scan virtually every barcode presented. All in a compact, stylish design built to handle every day drops, tumbles and spills. The DS9300 Series — the little presentation scanner with big functionality.

Features & Benefits

Top 3 Customer Messages

1 Unmatched performance for speedier checkout times

- Superior performance on problematic barcodes with 800 MHz microprocessor, high-resolution megapixel sensor and Zebra's exclusive PRZM Intelligent Imaging
- Captures low contrast; tiny, high density; Dotcode; dotted DataMatrix and Digimarc® barcodes
- Rapid-fire scanning: swipe speeds up to 50% faster than competitive scanners
- Curved exit window helps improve performance on glossy and reflective surfaces

2 Best of both worlds: contemporary looks with a durable design

- Modern, compact design fits anywhere, from the trendiest boutique to a petroleum convenience store
- Withstands spills and dust: IP52 sealing, proprietary opto-mechanical layout with elevated circuitry and a concealed beeper hole
- Built to handle 5 ft./1.5 m drops; withstands a rigorous tumble test which emulates everyday drops and bumps
- Frictionless ratcheting base won't wear out

3 Easy to deploy, easy to manage

- Backward compatible with DS9208 cables and power supplies
- Plug and play deployment with auto-host detect cables
- Multiple mounting options, including multi-mount and locking-mount accessories
- 123Scan: easily create configuration barcodes to program scanners
- Scanner Management Service (SMS) dramatically simplifies scanner management — remotely set parameters, upgrade firmware and more

Additional Features

Near-zero footprint

Fits into the most space-constrained counters and POS; 45º angle cable connector reduces the already tiny footprint, even when the scanner is tilted forward

Intelligent adaptive illumination

LEDs automatically dim when not in use and activate when a barcode is present; LEDs are recessed and virtually invisible, reducing eye annoyance

ScanSpeed Analytics

Detailed performance metrics on every barcode captured — identify poor performing barcodes that slow down checkout

Zebra DataCapture DNA — your scanner's built-in advantage

The industry's broadest suite of software designed to address every stakeholder's challenges at every stage, from frontline workers to operations, IT and developers making everyone more productive

What's New

Improved scan performance
800 MHz processor and high-resolution megapixel sensor; improved performance on glossy surfaces; low contrast barcodes; and tiny, high density barcodes

Rapid-fire swipe speeds
Up to 120 in./305 cm per second — up to 50% faster than the competition

Largest field of view in its class
Can't-miss, easy scanning

Compact, modern design
Near-zero footprint

Improved durability
Spill proof with IP52 sealing and elevated circuitry; tumble spec

Intelligent adaptive illumination
Easier on the eyes

Captures more kinds of barcodes
Reads Digimarc®, Dotcode and dotted DataMatrix barcodes

Polyphonic and customizable tones
Add a unique touch, even promote your brand at checkout

Additional productivity tools
ScanSpeed Analytics, Intelligent Document Capture, parsing tools

Industry Applications

Retail
Point of sale; mobile coupons/loyalty; driver's license parsing; Checkpoint EAS; cigarette/liquor tax verification

Hospitality
Point of sale; concessions; mobile coupons/loyalty; ticket processing

Quick Serve Restaurants
Point of sale; mobile coupons/loyalty; driver's license parsing

Transportation
Point of sale; ticket processing; check-in; driver's license parsing

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Competitive Highlights

Following are the top competitive selling points for the four major competitive products. Complete competitive information is located in the DS9300 Series Selling Guide.

Honeywell Genesis 7580g	Honeywell Genesis 7680g	Datalogic Magellan 1500i	Code Reader 5000 (CR5000)

Honeywell Genesis 7580g

Slower swipe speed. The DS9300 Series' maximum swipe speed is up to 50% faster.

Inferior performance on low contrast barcodes. The DS9300 Series has a 25% lower minimum print contrast spec than the Genesis 7580g, enabling better performance on low contrast barcodes.

Inferior minimum resolution. The DS9300 Series can read high density codes down to 3 mil on 1D and 5 mil on 2D. The Genesis 7580g can only read 4 mil on 1D and 7.5 mil on 2D.

Smaller field of view. May require associates to more precisely position items.

Fewer value-added tools. Lacks key productivity-enhancing tools like Zebra's Intelligent Document Capture and ScanSpeed Analytics; no parsing tools like Label Parse+, UDI Scan+ and Blood Bag Parse+ for supply chain applications.

No support for Digimarc. With the Genesis 7580g, retailers cannot take advantage of this productivity-enhancing technology.

Inferior management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

Less durable. No tumble spec or sealing; Genesis 7580g is less suited for use in QSRs and convenience stores where spills are likely.

Less reliable. Lacks Zebra's frictionless ratcheting base; Genesis 7580g's base mechanism is more likely to wear out sooner.

Honeywell Genesis 7680g

Inferior performance on low contrast barcodes. The DS9300 Series has a 25% lower minimum print contrast spec than the Genesis 7680g, enabling better performance on low contrast barcodes.

Smaller field of view. May require associates to more precisely position items.

Fewer value-added tools. Lacks key productivity-enhancing tools like Zebra's Intelligent Document Capture, Multi-Code Data Formatting and ScanSpeed Analytics; no OCR support; no parsing tools like Label Parse+, UDI Scan+ and Blood Bag Parse+ for supply chain applications.

Inferior management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

Less durable. While the Genesis 7680g is IP52 sealed, the top mounted button and beeper holes can be more susceptible to liquid spills, which can shorten the life of the scanner.

Less reliable. Lacks Zebra's frictionless ratcheting base; Genesis 7680g's base mechanism is more likely to wear out sooner.

Datalogic Magellan 1500i

Does not publish swipe speed. Datalogic does not publish swipe speeds.

Inferior performance on low contrast barcodes. The DS9300 Series has a 40% lower minimum print contrast spec than Magellan, enabling better performance on low contrast barcodes.

Inferior minimum resolution. The DS9300 Series can read high density codes down to 3 mil on 1D and 5 mil on 2D. Magellan 1500i can only read 5 mil on 1D and does not spec 2D.

Smaller field of view. May require associates to more precisely position items.

Fewer value-added tools. Lacks tools like Intelligent Document Capture, ScanSpeed Analytics and OCR; no parsing tools like Label Parse+, UDI Scan+ and Blood Bag Parse+ for supply chain applications.

No support for driver's license parsing. Magellan 1500i cannot process driver's license information to instantly verify age or populate credit card applications.

Inferior management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

Less durable. Lower drop spec and no tumble spec; Magellan 1500i is less suited to survive the knocks and bumps that can happen in the real-world.

Less reliable. Lacks Zebra's frictionless ratcheting base; Magellan 1500i's base mechanism is more likely to wear out sooner.

Code Reader 5000 (CR5000)

Does not publish swipe speed. Code does not publish swipe speeds.

No support for Digimarc. With the CR5000, retailers cannot take advantage of this productivity-enhancing technology.

Inferior minimum resolution. Code does not publish a minimum resolution spec; the DS9300 Series can read higher density barcodes.

Smaller field of view. May require associates to more precisely position items.

Fewer value-added tools. Lacks key productivity-enhancing tools like Intelligent Document Capture, Multi-Code Data Formatting, ScanSpeed Analytics and OCR; no parsing tools like Label Parse+, UDI Scan+ and Blood Bag Parse+ for supply chain applications.

Inferior management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

Less durable. Without a tumble spec, the CR5000 is less suited to survive the knocks and bumps that can happen in the real-world.

Less reliable. The "push button" type switch on the bottom of the CR5000's base can get clogged and stop working. The DS9300 Series' spill-proof base contains no switches or electronics.

Qualifying Questions

Q **Are you looking to improve productivity at the POS to shorten customer wait times?**

A Count on the DS9300 Series to keep checkout lines flowing smoothly in convenience stores, drug stores, quick serve restaurants and other retail environments. With swipe speeds up to 50% faster than competitive scanners, the DS9300 Series captures barcodes as fast as they're presented. The largest field of view in this class eliminates the need to move items around to find the "sweet spot." Thanks to Zebra's latest imaging technology advancements, the DS9300 Series can quickly capture virtually any barcode, even if it is damaged, low contrast, poorly printed, faded, printed on glossy paper, displayed on a reflective screen and more. Scanning tiny merchandise is no problem — the DS9300 Series has the highest density resolution in its class. And the imager is loaded with additional productivity-enhancing features such as Driver's License parsing, the ability to deactivate EAS tags, ScanSpeed Analytics to identify poor-performing barcodes and more.

Q **Are you looking to invest in a scanning solution that will evolve with your business?**

A With over one million units sold, the legacy DS9208 is known for its reliability and longevity — and the DS9300 Series has been built to enable an even longer lifecycle. The DS9300 Series offers a wide range of value-added applications including the ability to read Digimarc, DotCode and dotted DataMatrix barcodes; capture multiple barcodes with a single pull of the trigger; single out one barcode in a group of many; capture and optimize documents; collect data from passports and travel documents with OCR and more. Even if you are not deploying these cost-saving applications now, you get the peace of mind that the DS9300 Series you buy today will support them down the road. In addition, we are continually evolving to fuel next-level performance. We have a 50+ year legacy of innovation, so you can count on new features and innovation over the life of your scanner.

Q **What are the physical challenges at your POS? Do you have a small counter space with lots of impulse buy items? Frequent spills?**

A With its near-zero footprint, the DS9300 Series can fit in the most space-constrained counters — leaving you plenty of room to display impulse purchases. The 45° angle cable connector reduces the already tiny footprint, even when the scanner is tilted forward. Dust, drops and spills won't stop the DS9300 Series. It's built to handle 5 ft./1.5 m drops to concrete and 1,000 consecutive 1.5 ft./0.5 m tumbles, ready to survive the knocks and bumps that can happen in the real-world. And thanks to IP52 sealing and a proprietary opto-mechanical layout that includes a concealed beeper hole with elevated circuitry and cable connector, the base is spill proof.

Sales/Reference Materials

The Source (for internal Zebra only):
https://zebra.showpad.biz

DS9300 Series Product Page:
www.zebra.com/ds9300

Partner Gateway:
https://partnerportal.zebra.com

Services:
www.zebra.com/zebraonecare

Support Pages:
www.zebra.com/support

DataCapture DNA:
www.zebra.com/datacapturedna

DataCapture DNA

Lift scanner sales with the broadest line of complimentary software. Zebra's DataCapture DNA addresses workflow issues other scanner manufacturers don't. Your customers gain a greater ROI from these high-demand tools and you gain their loyalty and repeat business.

- Intelligent Document Capture: Instantly capture and optimize documents
- Multi-Code Data Formatting: Automatically capture multiple barcodes with one scan
- Preferred Symbol: Single out one barcode, while excluding others
- UDI Scan+, Label Parse+ and Blood Bag Parse+: Automate the capture of more kinds of data
- 123Scan Utility: Industry's easiest programming experience with 600,000+ loyal IT users
- Scanner Software Development Kits: Easily develop scanner applications with our Scanner SDKs
- And more...

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Objection Handling

Technology Decision Maker: Purchasing	Operations Manager: Zebra Customer	IT Manager
"I need concrete proof that a new scanner purchase is justified, especially compared to competitive products."	**"Our Zebra DS9208 scanners are still working well after many years. I don't see the need to upgrade right now."**	**"Our IT department is stretched thin — we don't want to deal with the complexities of upgrading our existing scanners."**
Response:	**Response:**	**Response:**
The competitively-priced DS9300 Series meets or beats the competition in every documented specification tracked for this scanner category, including: • Swipe speeds that are up to 50% faster than competitive scanners • Industry-leading performance on challenging barcodes, including ones that are low contrast, damaged, printed on glossy surfaces and more • Highest density resolution in this class to capture even the tiniest 1D and 2D barcodes with ease • Largest field of view in this class — requires less precision when positioning items • Most durable device in its class with IP52 sealing, proprietary opto-mechanical layout with elevated electronics, a 5 ft./1.5 m drop spec and 1,000 1.5 ft./0.5 m tumble spec • Supports a wide range of value-added applications, such as Multi-Code Data Formatting (MDF), advanced parsing tools, ScanSpeed Analytics and Intelligent Document Capture	The DS9300 Series builds on the outstanding legacy of the DS9208, leveraging experience gained from one million global placements. The DS9300 Series has an updated design while keeping the DS9208's small footprint. You get the same well-loved management tools, along with Zebra's latest imaging technology and productivity-enhancing innovation. • Boost productivity and throughput with faster swipe speeds and improved performance on challenging barcodes • Increase versatility with support for tiny 1D/2D barcodes, invisible Digimarc barcodes, DotCode and dotted DataMatrix barcodes through cellophane and more • Improve the customer/worker experience with intelligent adaptive illumination and polyphonic and customizable tones • Do more with a feature-rich device — capture multiple barcode labels, single out one barcode from many and much more • Backwards compatible with DS9208 cables and power supplies to leverage your existing accessory investment	The DS9300 Series is easy to deploy and offers a superior out of box experience — enabling you to cost-effectively upgrade with minimal disruption to your operations. • Pre-configured and ready-to-use right out of the box — we've optimized the default settings for the applications you use every day • Just plug the DS9300 Series into your host and the smart auto-host detect cable automatically identifies the hardware interface and connects the scanner • Multiple mounting options for a wide variety of applications, including a "slipper" style multi-mount accessory for tables and walls and a locking-mount accessory • Support for nearly 100 keyboard languages • Complimentary, industry-leading tools: 123Scan and Scanner Management Service reduce configuration and management time

Services

The DS9300 Series is covered by a standard three-year warranty. And **Zebra OneCare™ Maintenance Plans** go beyond the standard warranty to cover it all — helping to eliminate unexpected repair costs and maximize device uptime.

With Zebra OneCare contracts, customers not only get repair, technical and software support; they also get access to VisibilityIQ™ OneCare — a configurable, cloud-based dashboard providing access to repair reports, technical support reports, contract reports and more.

Zebra OneCare Essential:

• Comprehensive repair services
• 3-day repair turnaround time
• VisibilityIQ OneCare
• Full access to technical support resources
• Rights to download and use software releases
• 3- or 5-year coverage

Zebra OneCare Select:

Zebra OneCare Essential features, plus:

• Advance device replacement
• 24/7 Level I support
• 3- or 5-year coverage

Refer to Solutions Pathway for the most up-to-date information, including global availability and pricing.

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