

Step into a new age of checkout
speed and innovation

MP72 Series Multi-Plane Scanner/Scale

As Zebra's latest bioptic scanner, the MP72 Series Multi-Plane Scanner/Scale sets a new standard in checkout convenience. You can count on the same proven reliability, energy savings and low total cost of ownership of the MP7000 — now with enhanced performance and even more innovation for faster transactions, higher levels of customer service and lower shrink.



Future-ready with better 2D performance

Helps ready your checkouts for the rise of information-rich 2D barcodes



Faster, easier scanning with larger fields of view

Provides a simpler experience for both cashiers and self-checkout users



Optional HD color camera

Paves the way for computer vision applications such as loss prevention and produce recognition



Prevent underweight readings

Zebra Weight Guard reduces shrink by preventing underweight readings



Enhanced customer-facing scanner design

Customers get a more intuitive, user-friendly experience to scan their mobile loyalty cards and coupons



Drop-in replacement

Provides a cost-effective path to the latest POS technology; supports the same management and deployment tools as the MP7000



What do you get when you upgrade from the MP7000 to the MP72 Series?

FEATURE	MP7000	MP72 SERIES	MP72 SERIES BENEFIT
			
2D scan performance	Fast Presentation only	Fast Presentation and swipe	As information-rich 2D barcodes like GS1 Digital Link become more prevalent at the POS, customers still expect the easy swipe experience of 1D. New hardware and software advancements in the MP72 Series deliver significantly better 2D performance, helping ready checkout lanes for the rise of 2D barcodes.
Largest field of view	No	Yes	The MP72 Series offers larger fields of view for easier scanning. Associates can focus more on the customer, rather than positioning the barcode. And self-checkout users enjoy a more intuitive experience.
Scan performance: reflective/mobile	Good	Best	The MP72 Series offers superior scanning performance for reflective barcodes on glass bottles, mobile phones and cellophane packaging. Offset illumination helps reduce reflections that can blind the scanner.
Ability to prevent underweight produce readings	L-shaped platter design	L-shaped platter design Zebra Weight Guard	The MP72 Series retains the L-shaped platter design of the MP7000, which increases the active weighing area. The MP72 Series adds support for Zebra Weight Guard, which intelligently senses whenever an item is not fully on the weighing surface and alerts the POS to take the steps necessary to prevent an underweight reading.
Customer scanner	Integrated Customer Self Scanner (CSS)	Attaches to MP72 Series Customer Facing Scanner (CFS)	The new customer facing scanner on the MP72 Series offers an intuitive scan angle, giving customers a more user-friendly experience when scanning their mobile or paper loyalty cards and coupons. A larger surface area lets you add your own branding or a custom 'call to action' for shoppers.

Redefine the checkout experience with unmatched speed and unrivaled innovation. [Find out how at www.zebra.com/mp72series](http://www.zebra.com/mp72series)