

In today's fight against discounters, dot coms and competitors... customer experience is key...

THE FUTURE

OF RETAILING

IS RIGHT HERE

# Introducing the MC18: our most advanced Personal Shopping Solution

All the familiar functionality of a smartphone, in a handheld scanner.



## 64% of shoppers want an improved shopping experience

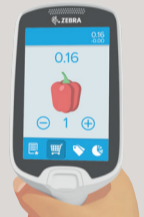
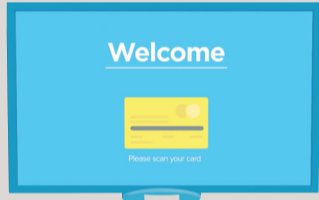
### Discover how the MC18 could revolutionise your customers' shopping experience.

It starts with unlocking the device; which is quick, easy and can be done with a loyalty card.

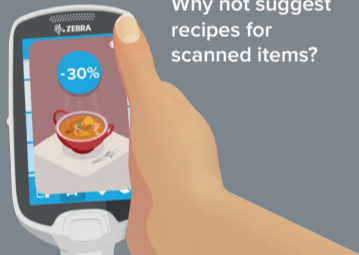
A personalised welcome makes customers feel more valued.

They can connect to their online shopping list, sorted by aisle and scan any coupons they have.

Scanning is simple, even for loose produce... making shopping in your stores easier and more convenient.

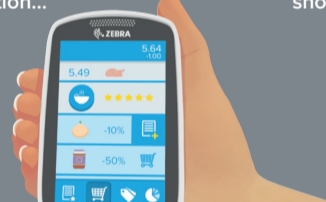


### But the MC18 offers so much more...



Why not suggest recipes for scanned items?

Create offers based on your customer's location...



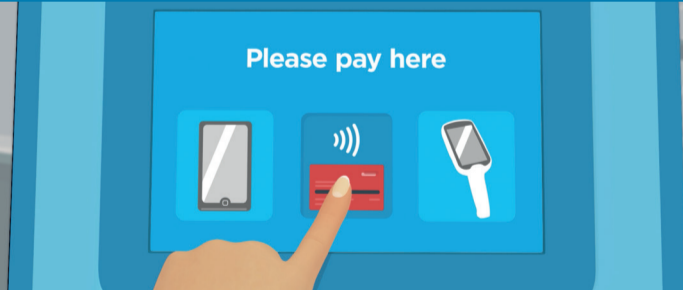
Or use in-store navigation to guide shoppers around your stores.



Customers can check their spend, so they can budget better... and statistics show they **will** spend more.



## 7-14% sales increase



With the MC18, checkout is hassle-free... no queuing; no stress; no delays.

You can also use the MC18 for:



Queue Busting



In-store Picking



Stock Checking



Price Mark Down

### AND AS SHOPPERS DO THE SCANNING, IT SAVES STAFF TIME TOO... **CAN YOU AFFORD TO IGNORE THE POTENTIAL?**

DISCOVER MORE AT [WWW.ZEBRA.COM/PSS](http://WWW.ZEBRA.COM/PSS)

