



Sell the Best:

Why Zebra SP72 Series outperforms Mindeo

In this competitive market, one brand stands apart: Zebra. Designed to deliver fast performance, intuitive scanning and superior reliability, the Zebra SP72 Series offers unbeatable value for your customer's business. Backed by a trusted global brand, the SP72 Series provides the peace of mind that comes with proven reliability—helping you close more deals, faster and with greater confidence.



Faster, Simpler Checkouts

When it comes to scanning, the SP72 Series outperforms across the board—from fast swipe speeds and a larger field of view to trouble-free scanning of mobile, small and challenging barcodes. The result? Faster checkouts, shorter lines and higher productivity.



Lower Shrink, Better Bottom Line

Help your retail customers tackle a key challenge: checkout shrink. Only the SP72 Series offers innovative solutions to help lower shrink in both traditional and self-checkout (SCO) lanes.



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.

How We Stack Up Against the Competition

Feature	Zebra SP72 Series	Mindeo MP8600i/ MP8600/MP8300	Zebra Benefit
			
Faster, Easier Checkouts			
PRZM Intelligent Imaging Technology	Yes	No	With Zebra's exclusive PRZM Intelligent Imaging technology, the SP72 Series offers superior performance on challenging barcodes to boost productivity and keep lines moving
Swipe Speeds	Up to 120 in/sec for 13 mil UPC	MP8600: Up to 95 in/sec MP8600i/MP8300: Not specified	With high swipe speeds, the SP72 Series can capture barcodes as quickly as they're presented
Field of View	54°H x 35.5°V	MP8600i/MP8600: 40°H x 32°V MP8300: Not specified	A larger field of view enables easier presentation scanning in both staffed checkouts and self-checkout, as there's less need to precisely position the barcode for a successful scan
Sensor Resolution	1920 x 1200	1280 x 1024	The SP72 Series offers higher sensor resolution for better performance decoding small, dense and damaged barcodes
Greater Versatility			
HD Color Camera	Yes (optional; available on vertical models only)	No	The SP72-V's optional HD color camera enables computer vision applications for loss prevention and more
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 SP72 Series 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	4 Mil	The SP72 Series is able to read denser barcodes, supporting the small and dense barcodes found on specialty retail items
Lower Total Cost of Ownership			
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



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