



Do More with Imaging

ZEBRA'S POWERFUL IMAGING SCANNER
SOLUTIONS FOR RETAIL

Get More Technology

ZEBRA'S ADVANCED IMAGERS SPEED CHECKOUT AND IMPROVE CUSTOMER LOYALTY

The main interaction shoppers have with your organization often comes at the point-of-sale. You need fast and accurate transactions to keep your lanes flowing smoothly and keep your customers returning time after time.

Zebra array imagers also improve productivity – giving you the ability to capture the data that matters most. Whether you are scanning traditional printed 1D barcodes or a 2D mobile coupon presented from your mobile app, Zebra imagers capture the data you need, the first time, every time. With the most comprehensive range of purpose-built imagers on the market; there is one built for your business that will help you improve customer service, encourage greater loyalty, and increase sales.

Capture the Sale, Every Way

Read all barcodes

Sales associates can capture any 1D or 2D barcode in practically any condition, including those that are damaged, torn, badly printed or difficult to read, with blazing speed. Zebra imagers can also read barcodes on the screen of a mobile device, to enable mobile loyalty and coupon applications.

Read multiple barcodes

When you need to capture important information embedded in multiple barcodes on a package or work order, Zebra's multi-code technology makes it a quick and easy task, reading multiple barcodes in a single trigger pull.

Omnidirectional scanning

Quicker checkout to keep lines moving, as there is no need to align the device with the barcode.

Enhanced range

Many Zebra imagers offer enhanced range, enabling cashiers to scan barcodes from a greater distance, so there is no need to handle a customer's mobile device or delay a checkout line by leaving the register to reach a barcode. This is particularly useful for scanning large and bulky items or those at the bottom of a cart.

Do More Business

KEEP CHECKOUT LANES FLOWING AND IMPROVE CUSTOMER LOYALTY

Unbeatable performance

Zebra imagers provide the class-leading performance necessary to enhance the customer experience – supporting a variety of applications that drive your business forward.

MOBILE MARKETING

Electronically-delivered barcodes, scanned off the screen of a smartphone, tablet or other mobile device:

- **Mobile coupons, including online discounts** – easier, faster, and less expensive to implement, these offers are more likely to be redeemed, which results in repeat visits.
- **Mobile loyalty applications** – moving from plastic card to mobile device offers greater convenience, as the mobile app is always at hand. Rewarding repeat purchases increase sales, customer satisfaction, and loyalty, while enabling your business to create more targeted, personalized offers.
- **Mobile payments, including using gift cards on mobile apps** – makes it easy to pay for purchases, they increase customer satisfaction as there is no worry about carrying cash or credit cards.

READING MULTIPLE BARCODES

High-end items often have more than one barcode on a label. A Zebra imager enables you to scan these barcodes simultaneously to populate a database.

- Quickly enter information such as item number, manufacture date, etc. for use in warranty or product registration.
- Make it easier to access accurate, real-time information about what you received, when you received it and what shape it was in.

AGE VERIFICATION AND FORM AUTO-POPULATION

- Scanning the barcode on the back of a driver's license makes it easier to verify a customer's identity.
- **Returns monitoring system** – quickly and accurately populates your returns database, reducing errors associated with manual entry. It also helps to easily track serial returners.

- **Sale of restricted items** – such as tobacco, liquor, firearms, etc. – ensure buyers are not underage and reduce your liability as a retailer.
- **Form auto-population** – quickly populate loyalty or credit applications in one scan, without holding up the lines while a customer completes a paper form.

OPTICAL CHARACTER RECOGNITION (OCR)

Using a Zebra imager, you can capture OCR fonts on checks and forms to populate a database and expedite processes.

- Read the MICR characters on the bottom of the check to populate a database and simplify processing.
- Read invoice or account numbers and populate the information into an application.

IMAGES AND SIGNATURES

Using Zebra imaging you can capture an image of a customer, item, signature or other documents.

- **Membership cards** – customizable cards with members' images strengthen loyalty by making it easy to verify membership and activities – while keeping information accessible and confidential.
- **Proof of returned item/trade in** – provides accurate information to protect the integrity of your sales scheme and reduce fraud.
- **Signature and document capture** – taking a copy of prescriptions for pharmacies; this can be done quickly and easily with Zebra Imagers without running a separate flat bed scanner. It means less waiting time for customers and fewer devices for you to buy, manage and deploy.

Why Choose Zebra Imaging Technology?

Every day retailers, including some of the largest companies in the world, rely on the proven, superior quality of Zebra 2D imagers.

An imager to suit every retailer – with a broad portfolio ranging in size and portability from handheld and hands free to fixed mount, there is a scanner for all types of retail environment.

Great Zebra 2D imagers for retail

DS2200 Series –Affordable corded and cordless 1D/2D imaging

DS8100 Series Handheld Imagers –Unprecedented scanning performance

MP7000 – Grocery scanner scale

DS4308 – Handheld corded imager

CS4070 – 2D companion imager

DS4800 – Customizable imager

DS9208 – Hands-free imager

Go with the industry leader – a barcode pioneer for more than 35 years, there is over 2000 years of collective experience among our research and development team. We have a long history of firsts – from developing the first handheld scanner to creating the first RFID/2D Imager in one device.

Innovative, easy-to-manage technology – Zebra's **123Scan** utility makes configuring your imager quick and easy. SMS, our Scanner Management Service, lets you manage your imager fleet from a central location. And our **Software Development Kit** gives you the flexibility to truly customize your solution for specific tasks and bespoke systems.

Built for retail – so our imagers meet the particular challenges and changes affecting retailers today.

TO LEARN MORE ABOUT ZEBRA IMAGERS FOR RETAIL,
VISIT: WWW.ZEBRA.COM/RETAILIMAGERS



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