

DS4600 Series for Retail

More data capture versatility. More range. More innovation.





AGENDA

Business
Challenge and
Solution

DS4600
Series
Features

DataCapture
DNA

Zebra
Services

Why Zebra



Business challenge and solution

With increased competition in today's omnichannel world, retailers need to...



1	Elevate the customer experience	3	Shorten wait times at checkout, the returns desk and more
2	Improve staff productivity	4	Improve operational efficiency



...and the right data capture solution can help you achieve these goals



Introducing the DS4600 Series for Retail

The versatile scanner that does
more for your whole store.

A Model for every data capture need in the store

DS4608-HD

High Density

High density focus to capture tiny barcodes in the jewelry department and more

Optional EAS support



DS4608-SR

Standard Range

General purpose scanning

Scan farther than with competing scanners



DS4608-DL

Driver's License

Parses data on a driver's license to populate a loyalty or credit application, verify age or process a customer's return



DS4608-HL

High Density / Driver's License

Capture tiny barcodes and parse driver's license data



Ideal

for these
applications

Retail front of store

Checkout scanning

Mobile scanning: eCoupons, loyalty

Driver's license parsing: age verification,
loyalty and credit applications

Cigarette and liquor tax verification

Checkpoint EAS

OCR/passport reading (airport shops)



Retail back of store

Receiving
Inventory



Hospitality

Event / admission ticketing



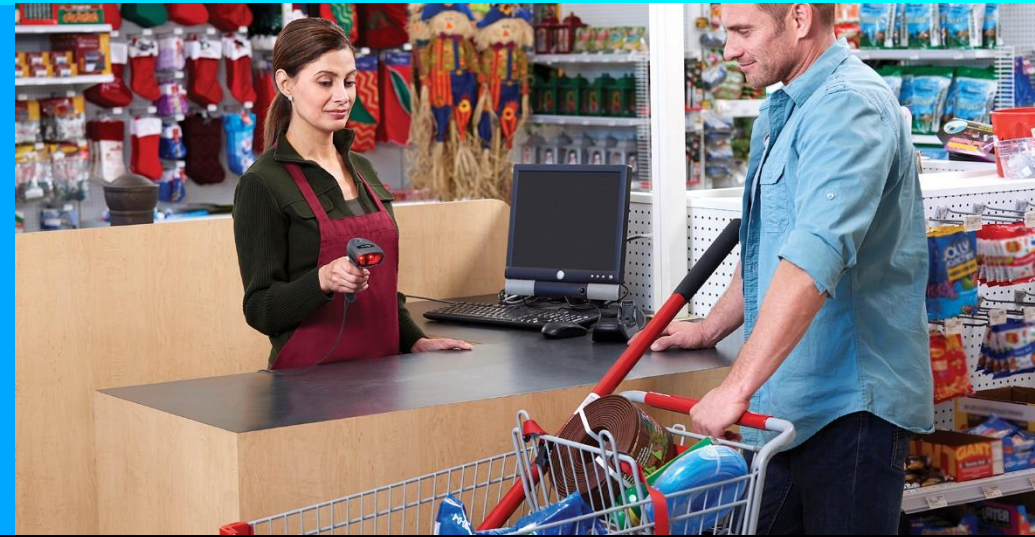
Quick Serve Restaurants (QSR)

Drive thru



DS4600 Series features

Empower every associate to scan like your best associate



COUNT ON ZEBRA'S INDUSTRY-LEADING PERFORMANCE TO KEEP YOUR LINES MOVING

Capture UPC codes up to 28 inches away

Easily reach items in a customer's shopping cart without leaving the cashwrap

Best-in-class decode performance

800 MHz microprocessor, megapixel sensor and Zebra's PRZM software decode algorithms

Industry-leading performance on challenging barcodes

Instantly capture dirty, damaged, truncated, poorly printed barcodes and more

Larger sweet spot for wide barcodes

Patented rear engine design; read wider barcodes at every distance compared to other scanners with a similar field of view

No matter what kind of data you need to capture in your store, there is a DS4600 Series model ready for the job...

Heavy and bulky items in a shopping cart

Mobile coupons and loyalty cards

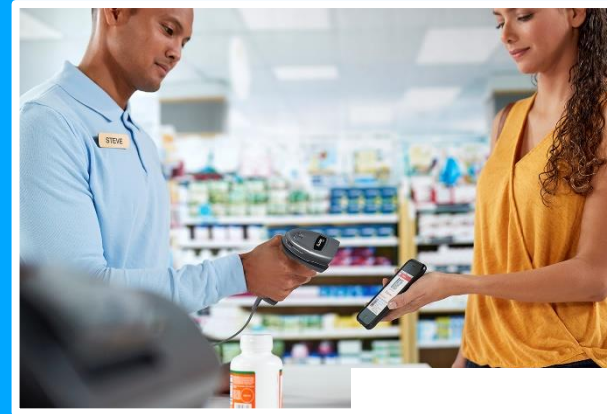
Tiny and dense barcodes on jewelry tags

DotCode and Dotted DataMatrix under cellophane

Information on IDs and travel documents (OCR)

Driver's license information (North America only)

Wide barcodes on boxes and cartons



Capture it all



Day in, day out dependability

Dependable scanning for years

Patented double-sealed optical system protects image quality; recessed scan window protects against smudges, dirt and scratches

Subjected to a punishing tumble test

Survives 2,000 tumbles in a 0.5 m tumbler that emulates every day bumps and knocks

Designed to survive accidental drops

Survives multiple 6 ft./1.8 m drops to concrete

IP52 sealing

Protects against spills and dust

5-year warranty

Zebra dependability backed by a 5-year warranty



More innovation. More value.

Do more throughout your store with a range of value-added features



Capture multiple barcodes with one press of the scan trigger

With Multi-Code Data Formatting (MDF), the DS4600 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

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 DS4600 Series can capture and output only the preferred barcode

Workers no longer need to physically cover nearby barcodes before scanning

Optional EAS and driver's license parsing

Reduce the number of devices needed at checkout and the returns desk



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
- Process customer identity at the returns desk



Easy to Deploy — Right out of the Box

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

Pre-configured and ready-to-use right out of the box	Auto-host detect cables	Backward compatible with Zebra DS4308 accessories	Over 90 international keyboards
Ships with default settings that fit the scanning applications you use everyday, so you can use your DS4600 Series scanner the moment you take it out of the box	Just plug the scanner into your host and the auto-host detect cables will automatically identify the hardware interface and connect the DS4600 Series	The DS4600 Series is backward compatible with DS4308 cables and stands, so you can leverage your existing investment	Deploy anywhere in the world

Industry-preferred **management tools**



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

Rapid deployment with 123Scan

Easily create configuration barcodes to program your DS4600 Series scanners

No-cost Scanner Management Service (SMS)

Do you have scanners in different locations? Remotely manage them all with our free SMS app. Configure and update the firmware for any DS4600 Series device plugged into a host

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



Versatile scanner solves every scanning need in the store

Captures bulky and heavy items in a shopping cart up to 28 inches away!

Fastest decode performance in its class

Industry-leading performance on dirty, damaged and other challenging barcodes

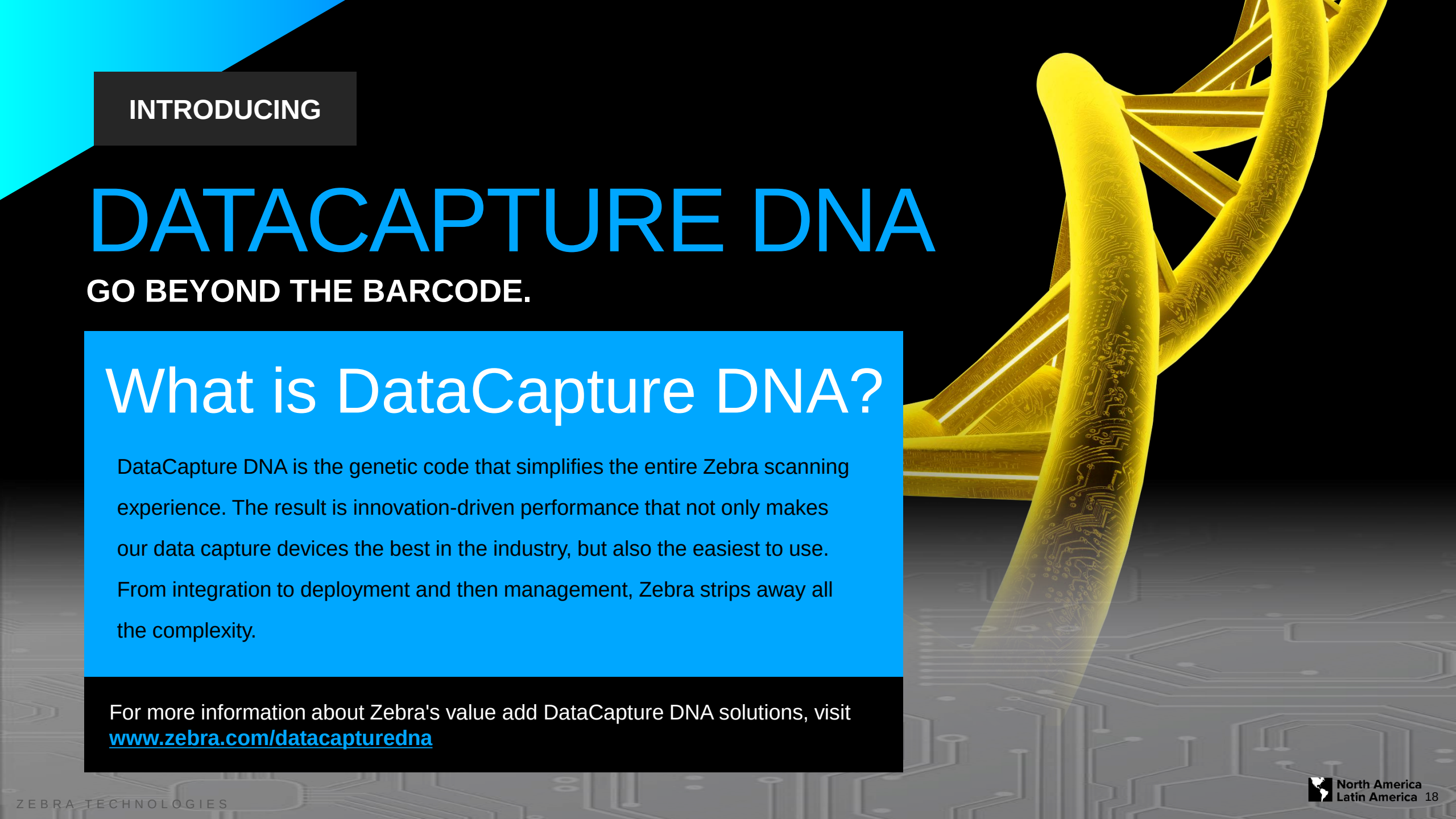
Value-added applications like Intelligent Document Capture and Multi-Code Data Formatting

Day in, day out dependability with IP52 sealing, double-sealed optics and more

Superior out-of-the-box experience and industry-best management tools



DataCapture DNA



INTRODUCING

DATACAPTURE 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 documents, while processing barcodes



Preferred Symbol

Single out a barcode, while excluding the others

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

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

VISIBILITY TOOLS



Remote Diagnostics

Slash TCO by validating the device is properly configured



Zebra Services



Optional Zebra OneCare Support Services

You count on your scanners to boost productivity and improve customer service. 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
- 8x5 local time technical support
- 5-year coverage
- Access to software updates and patches
- VisibilityIQ™ OneCare®

SELECT Maximum Protection

- Comprehensive repair services
- Advance replacement
- 24x7 technical support
- 3- or 5-year coverage
- Spare pools management
- Device commissioning
- Access to software updates and patches
- VisibilityIQ OneCare

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 50 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 that improve productivity, offer easy scanner setup, simplify app development and more
- Exclusive PRZM Intelligent Imaging technology
- More than four thousand patents



BEST-IN-CLASS PORTFOLIO

When it comes to industry leadership, Zebra wins hands down.

- Zebra scanners have some of the lowest failure rates in the industry
- Zebra devices are known to perform in the toughest environments
- Only Zebra offers a complete portfolio with best-in-class scanners, mobile computers, printers and RFID solutions to cover every corner of your enterprise

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

~\$10.8
billion market cap
(July 2019)

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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