

Give every shopper a better checkout experience

with computer vision applications enabled on Zebra Single-Plane and Multi-Plane Scanner POS Solutions

Your customers don't have time to wait. Self-checkout can be a great way to remove the friction and save time for customers. In fact, 63% of shoppers believe that self-checkout options provide a better customer experience.¹ Self-checkout lanes also ease labor issues, enabling associates to focus on other essential tasks, from restocking shelves to fulfilling BOPIS (Buy Online Pickup In Store) orders.

At the same time, it's important to ensure that the risks and challenges of self-checkout don't exceed the benefits. One study found that retailers with self-checkout options experience a loss rate more than double the industry average.² And the self-checkout experience isn't always frictionless, particularly when customers are buying non-barcoded items like produce.

What's the solution? It isn't to eliminate or cut back on self-checkout lanes, but rather to make self-checkout better for both your customers and your bottom line with computer vision applications and Zebra POS solutions.

The MP72 Series Multi-Plane Scanner/Scale and SP72 Series Single-Plane Scanner offer an optional HD color camera that can support innovative computer vision applications to help address the main challenges associated with staffed and self-checkout today. For example, applications can use the color camera to recognize non-barcoded items, making item selection easier and faster for both cashiers and self-checkout users. Applications can also identify suspicious transactions to help reduce self-checkout shrink.

Experience the difference

Here's how your checkouts can benefit from the MP72 Series/SP72 Series and computer vision technology.



Faster Transactions

Keep lines down and customers happy in self-checkout and staffed lanes



Greater Accuracy

Reduce PLU code errors at checkout and get the inventory accuracy needed to drive omnichannel fulfillment



Reduce Shrink

Get the intelligence needed to identify and stop errors and suspicious transactions



Faster, more accurate checkouts with produce recognition

Challenge

When ringing up non-barcoded items, like produce, self-checkout customers and cashiers usually need to navigate through long pick lists to find the right item. This process is time-consuming and increases the risk of errors, whether intentional or accidental. It leads to longer transaction times, longer lines and even lower inventory accuracy. Some customers will avoid self-checkout options whenever they have produce in their cart, creating a backup at staffed checkout lanes.

Solution

Computer vision applications, like Zebra Produce ID, use the HD color camera in the MP72 Series to streamline item selection by presenting a short picklist of possible items. As soon as a user places an item on the MP72 Series' platter, the computer vision application analyzes it and intelligently presents a handful of options. There's no more scrolling through pages of items or wondering whether 'green beans' are listed under 'G' or 'B'.

The result? Fewer screen touches and faster checkout times. And the easier experience will encourage customers to choose self-checkout lanes, so your staff can focus on other priorities.



80% Faster

Computer vision can cut item selection time from an average of 30 seconds to just 5 seconds.³ That means produce and other non-barcoded items won't slow down checkout transactions.

50% Fewer Errors

In a real-world cashier-staffed deployment, computer vision application decreased item selection errors from 15% to 7%.³ Reducing PLU code errors provides the inventory accuracy needed to drive omnichannel fulfillment.

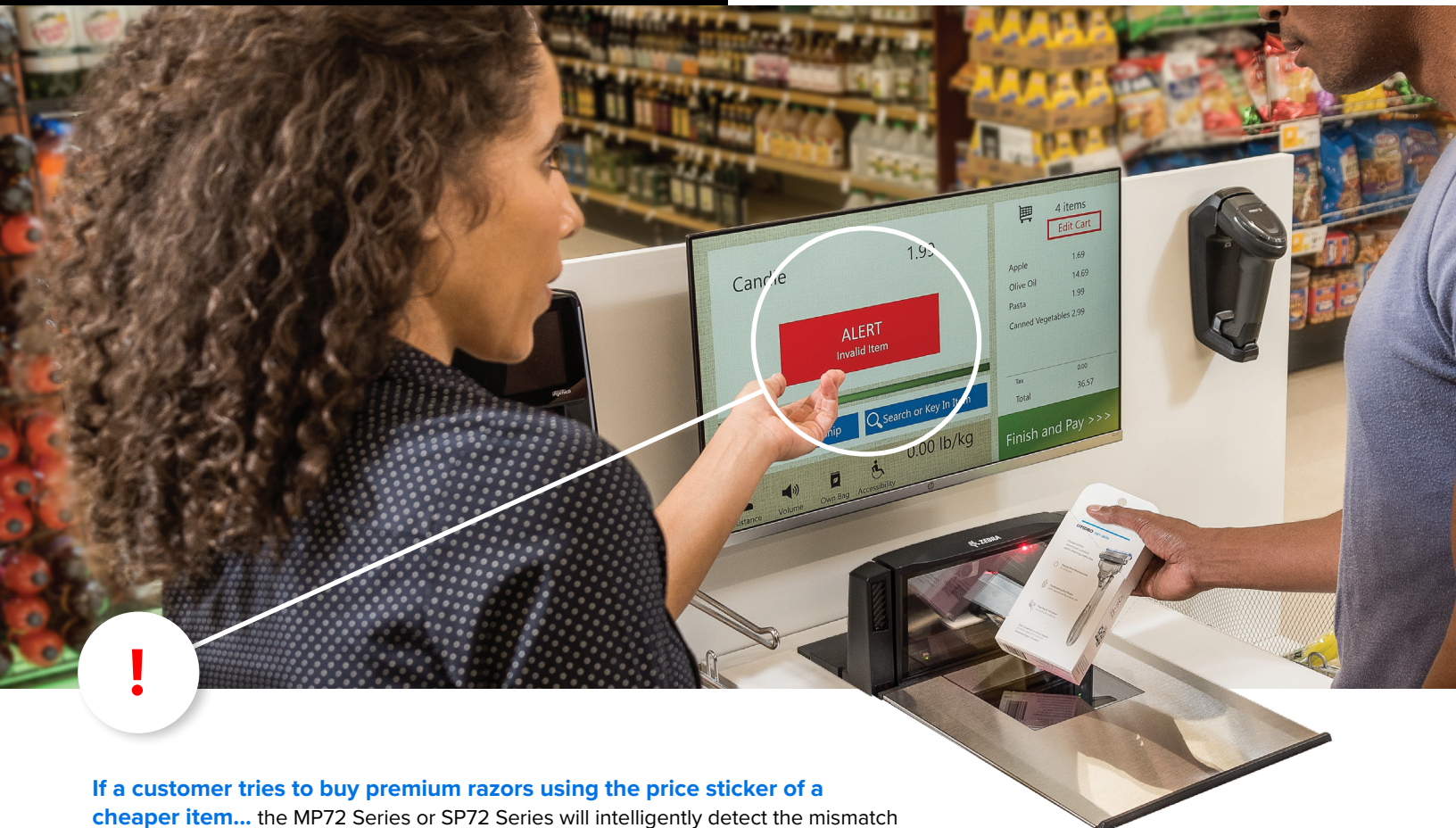
Reduce the risk of shrink

Challenge

Shrink and theft are unfortunate realities for brick-and-mortar retailers. According to the 2023 National Retail Security Survey, retail shrink accounted for \$112.1 billion in losses, up nearly 20% from 2021.⁴ One fraud tactic is the price or tag switch where a person takes the tag of an inexpensive product and places it on a more expensive item. They then bring the item to the register, whether self-checkout or staffed, where the item rings up at the cheaper price. This illegal price switching not only contributes to overall retail losses, but lowers inventory accuracy as well.

Solution

The MP72 Series and SP72 Series, with the optional HD color camera and a computer vision application, can verify that the proper barcode is scanned for every item purchased in both self-checkout and staffed lanes. Using the camera, the MP72 Series or SP72 Series visually analyzes the item and compares it to the scanned UPC code. If it detects a mismatch, it triggers the action of your choice. Unlike other solutions that rely on an external camera for image capture, the MP72 Series and SP72 Series integrate barcode capture and image analysis for a faster, more seamless experience. The result? Lower rates of fraud without increasing staff and greater inventory accuracy by ensuring the proper barcode is scanned for each purchased item.



If a customer tries to buy premium razors using the price sticker of a cheaper item... the MP72 Series or SP72 Series will intelligently detect the mismatch and trigger the action of your choice — from pausing the purchase and showing a message on the POS to sending a message to an associate's device or flagging the transaction for loss prevention.

Redefine the checkout experience with Zebra Point of Sale solutions

When you choose Zebra, you can ensure that every checkout is a great experience for every customer, every time.



MP72 Series multi-plane scanner/scale

Premium bioptic performance for the highest volume checkout lanes

- Faster and easier scanning: fields of view are up to 100% larger than other scanners in its class (depending on barcode location)
- Intelligent Illumination system uses up to 50% less power than competitive devices, making your store more energy efficient and lowering your energy bill
- Superior durability with 50% fewer interconnects and PCBs than other multi-plane scanners
- Optional color camera enables computer vision applications
- Future-ready with optimized 2D performance
- Industry-best performance on challenging barcodes with Zebra's PRZM Intelligent Imaging technology
- Prevent underweight produce readings with L-shaped platter and Zebra Weight Guard
- Short, medium and long models are designed to fit into your existing furniture, minimizing installation time and cost

SP72 Series single-plane scanner

High performance scanning with the compact size and easy installation of a single-plane scanner

- Compact size fits on a counter, mounts on a wall and integrates into kiosks
- Fast and easy scanning with high swipe speeds and a large reading area
- Industry-best performance on challenging barcodes with Zebra's PRZM Intelligent Imaging technology
- Optional color camera enables computer vision applications
- Both vertical and horizontal models available; note that the HD color camera and computer vision applications are supported on the vertical model only
- Recessed eye-friendly Intelligent Illumination
- Offers all the features needed for easy integration into kiosks

To learn more about Zebra's MP72 Series and SP72 Series, please visit www.zebra.com/mp72series and www.zebra.com/sp72series

1. 2021 Shopper Vision Study, Zebra Technologies.
2. Cited in CNN, Large retailers reconsider the value of self-checkout. November 13, 2023
3. Based on real-world customer scenarios
4. 2023 National Retail Security Survey from the National Retail Federation



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