Do More with 2D Imaging

ZEBRA'S POWERFUL 2D IMAGING SCANNER SOLUTIONS FOR RETAIL INDUSTRY

ZEBRA'S ADVANCED 2D IMAGERS EXPEDITE 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.Providing an exceptional customer.
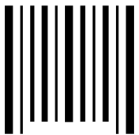
Zebra array imagers also improve productivity — giving you the ability to capture the data that matters most. Whether you are scanning traditional printed 1D barcodes or a 2D mobile coupon presented from your mobile app, Zebra imagers capture the data you need, the first time, every time. With the most 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

ZEBRA

2D BARCODE SCANNERS BUILT FOR RETAIL

Read the barcodes you need to read

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.
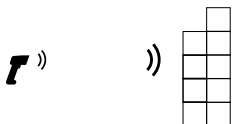

Read multiple barcodes

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

Keep your checkout lines moving faster, as no time is lost having 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.

Capture the Sale Every Way

Do More Businesss

DELIGHT GUESTS AND IMPROVE CUSTOMER LOYALTY

MOBILE MARKETING

Electronically-delivered barcodes can be scanned off of the screen of a mobile phone, tablet or other device:•

• **Mobile payments** – customers can load up their mobile gift card and use it to pay for purchases without having to worry about carrying cash or credit cards.

• **Mobile loyalty** – moving the loyalty program from plastic card to mobile device means a customer's loyalty card is always at hand. Customers earn points, deals and coupons for repeat purchases and businesses gain valuable insights into spending habits so they can personalize their offers in a more targeted way.

• **Mobile coupons** – send discounts and offers direct to mobile devices to encourage repeat visits and drive traffic.

VERIFICATION

• **Identity monitoring** – automatic data entry ensures accuracy and helps keep check-in or payment lines moving.

• **Image capture** – capture an image of your guest and print it on a loyalty or access card to monitor access and track purchases or visits.

⁙. ZEBRA

RETAIL APPLICATIONS

Why Choose Zebra Imaging Technology?

Hotels, restaurants and entertainment venues globally rely on the proven quality of Zebra Imagers to help them deliver the superior service their customers expect.

There's a 2D imager made for you – with a broad portfolio offering handheld, hands free, corded and cordless, Zebra has the purpose-built imager to suit the needs of every application and environment.

We are the market leader – pioneers in barcode research for over 35 years, we have over 2000 years of collective experience among our research and development team. Our long history of firsts includes the first handheld scanner, the first wireless scanner and the very first hybrid 2D imager to unite handheld and hands-free ergonomics in one device.

Everyday technology, that's simple to deploy – 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 systems. Our experts have broad healthcare experience – which means our scanners are designed to meet the particular challenges affecting today's healthcare environments.

Our 2D imagers are developed by experts in the hospitality industry – using the broad experience our team has in hotels, restaurants and entertainment venues, we develop products that best meet the particular challenges and changes affecting your business.

GREAT ZEBRA IMAGERS FOR THE HOSPITALITY INDUSTRY

DS8100 SR | DS4608 SR | DS2200 SR

To learn more about Zebra's retail solutions,
visit **www.zebra.com/retail**

ZEBRA

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