



# Transitioning from the DS7708 to the SP72 Series

Step into a new age of checkout performance and productivity with the next generation SP72 Series — faster checkouts, lower shrink, easy integration and a better customer experience.



## Faster checkouts

- 20% faster swipe speeds
- Trouble-free scanning of mobile and other reflective barcodes with offset illumination
- Larger field of view for “can’t miss” presentation scanning
- Even better performance on challenging barcodes with higher resolution 2.3 MP sensor



## Innovation to lower shrink

- Vision-based applications with optional 2.3 MP color camera<sup>1</sup>
- Compatible with both Checkpoint and Sensormatic<sup>1</sup> EAS
- Top-mounted “Good Decode” LEDs work with overhead cameras
- Develop apps to alert when barcodes are not decoded with Zebra’s Non-Decode Event alerts



## Easy SCO integration

- Horizontal and vertical models
- Flat face design mounts flush into SCO enclosures
- Horizontal model easily drops into competitive legacy installations
- Operates from 5V USB — no external power needed<sup>2</sup>
- Same configuration utility with 123Scan



## In-counter, on-counter, cashier-manned or SCO

Choose the right solution for your installation needs — the SP72 Series supports it all. The compact SP72-V can be placed on a counter, mounted on a wall or table or inside self-checkout enclosures and kiosks. The horizontal SP72-H offers a zero footprint, in-counter design and is a drop-in replacement for popular legacy installations.

1. Color camera and Sensormatic EAS available Q4 2023

2. Use of an auxiliary scanner and/or color camera requires more than 500mA which can be achieved via a high-power USB port (i.e. USB BC1.2), 12VDC PowerPlus cable, or external power supply

# Part Number Transition

The following transition SKUs represent direct or near direct replacements for legacy DS7708 configurations.

Legacy DS7708 P/N	Replacement SP72 Series P/N	Description	Target Customer Need
<b>Upgrading from DS7708 Scanner only</b>			
<b>DS7708-SR00004ZCWW</b>	SP7208-SV00004ZCWW	SP7208: Single Plane, Vertical, Multi-Interface, AUX Port, Standard Range, Midnight Black, Checkpoint EAS (CBL-CE0072 cable included)	Looking for a direct replacement
	SP7208-SV00004ZZWW	SP7208: Single Plane, Vertical, Multi-Interface, AUX Port, Standard Range, Midnight Black	Customer requires an auxiliary scanner; does not require EAS or color camera
	SP7201-SV00004ZCWW	SP7201: Single Plane, Vertical, USB Only, No AUX Port, Standard Range, Midnight Black, Checkpoint EAS (CBL-CE0072 cable included)	Customer uses only USB and needs EAS; does not require an auxiliary scanner or color camera
	SP7201-SV00004ZZWW	SP7201: Single Plane, Vertical, USB Only, No AUX Port, Standard Range, Midnight Black	Customer uses only USB; does not require EAS, an auxiliary scanner or color camera
<b>Upgrading from DS7708 Checkpoint EAS USB Kit</b>			
<b>DS7708-SR4U2100ZCW</b>	SP7208-SV4U2100ZCW	SP7208-SV Black Checkpoint EAS USB Kit: SP7208-SV00004ZCWW Scanner, CBA-U21-S07ZBR Shielded USB Cable	Looking for a direct replacement
	SP7208-SV4U2100AZW	SP7208-SV Black USB Kit: SP7208-SV00004ZZWW Scanner, CBA-U21-S07ZBR Shielded USB Cable	Customer requires an auxiliary scanner; does not require EAS or color camera
	SP7201-SV4U2100ZCW	SP7201-SV Black Checkpoint EAS USB Kit: SP7201-SV00004ZCWW Scanner, CBA-U21-S07ZBR Shielded USB Cable	Customer uses only USB and needs EAS; does not require an auxiliary scanner or color camera
	SP7201-SV4U2100AZW	SP7201-SV Black USB Kit: SP7201-SV00004ZZWW Scanner, CBA-U21-S07ZBR Shielded USB Cable	Customer uses only USB; does not require EAS, an auxiliary scanner or color camera

## Deliver more value and increase revenue with upsell opportunities

The SP72 Series offers upsell opportunities, with many features that were not available in the DS7708. In addition to offering direct replacements for legacy DS7708 installations, look for opportunities to sell the SP72 Series with a color camera, Sensormatic EAS, as well as horizontal models.

[Refer to Solutions Pathway for a complete configuration list.](#)



**Color camera for vision-based applications**



**Sensormatic EAS**



**Horizontal/in-counter solutions**

\* Color camera and Sensormatic EAS available Q4 2023



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