

Sell the Best:

Why Zebra DS9300 outperforms Mindeo MP725

In this competitive market, one brand stands apart: Zebra. With the DS9300, your customers get a compact presentation scanner with powerful functionality. It fits anywhere, scans everything, and is built for all-day performance. Backed by a trusted global brand, the DS9300 offers the peace of mind that comes with a proven track record – helping you close more deals, faster and with greater confidence.



Faster checkouts, happier customers

From fast swipe speeds to trouble-free scanning of mobile, small and challenging barcodes, the DS9300 delivers unmatched performance to keep lines moving and keep customers happy.



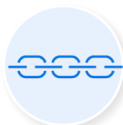
More versatility

Your customers can do more with the DS9300 — capture images of documents, capture driver's license data, identify poor-performing barcodes that slow down checkout and more.



Less tech stress

With Zebra, your customers get far more than just hardware. Thanks to Zebra's 123Scan Suite of software tools, it's easy to get scanners up and running in no time — even without IT support.



Scan non-stop

Zebra scanners deliver the reliability your customers can count on, preventing downtime and keeping their businesses running smoothly.



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How we stack up against the competition

FEATURE	ZEBRA DS9300	MINDEO MP725	ZEBRA BENEFIT
			
FASTER, EASIER CHECKOUTS			
PRZM Intelligent Imaging technology	Yes	No	With Zebra's exclusive PRZM Intelligent Imaging technology, the DS9300 offers superior performance on challenging barcodes to boost productivity and keep lines moving.
Swipe speeds	120 in (305cm) per second	Not specified	With high swipe speeds, the DS9300 can capture barcodes as quickly as they're presented.
GREATER VERSATILITY			
Document capture	A6	No	The DS9300 can capture images of IDs, insurance cards and more, streamlining more data capture tasks and increasing versatility.
Polyphonic tones and customization	Yes Beep tones, polyphonic tones and custom (.wav) files Library of sounds to choose from	No	Retailers can improve the customer experience and boost brand identity by replacing the standard beep tone with a tone from Zebra's library of melodic sounds or creating a custom tone (.wav file).
Print contrast	15%	20%	The DS9300 has better performance on low contrast barcodes — such as a poorly printed barcode or a barcode that's placed on noisy packaging. Helps minimize no-reads to keep lines moving.
Minimum element resolution	3 Mil	1D: 5 Mil 2D: 6.7 Mil	The DS9300 is able to read denser barcodes, supporting the small and dense barcodes found on specialty retail items.
LOWER TOTAL COST OF OWNERSHIP			
Drop and tumble specifications	5 ft (1.5m) drops 1,000 1.6 ft (0.5m) tumbles	5 ft (1.5m) drops No tumble specification	Only the DS9300 is subjected to a tumble test which simulates the real-world tumbling that occurs after a fall — and can be a more accurate representation of the wear and tear a device will experience during real use.
Sealing	IP52	IP50	IP52 sealing better protects against accidental spills.
Performance metrics	Yes ScanSpeed Analytics	No	ScanSpeed Analytics provides detailed performance metrics on each barcode captured, enabling customers to identify and phase out poor performing barcodes.
Industry-preferred management tools	Yes 123Scan, Remote Diagnostics, SDK, Remote Management (SMS)	No	Partners call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry, helping simplify remote management and accelerate roll-outs.
Warranty	3 Years	15 Months	The DS9300 is backed by a 3-year warranty — nearly 2.5x longer than the MP725.

