Get More. Do More.

ZEBRA'S POWERFUL 2D IMAGING SOLUTIONS FOR RETAIL

Get More Technology

ZEBRA'S ADVANCED 2D IMAGERS SPEED CHECKOUT AND IMPROVE CUSTOMER LOYALTY.

The main interaction shoppers have with your organization often comes at the point of sale. You need fast and accurate transactions to keep your lanes flowing smoothly and keep your customers returning time after time.

Zebra's 2D Array Imagers also improve productivity – giving you the ability to capture the data that matters most. Whether you are scanning traditional printed 1D barcodes, a 2D mobile coupon presented from your mobile application, or signatures and information from a driving license, Zebra's 2D imagers capture the data you need, the first time, every time. With the most comprehensive range of purpose built 2D imagers on the market; there's one built for your business that will help you improve customer service, encourage greater loyalty and increase sales.

Capture The Sale, Every Way

Read all barcodes
Sales associates can capture virtually any 1D or 2D barcode in practically any condition, including those that are damaged, torn, badly printed or difficult to read, with blazing speed. Zebra's Imagers can also read barcodes on the screen of a mobile device, to enable mobile loyalty and coupon applications.

Read multiple barcodes
When you need to capture important product information embedded in multiple barcodes on a package or work order, Zebra's multi-code technology makes it a quick and easy task, reading multiple barcodes in a single trigger pull.

Omnidirectional scanning
Speed checkout and keep lines moving, as there's no need to align the device with the barcode.

Enhanced range
Many of Zebra's 2D imagers offer enhanced range, enabling cashiers to scan barcodes from a greater distance, so there's no need to handle a customer's mobile device or delay a checkout line by leaving the cash wrap to reach a barcode. This is particularly useful for scanning large and bulky items or those at the bottom of a cart.

Do More Business
KEEP SALES LANES FLOWING AND IMPROVE CUSTOMER LOYALTY

Unbeatable performance
Zebra's 2D Imagers provide the class-leading performance necessary to enhance the customer experience – supporting a variety of value added applications that drive your business forward.

1. MOBILE MARKETING

Electronically-delivered barcodes, scanned off the screen of a smartphone, tablet or other mobile device:

- **Mobile coupons, including online discounts –** easier, faster and less expensive to implement, these offers are more likely to be redeemed, which results in repeat visits.

- **Mobile loyalty applications –** moving from plastic card to mobile device offers greater convenience, as the mobile app is always at hand. Rewarding repeat purchases increases sales, customer satisfaction and loyalty, while enabling your business to create more targeted, personalized offers.

- **Mobile payments, including using gift cards on mobile apps –** easy to use to pay for purchases, they increase customer satisfaction as there's no worry about carrying cash or credit cards.

2. READING MULTIPLE BARCODES

High-end items often have more than one barcode on a label. A Zebra 2D imager enables you to scan these barcodes simultaneously to populate a database.

- Quickly enter information such as item number, manufacture date etc. for use in warranty or product registration.

- Make it easier to access accurate, real-time information about what you received, when you received it and what shape it was in. Increase service levels by improving pricing accuracy and visibility.

3. AGE VERIFICATION AND FORM AUTO-POPULATION

- Scanning the barcode on the back of a driver's license makes it easier to verify a customer's identity.

- **Returns monitoring –** This method quickly populates your return database, reducing the errors associated with manual entry and helping to track serial returners.

- **Sale of restricted items,** such as tobacco, liquor, firearms, etc. – ensures buyers are not underage and reduces your liability as a retailer.

- **Form auto-population** – Quickly populate loyalty or instant credit applications in one scan, without holding up the lines while a customer completes a paper form.

4. OPTICAL CHARACTER RECOGNITION (OCR)

Using a 2D imager you can capture OCR fonts on checks and forms to populate a database and expedite processes.

- Read the MICR characters on the bottom of the check to populate a database and simplify processing.

- Read invoice numbers or account numbers and populate the information into an application.

5. IMAGES AND SIGNATURES

Using a 2D imager you can capture an image of a customer, item, signature or document.

- **Membership cards** – customizable cards with members' images strengthen loyalty by making it easy to verify membership and activities – while keeping information accessible and confidential.

- **Proof of returned item/trade in** – provides accurate information to protect the integrity of your sales scheme and reduce fraud.

- **Signature and document capture** – such as taking a copy of prescriptions for pharmacies, can be done quickly and easily with Zebra 2D Imagers, without the need for a separate flat bed scanner. It means less waiting time for customers and fewer devices for you to buy, manage and deploy.

Why Choose Zebra 2D Technology?

Every day retailers throughout North America, including some of the largest companies in the world, rely on the proven, superior quality of Zebra 2D Imagers.

A 2D imager to suit every retailer – with a broad portfolio ranging in size and portability from handheld and hands-free to fixed mount there is an imager for all types of retail environments.

Zebra 2D Imagers for retail
MP6000 – Multi-plane bioptic imager
DS4308 – Handheld corded imager
DS9808 – Hybrid handheld/handsfree imager
DS6878 – Cordless Bluetooth 2Dimager
CS4070 – 2D Companion imager
DS4800 – Customizable imager

Go with the number one – a barcode pioneer for more than 35 years, there's over 2000 years of collective experience among our research and development team. We have a long history of firsts – from developing the first handheld scanner to creating the first RFID/2D Imager in one device.

Innovative, easy-to-manage technology – Zebra's 123Scan[2] utility makes configuring your imager quick and easy. SMS, our Remote Scanner Management tool, lets you manage your imager fleet from a central location. And our Software Development Kit gives you the flexibility to truly customize your solution for specific tasks and bespoke systems.

Built for retail – so our imagers meet the particular challenges and changes affecting retailers today.

**TO FIND OUT HOW TO GET MORE DO MORE WITH
ZEBRA 2D IMAGERS FOR RETAIL: CLICK HERE**

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