



ZEBRA

DS8100 Series Handheld Imager

THE ULTIMATE IN
PERFORMANCE,
INNOVATION AND
MANAGEABILITY



AGENDA



- The Business Challenge
- Introducing the DS8100 Series
- Key Features
- Markets and Applications
- Global Services
- Zebra – a True Mobility Partner

The Checkout Stand Is Your Last Chance to Leave Shoppers with a Good Impression

THE QUALITY OF THE CHECKOUT EXPERIENCE DEPENDS ON THE QUALITY OF YOUR SCANNER



IF YOUR SCANNER CAN'T...

- Accurately capture damaged, crinkled or poorly printed barcodes
- Capture barcodes on the first scan
- Capture mobile coupons or loyalty cards

...cashiers need to manually enter barcode data or re-scan items until a scan is successful.

THE RESULT?

- Longer wait times: checkout lanes back up
- Lower productivity: fewer transactions per shift
- Lost sales: shoppers abandon carts to avoid long wait times
- Poor customer experience: cashiers focus on re-scanning or manually entering items instead of delivering a more personal experience

With the DS8100 Series, You Can Scan it All

Scans items at
checkout **7% faster**
in handheld mode
than the competition

Scans mobile
coupons and loyalty
cards **34% faster***
than the competition

Available in corded
(DS8108) and
Bluetooth cordless
(DS8178) models



Faster checkouts than any device in its class.

Unprecedented Performance

Innovation Beyond the Barcode

Unrivaed Manageability



Key Features

Unprecedented Performance

Zebra's exclusive PRZM technology combines with a megapixel sensor and 800 MHz microprocessor for unparalleled performance and productivity



Superior performance on even the most problematic barcodes, such as crinkled, poorly printed, low contrast, dirty barcodes, and electronic barcodes on dimly lit displays



Keep lines moving with a best-in-class range of up to 24 in./61 cm and a bright aiming spot; scan carts without leaving the cash wrap



Power to scan continuously for 24 hours with Zebra's exclusive PowerPrecision+ smart battery



WHEN IT COMES TO THE CHECKOUT EXPERIENCE, ONLY THE BEST WILL DO...

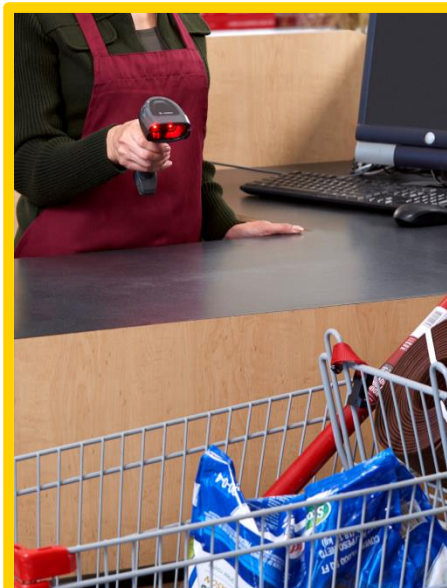
Even the most challenging barcodes are no match for the DS8100 Series. This imager rises above conventional imagers to deliver unprecedented scanning performance on 1D and 2D barcodes – keeping your lines moving and your customers happy.



Hard-to-read
barcodes



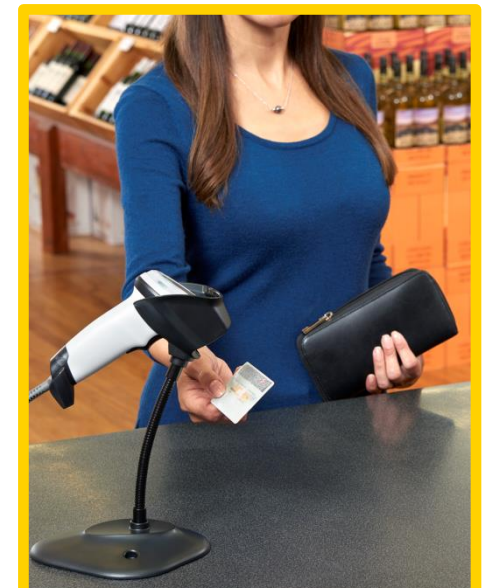
Coupons,
loyalty and
gift cards on
mobile devices



Bulky items
that stay in
the cart



Picklists with
multiple
barcodes



Driver's
licenses

Innovation Beyond the Barcode

INNOVATIONS DESIGNED TO MAXIMIZE PRODUCTIVITY AT THE POINT OF SALE



Digimarc® — barcode of the future: Supports Digimarc digital watermark technology so cashiers don't need to locate and position the barcode to ring it up

Exclusive battery charge gauge: Instantly check the battery's status — never start a shift with a half-charged battery

Wi-Fi Friendly Mode — only from Zebra: Eliminate Bluetooth interference to protect your Wi-Fi performance; ensures Bluetooth scanners don't operate on channels used by your WLAN

Full page documents: Capture a full 8.5 x 11 or A4 document with the press of a button — and the DS8100 Series transmits the data in the right format for your electronic storage

Unrivaled Manageability

Managing imagers across your business is a lot easier with Zebra's free value-add management tools

Scan diagnostics: Correct small issues before they become big problems

See scan speed and symbology type for every barcode scanned; identify underperforming lanes and items that are causing problems at the POS

Extensive battery health metrics

See metrics on charge cycles and remaining charge capacity for all batteries in your pool; spot and replace aging batteries before they cause interruptions

Control scanners from a smartphone, tablet or PC

Easily control beeper, LED and symbology settings; display scanned barcode data and more. Supported on Windows, Android and iOS devices.

No-cost rapid deployment and remote management tools

With 123Scan, you can easily create configuration barcodes to program your DS8100 Series imagers. If you have scanners in different locations, use our free Scanner Management Service app to remotely manage them all.

SDK for custom application needs (Windows, Android, iOS, Linux)

Free SDKs include documentation, drivers, test utilities and sample source code



Cutting-Edge Cordless



Key Takeaways



Scan mobile barcodes
34% faster than
competition*



Charges up to
7X faster than
competition



Reads **Digimarc**
Watermarks



Industry's only
PowerPrecision+
Smart Battery



Industry's only
Scan Diagnostics



Industry's only On-Board
Battery Gauge



Headache-free managing
& configuring with
123Scan



Industry's only
Battery Health
Metrics



Markets and Applications

Retail

APPLICATIONS

Point-of-Sale
(POS)

Loyalty
Applications

Electronic
Coupon
Redemption

Backroom
Receiving

Inventory
Management

BENEFITS

- Keep your checkout lanes moving smoothly and quickly
- Increase customer satisfaction and loyalty by always making a last great impression
- Increase POS throughput with next generation Digimarc barcodes
- Improve the success of promotional campaigns by offering convenient mobile coupons
- Increase participation in loyalty programs with mobile loyalty cards
- Improve productivity and accuracy in inventory management and receiving



Hospitality

APPLICATIONS

Check-in

Ticketing
(Concerts, Sporting
Events and More)

Loyalty Cards
(Mobile and
Printed)

BENEFITS

- Keep entrance lines moving smoothly and quickly
- Increase guest satisfaction and loyalty
- Increase participation in loyalty programs by offering the convenience of mobile loyalty cards
- Reduce waste and printing costs via paperless event tickets



Transportation & Logistics

APPLICATIONS

Shipping
and
Receiving

Picking

Product
Tracking

Ticketing
(Airports,
Train and Bus
Terminals)

Postal

BENEFITS

- Read multiple barcodes on packages quickly and easily for improved throughput
- Increase worker productivity with the ability to quickly capture damaged, dirty, poorly printed and other challenging barcodes
- Reduce wait times, waste and printing costs with paperless boarding tickets

Light/Clean Manufacturing

APPLICATIONS

Product and
Component
Tracking

Work-in-
Process (WIP)

BENEFITS

- Increase worker productivity with the ability to quickly capture damaged, dirty, poorly printed and other challenging barcodes
- Improve Quality Assurance: the right parts are always used at the right time
- Reduce the cost and complexity associated with meeting track and trace regulations



Government

APPLICATIONS

Lottery and
gaming

Administration

Banking



BENEFITS

- Increase worker productivity with the ability to quickly capture damaged, dirty, poorly printed and other challenging barcodes
- Lower the learning curve/training requirements for new workers





Global Services

Support Services

COMPREHENSIVE END-TO-END SERVICES
HELP YOU GET AND KEEP YOUR **ENTERPRISE
MOBILITY** SOLUTION UP AND RUNNING
AT PEAK PERFORMANCE.

ZEBRA OneCare



Keep your DS8100 Series imagers operating at peak performance

Upgrade to the ultimate in post-deployment support with multi-year coverage from day one

You're covered — Period

- Normal wear and tear plus accidental breakage repair coverage
- Includes telephone and software support
- Upgrade to OneCare Select to add next-business-day dispatch of replacement devices and 24/7 Level One support

BENEFITS

- Maximize device uptime
- Unparalleled “from the manufacturer” expertise
- Outstanding value — eliminates unexpected repair costs
- Frees IT to focus on more strategic initiatives

**COVERAGE
FROM DAY ONE**

A close-up, low-angle shot of a tire tread, showing the intricate patterns of the grooves and sipes. The lighting is dramatic, highlighting the texture of the rubber against a dark background.

Zebra — A True Mobility Partner

Unmatched Breadth

EVERYTHING YOU NEED, UNDER ONE ROOF – MOBILE DEVICES, WIRELESS INFRASTRUCTURE, RFID, SECURITY AND SUPPORT SERVICES



Handheld mobile computers

Vehicle-mount mobile computers

Wearable mobile computers

Tablets

Handheld barcode scanners

Fixed mount scanners

Handheld RFID readers

Fixed RFID readers

Interactive kiosks

Mobile device management

Printers

End-to-end services

Why Choose Zebra



LEGACY

For over 35 years, Zebra has been setting new standards in the barcode scanning industry.

- Inventor of the PDF417 barcode
- 1st Handheld scanner
- 1st Rugged barcode scanner
- 1st Six-sided multi-plane imager
- 1st Wireless scanner
- 1st OEM scan engine
- 1st Hybrid RFID imager
- 1st Fully customizable imager



INNOVATION

Cutting-edge technology and products across all vertical markets.

- PRZM Intelligent Imaging Technology
- Intelligent document capture
- Multicode Data Formatting (MDF)



BEST-IN-CLASS PORTFOLIO

When it comes to 2D imaging leadership, Zebra wins hands down.

- Best-in-class decode range on a 2D general purpose handheld imager
- Best-in-class multi-plane imaging bioptic
- Best-in-class performance and durability on a vertical slot scanner
- Best-in-class megapixel engine

It's no wonder the largest customers in the world trust Zebra for their barcode scanning needs.



ZEBRA

THANK YOU

