



ZEBRA

DS9900 SERIES

**Corded Hybrid Imager
for Retail**

November 19, 2018

BOOST PRODUCTIVITY AT THE POINT OF SALE WITH THE ULTIMATE IN PERFORMANCE AND DESIGN

AGENDA

Business
Challenge
and Solution

DS9900
Series
Features

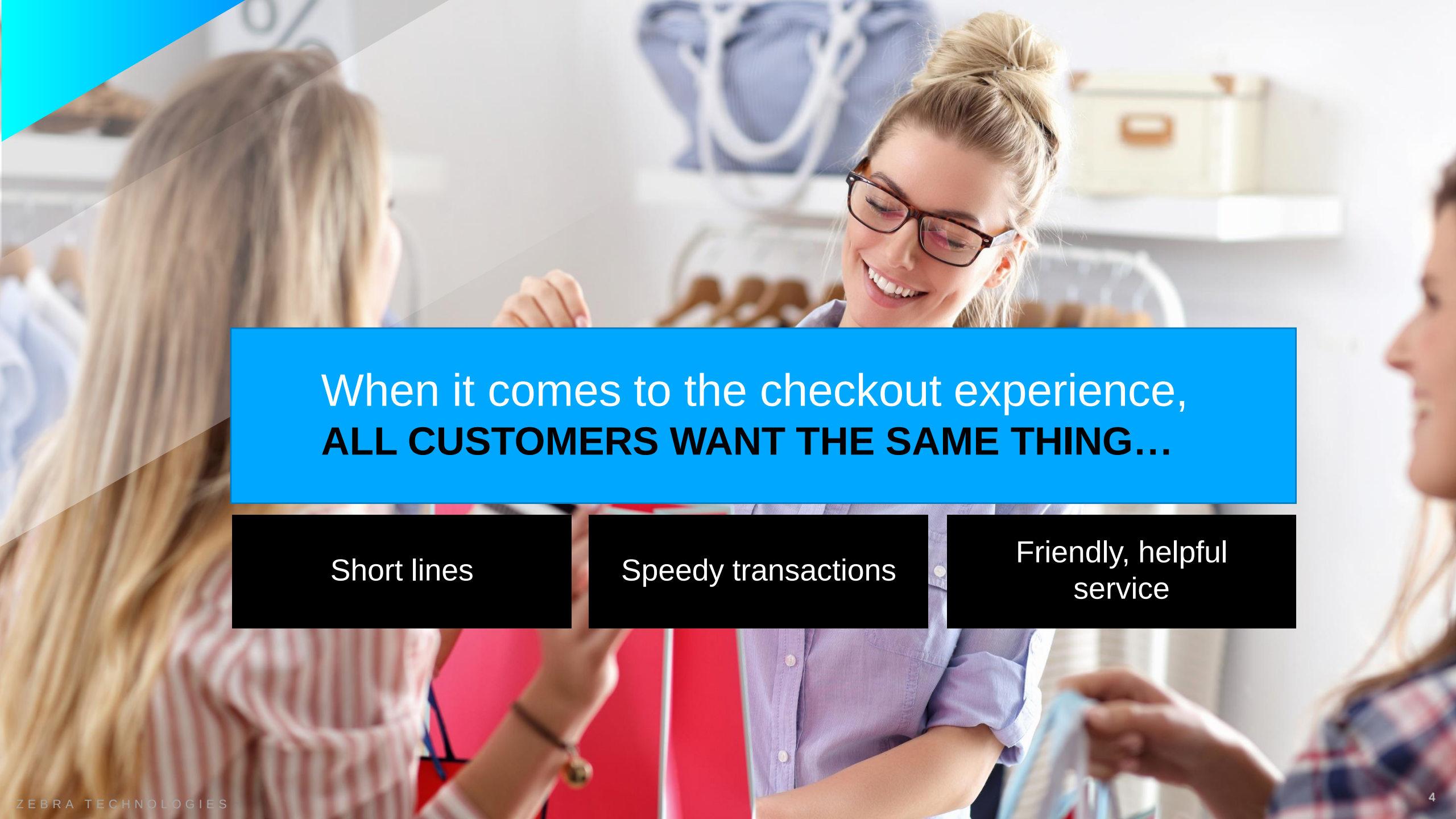
DataCapture
DNA

Zebra
Services

Why Zebra



Business Challenge and Solution

A smiling female cashier with blonde hair in a bun and glasses, wearing a light blue button-down shirt, is interacting with customers in a retail store. The background shows clothing racks and shelves with boxes. A large blue banner is overlaid on the image.

When it comes to the checkout experience,
ALL CUSTOMERS WANT THE SAME THING...

Short lines

Speedy transactions

Friendly, helpful
service

But challenges at the POS

CREATE SLOWER CHECKOUT TIMES AND LONGER LINES

1 A mix of merchandise items

Some items are suited for presentation scanning; others should be left in the cart.

Moving a handheld scanner in and out of a stand can be clumsy. The stand can also become lost, broken or just not used, slowing down the checkout process.

2 Presentation scanning isn't intuitive

Scanners that have a smaller field of view require associates to spend time positioning items.

Handheld scanners retrofitted with a base do not automatically adjust the range when associates pick up or put down the scanner, which can cause inadvertent scanning of nearby items.

3 Damaged and poorly printed barcodes

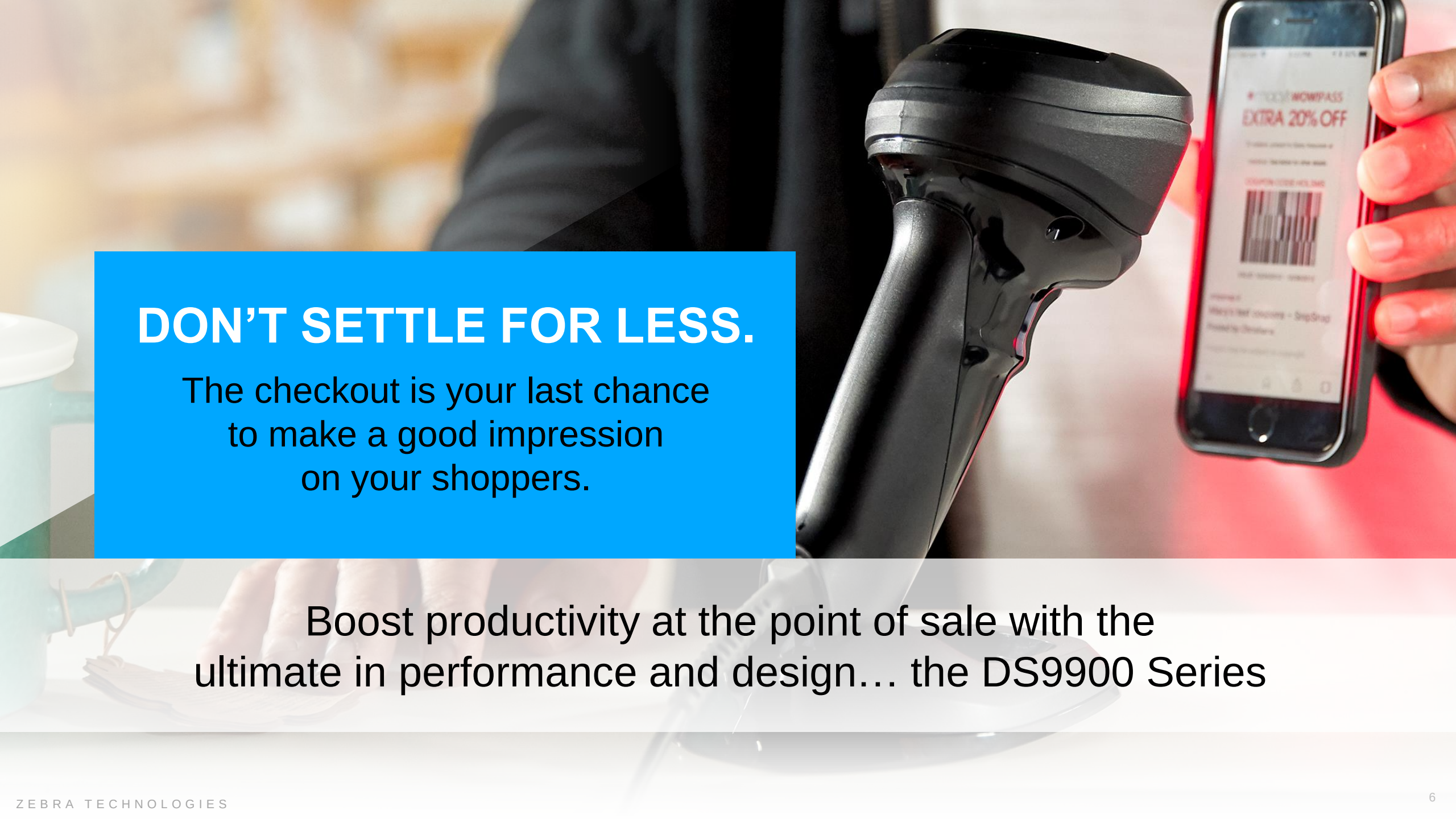
Associates can't get a successful scan the first time; they need to rescan or manually enter the UPC code — taking time away from their interactions with the customer.

4 Lack of RFID at the POS

Item-level RFID may be used in the supply chain, but hasn't been extended to the POS.

Without RFID, checkout throughput isn't as fast as it could be and there's a lack of real-time inventory visibility.





DON'T SETTLE FOR LESS.

The checkout is your last chance
to make a good impression
on your shoppers.

Boost productivity at the point of sale with the
ultimate in performance and design... the DS9900 Series

DS9900 Series Corded Hybrid Imager for Retail

BOOST PRODUCTIVITY

at the point of sale with the ultimate
in performance and design

- Hybrid design built from the ground up for handheld and hands-free scanning
- Industry-best performance
- Innovative features to boost productivity
- Durable and ready for life at the checkout stand
- Powerful management tools
- RFID model available



The DS9900 Series is ideal in...



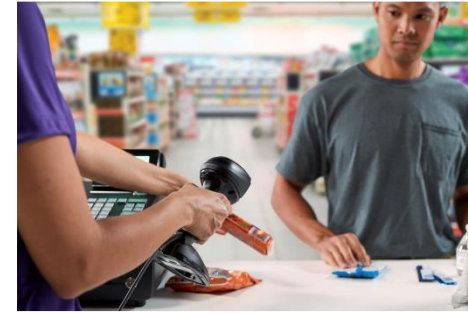
Retail Front of Store

- Point of Sale (POS) scanning
- Mobile payments, coupons and loyalty
- Age verification (Driver's License scanning)
- Checkpoint EAS
- RFID (POS and commissioning tags)



Quick Serve Restaurants (QSR)

- Point of Sale (POS) scanning
- Age verification (Driver's License scanning)
- Mobile payments, coupons and loyalty



Convenience Stores

- Point of Sale (POS) scanning
- Age verification (Driver's License scanning)
- Mobile payments, coupons and loyalty



DS9900 Series Features

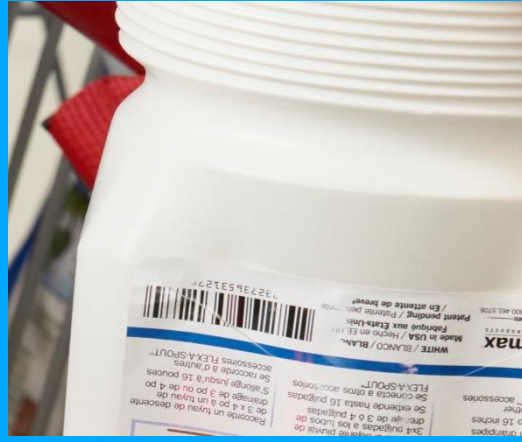
Industry-best Performance

SCAN IT ALL WITH VIRTUALLY NO EXCEPTIONS

Challenging barcodes
won't slow down your
Point of Sale

UNPARALLELED PERFORMANCE ON...

- Damaged barcodes
- Crinkled barcodes
- Poorly printed barcodes
- Highly truncated barcodes
- Glossy printed barcodes
- Faded and low-contrast barcodes
- Distorted barcodes
- Electronic barcodes on dimly lit displays
- And more...



INDUSTRY-LEADING TECHNOLOGY

800 MHz microprocessor, Zebra's exclusive PRZM Intelligent Imaging technology and a high-resolution megapixel sensor

RAPID-FIRE SCANNING KEEPS YOUR LINES MOVING

Advanced illumination system and wide field of view for near instant barcode capture

Widest field of view in its class — associates can focus on the customer, rather than positioning items

One of the industry's top first-pass read rates — up to 240 in./610 cm per second

PUT THE POWER

of RFID to Work at your Point of Sale

Close the RFID loop by capturing RFID-tagged items at the Point of Sale with the DS9900 Series with RFID

Lightning fast checkouts

Associates can read multiple items at once, without line of sight

Real-time, item-level inventory visibility

Timely re-ordering to prevent out of stocks; trending analysis to ensure you stock the items your customers want

Easily commission RFID tags

Create tags for new inventory and returned goods

Read RFID tags without modifying your existing POS application

Built-in complimentary software converts RFID EPC data so it appears to the host as a standard barcode



Purpose-built for Hybrid Scanning

Fast, Seamless Switching Between Hands-free and Handheld Modes

SUPERIOR SWITCHING TECHNOLOGY

Patent-pending capacitive touch sensor for hand detection and accelerometer technology for motion detection

NO MECHANICAL COMPONENTS TO WEAR OUT

Count on seamless scanning throughout the scanner's life

SWITCHING
MODES IS AS EASY
AS PICKING UP
THE SCANNER —
OR SETTING
IT DOWN



TWO SCANNERS IN ONE

Unlike other scanners, the DS9900 Series is purpose built for both modes — delivering optimum performance and design, whether associates use presentation scanning or pick up the scanner



IN HANDHELD MODE...

- Scanner is comfortably weighted and balanced
- Easy to pick up and aim
- Scan range is automatically extended to reach items on the counter or in the cart



IN PRESENTATION MODE...

- Sturdy and sleek one-piece design
- Compact solution fits into space-constrained areas and leaves more room for impulse buys
- Scan range is limited to prevent unintentional scanning of nearby items

Boost Productivity with Zebra Innovations

Zebra-only Innovations

Beyond the barcode, the DS9900 Series is loaded with exclusive features to maximize productivity at the Point of Sale



Capture multiple barcodes with one press of the scan trigger

- With Multi-Code Data Formatting (MDF), the DS9900 Series scans multiple barcodes at once
- Transmit only the barcodes you need, in the order your application expects



Capture full-size documents with Zebra Intelligent Document Capture

- Capture a high-resolution image of checks and full page documents
- Smart software automatically compensates for variations in lighting and squares up the image for optimum clarity



Single out one barcode from many

- With Preferred Symbol, the DS9900 Series can capture and output only the preferred barcode
- Associates no longer have to physically cover nearby barcodes before scanning

OPTIONAL EAS AND DRIVER'S LICENSE PARSING

Add versatility and reduce the number of devices needed at checkout



EAS SUPPORT

- Deactivate Checkpoint EAS tags while scanning the barcode
- Boost productivity and prevent erroneous alarms



DRIVER'S LICENSE PARSING

- Verify shopper age for restricted purchases
- Automatically populate credit, loyalty applications and more

OPTIMIZE YOUR OPERATION

**SCANSPEED ANALYTICS PROVIDES THE VISIBILITY
YOU NEED TO SPEED UP THE POINT OF SALE**



See detailed performance metrics on each barcode that is captured

Identify items and labels that are causing problems at the POS

Show your vendors captured images of troublesome barcodes so they can correct the issue

View how many barcodes are scanned in hands-free vs. handheld mode to better understand how the scanner is utilized

Durable and Ready for Life
at the Checkout Stand

Day In, Day Out Dependability

IP52 sealing
and elevated
electronics
protect against
dust and spills*

Patented double-
sealed optical
scanning system
protects image
quality to capture
the sharpest
possible barcode

Recessed scan
window protects
against smudges,
dirt and scratches

5 ft./1.5 m drops
to concrete* and
2,000 consecutive
1.5 ft./0.5 m
tumbles ensure
reliable operation

Single circuit
board design
eliminates
common
failure points

...ALL BACKED BY A 5-YEAR WARRANTY.

* RFID model: IP42 sealing and 4 ft./1.2 drop spec

Industry-preferred Management Tools

Easy to Deploy — Right out of the Box

Superior out-of-the-box experience for quick and easy deployment regardless of your business environment

Pre-configured and ready-to-use right out of the box

Ships with default settings that fit the majority of scanning applications, so you can use your DS9900 Series imager the moment you take it out of the box.

Auto-host Detect Cables

Just plug the imagers into your POS and the auto-host detect cables will automatically identify the interface and connect the imager.

97 international keyboards

Deploy anywhere in the world.

Backward compatible with DS9808 cables

Zebra DS9808 Cables work with the DS9900 Series — upgrade to the next generation hybrid presentation imager without replacing your cables.

Simplify RFID implementation

Built-in software converts RFID EPC data so it appears to the host as a standard barcode; Zebra's SDK and sample application enable the RFID model to read data from a barcode and write that data to an RFID tag.

Unrivaled Manageability

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

Rapid deployment with 123Scan

Easily create configuration barcodes to program your DS9900 Series imagers.

No-cost Scanner Management Service (SMS)

Do you have scanners in different locations? Remotely manage them all with our free SMS app.

SDK for custom application needs

Our free SDKs include documentation, drivers, test utilities and sample source code for Windows, Android, iOS and Linux.



Key TAKEAWAYS

Only device built from the ground up as a hybrid handheld/hands-free scanner

Patent-pending technology for dependable, seamless switching between modes

Widest field of view in its class for can't miss scanning

One of the industry's best first-pass read rates – up to 240 in./610 cm per second

Industry's only ScanSpeed Analytics to identify under-performing barcodes and help improve efficiencies

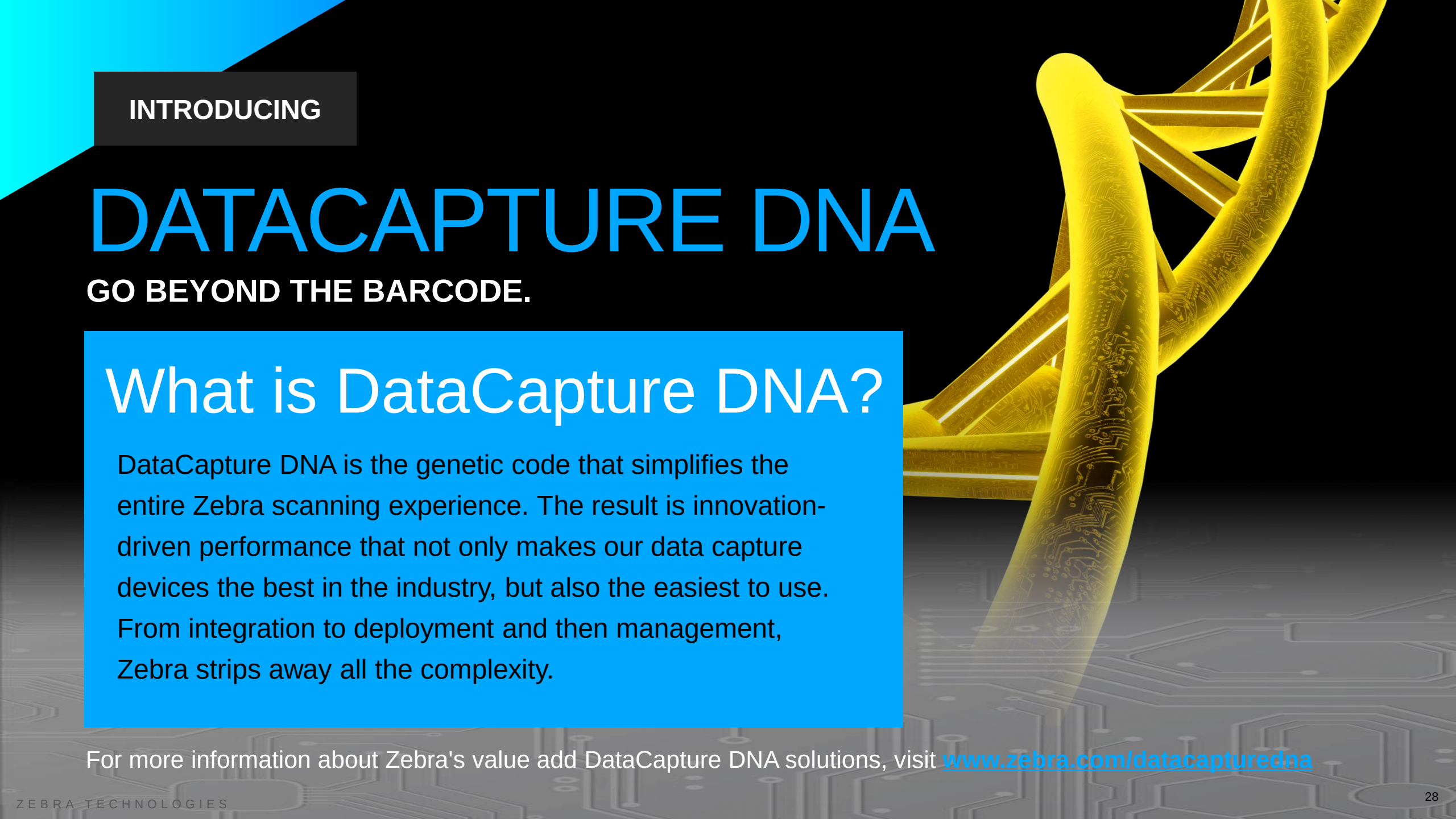
Only hybrid handheld/hands-free scanner to offer an RFID model

Headache-free management and configuration with 123Scan





DataCapture DNA



INTRODUCING

DATA CAPTURE DNA

GO BEYOND THE BARCODE.

What is DataCapture DNA?

DataCapture DNA is the genetic code that simplifies the entire Zebra scanning experience. The result is innovation-driven performance that not only makes our data capture devices the best in the industry, but also the easiest to use. From integration to deployment and then management, Zebra strips away all the complexity.

For more information about Zebra's value add DataCapture DNA solutions, visit www.zebra.com/datacapturedna

THE DATACAPTURE DNA FAMILY

PRODUCTIVITY TOOLS



PRZM Intelligent Imaging

Faster, farther, smarter scanning with built-in intelligence



Multi-Code Data Formatting

Scan multiple barcodes with a single trigger pull



Intelligent Document Capture

Instantly capture and optimize full-size documents, while processing barcodes



Preferred Symbol

Single out a barcode, while excluding the others

DEVELOPMENT TOOLS



Scanner Software Development Kits

Easily develop scanner applications with our SDKs for Windows, Linux, Android and iOS



Scanner Control Application

Pair a scanner to a mobile device to control features like the beeper and display scanned data

MANAGEMENT TOOLS



123Scan Utility

The industry's easiest programming experience with 600,000+ loyal IT users



Remote Management

Choose between Zebra's Scanner Management Service (SMS) – the simple alternative that lowers TCO or Windows Management Instrumentation

VISIBILITY TOOLS



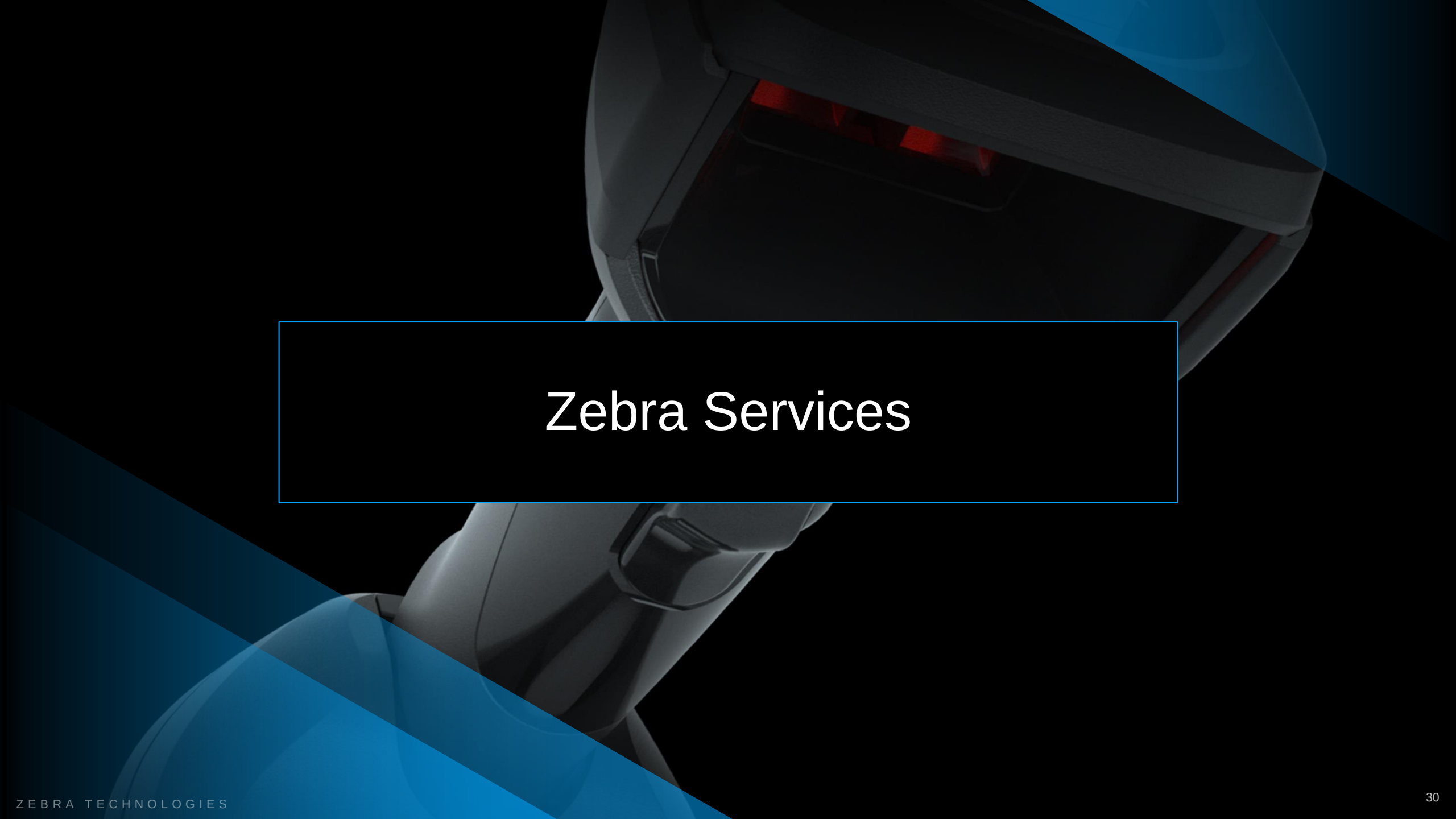
ScanSpeed Analytics

Identify and phase out poor-performing barcodes to speed up checkouts



Remote Diagnostics

Slash TCO by validating the device is properly configured



Zebra Services



Optional Zebra OneCare Support Services

You count on your scanners to better serve your customers. Ensure predictable performance, support for critical operations and improved business outcomes while eliminating unbudgeted repair expenses.



ESSENTIAL Basic Assurance

- Comprehensive repair services
- 3-day repair turnaround time (TAT)
- Full access to technical support resources
- Service dashboard
- Access to software updates
- 5-year coverage

SELECT Maximum Protection

Zebra OneCare Essential features, plus:

- Advance device replacement
- 24x7 Level 1 support
- 5-year coverage

BENEFITS

- Enhanced support beyond standard five-year warranty coverage
- Genuine Zebra expertise and parts maximize device uptime – ensure your scanner is back to Zebra's manufacturing specifications
- Outstanding value – eliminates unexpected repair costs with a planned support agreement
- Let Zebra handle support, while you focus on your strategic initiatives



Why Zebra

Why Choose Zebra



LEGACY

For over 40 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 gives Zebra imagers greater intelligence and simplicity.

- Comprehensive DataCapture DNA ecosystem of intelligent software, utilities and apps
- Exclusive PRZM Intelligent Imaging Technology
- Intelligent Document Capture
- Multi-Code Data Formatting (MDF)
- ScanSpeed Analytics to boost throughput



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 FACTS

Channel partners in **more than 100 countries**

Customers include **more than 95 percent**
of all Fortune 500 companies

~7,000
employees
worldwide

122+ offices
across 81
countries

~\$4.3
billion market cap

4,200+
US &
international
patents issued
and pending

Unmatched Breadth

**EVERYTHING YOU NEED TO SIMPLIFY YOUR EVERYDAY PROCESS,
ALL UNDER ONE ROOF — PRINTERS, MOBILE DEVICES, SCANNERS, RFID,
SOFTWARE SOLUTIONS AND SERVICES**



Industrial printers

Handheld RFID readers

Desktop printers

Fixed RFID readers

Mobile printers

Interactive kiosks

Mobile computers

Fixed mount scanners

Handheld barcode scanners

Mobile device management

Hands-free barcode scanners

End-to-end services

Thank You



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