



DS2200 Series Handheld Imagers

Affordability and simplicity delivered

2D barcodes have made their way to the Point of Sale, appearing on everything from items to be purchased, printed or electronic coupons and loyalty cards. If your customers haven't upgraded their scanners to 2D imagers, each 2D code represents an exception that slows down the check-out process, hampers productivity and frustrates customers at the last personal touchpoint. But with the DS2200 Series, your customers can scan it all. Building off the success of Zebra's best-selling LS2208 1D scanner, which accounts for millions of placements worldwide, the DS2200 Series provides a cost-effective path to 2D imaging with all the right features for outstanding value — an affordable 1D/2D imager that doesn't compromise performance or features for price. Workers get an easy-to-use scanner with first-time, every-time point-and-shoot scanning that couldn't be easier to deploy and manage. And with a choice of the corded DS2208 or the cordless DS2278*, your customers can choose the model that best fits their POS needs.

APPLICATIONS

Retail

- Point-of-Sale (POS)
- Loyalty applications
- Electronic coupon redemption

Hospitality

- Check-in
- Ticketing (concerts, sporting events and more)
- Loyalty cards

Transportation & Logistics

- Back-of-store shipping and receiving
- Product tracking
- Ticketing (airports, train and bus terminals)
- Postal

Light/Clean Manufacturing

- Product and component tracking
- Work-in-Process (WIP)

Government

- Lottery and gaming
- Administration
- Banking

Easy to deploy

Pre-configured and Ready to Use, Right Out of the Box

Since the default settings are optimized for the majority of scanning applications, your customers can use the DS2200 Series imager the moment they take it out of the box — no configuration required.

Auto-host Detect Cables

Just plug the DS2200 Series into the Point of Sale (POS) and the auto-host detect cables will automatically identify the interface and connect the imager, simplifying and reducing setup time.

Easy Integration with a Tablet-based POS

The DS2200 Series offers all the features your customers need to add high-quality scanning to their tablet-based POS. The Micro USB cable provides a fast and affordable charging option if a presentation cradle for hands-free scanning isn't required. And best-in-class complementary tools make it easy to configure and update the DS2200 Series right from the tablet.

Deploy Anywhere in the World

With support for 97 international keyboards, the DS2200 Series is easy to deploy all around the world.

Easily Customize Settings with 123Scan

This complementary software tool is so intuitive that even a first time user can easily set up the DS2200 Series.

Backwards Compatible with Zebra LS2208 Series Cables

If your customers use Zebra's 1D LS2208 scanners today, they can use the same universal cables with the DS2200 Series, minimizing the cost of upgrading to a 1D/2D imager.

Easy to use

Instant Decoding with PRZM Intelligent Imaging

Only from Zebra, PRZM's software decode algorithms for the DS2200 Series deliver superior performance on poor quality barcodes. The result is first-time, every-time scanning to help workers improve productivity at the checkout counter.

Unsurpassed Scanning Range

Workers can scan barcodes across a wide range (0.5 in./1.23 cm to 14.5 in./36.8 cm), improving checkout speed and reducing training time.

Patent Pending Technology for the Most Intuitive Aiming

The aim line is similar to the 1D scanners your customers have today, providing associates with a familiar experience. Additionally, the aim line guides users to scan at the ideal distance from the barcode — especially helpful when capturing wide barcodes.

Easiest Pairing on the Planet

With our industry-first Scan-to-Connect technology, workers can pair the cordless DS2278 with any Bluetooth-enabled PC, tablet or smartphone in a single step.

*The cordless DS2278 will be available in August 2017.

WHY 2D?

2D imagers offer several advantages over traditional 1D scanners. For example, 2D imagers can:

- Do everything the best 1D scanners can do — with all the additional benefits of 2D
- Read both 1D and 2D barcodes in print and electronic media (e.g. digital coupons or loyalty apps), enabling businesses to read every barcode that comes their way
- Help attract a wider base of customers and increase customer satisfaction
- Read barcodes omni-directionally, enhancing productivity and keeping lines moving
- Deliver superior performance on poor quality barcodes, including those that are torn, smudged or poorly printed

UPGRADE OPPORTUNITIES

For 1D customers, The DS2200 Series offers a seamless upgrade path to 2D technology at a price-point comparable to their legacy scanners. For customers already accustomed to using 2D imagers, the DS2200 Series incorporates many of Zebra's technology innovations to deliver the best all-around 2D imager in its class.

SALES/REFERENCE MATERIALS

Partner Gateway:

<https://partnerportal.zebra.com>

DS2200 Product Home:

www.zebra.com/ds2200

Zebra Services:

www.zebra.com/us/en/services.html

Learning Portal:

<http://learning.zebra.com>

Solution Builder:

<https://solutionbuilder.zebra.com>

Developer Tools:

www.zebra.com/software

Easy to use (continued)

Point-and-shoot Scanning Simplicity

With omni-directional scanning, users never need to line up the imager and the barcode — unlike 1D scanners.

Unique Direct Decode Indicator Improves Productivity

The illumination on the barcode flashes to indicate a good decode, so workers know instantly if the barcode was captured correctly — regardless of how noisy the environment might be.

Fast, Easy and Flexible Charging

Several features combine to deliver a superior charging and power management experience:

- Users can plug the DS2278 imager directly into the host or any standard wall socket via the Micro USB cable to charge in just an hour.
- The Presentation Cradle, which provides hands-free scanning, charges the DS2278 in just four hours. And since the Presentation cradle charges the battery during use, your customers can keep the scanner in service during charging.
- The Presentation Cradle doesn't require a separate power supply, so there are fewer accessories for your customers to purchase and manage.

On-the-fly Switching Between Handheld and Hands-free Scanning

Regardless of whether workers are using the corded DS2208 or the cordless DS2278, they can simply place the imager in its presentation stand to automatically switch to hands-free mode — no change of settings is required.

Guaranteed Full Shift Battery Power

With 14 hours of power, cordless DS2278 imagers are always available for use — no need to waste time recharging during the business day.

Easy to manage

Control Scanners from a Smartphone, Tablet or PC

Your customers can easily control the beeper, LED and Symbology settings; display scanned barcode data; access model and serial number information and more from Windows, Android and iOS hosts.

Eliminate Bluetooth Interference with Zebra's Proprietary Wi-Fi Friendly Mode

With our unique Wi-Fi Friendly mode, your customers can configure the cordless DS2278 Bluetooth imagers to operate only on channels that are not shared with their WLAN. This allows them to deploy cordless scanners while still protecting WLAN service levels for their workers and customers.

A Battery Designed to Last

Unlike competitive devices, the long-lasting 2400 mAh Lithium Ion battery in the cordless DS2278 will likely never need to be replaced, reducing total cost of ownership and simplifying everyday management by eliminating the need to purchase and manage a battery pool.

No-cost Tools to Meet Advanced Management and Application Development Needs

If your customers have Imagers in different locations, they can remotely manage them all with our Scanner Management Service (SMS) application. Need a custom scanning application? Our Scanner Software Development Kits (SDKs) provide everything your customers need, including documentation, drivers, test utilities and sample source code for Windows, Android, iOS and Linux.

Zebra Global Services

Service	Entitlements	Length of coverage	Part number
Zebra OneCare Essential	<ul style="list-style-type: none"> • Multiple years of seamless coverage at a one-time cost • Covers normal wear and tear • Covers internal and external components damaged through accidental breakage • Depot repair with 3-day in-house turnaround time for Essential-level service 	3 years 5 years	SSE-DS2278-30 SSE-DS2208-50
Zebra OneCare Select	<ul style="list-style-type: none"> • Advance device replacement for Select-level service • Service Dashboard included with Select-level service • 24/7 Level one support included with Select-level service • Automatic application of engineering changes • Full access to technical support resources • Rights to download and use software releases and supporting documentation 		SSS-DS2278-30 SSS-DS2208-50

Note: Refer to [Solution Builder](#) for the most up-to-date information, including global pricing.

Competitive Comparison: GLOBAL AND EMEA

In the following chart below, blue shading indicates the best specification available for a specific feature.

	Global Competitors				EMEA Competitor	Why it Matters
	Zebra DS2200 Series	Datalogic QD/QBT2400	Honeywell 145Xg2D	Honeywell 147Xg	Honeywell 1450g2D-HR	
Easy to Deploy						
Pre-configured for Out-of-Box Use	Aggressive	Conservative	Aggressive	Aggressive	Aggressive	Default configuration settings are optimized for the most common scanning applications for faster deployment.
International Keyboards	97	24	84	84	84	With keyboard support for nearly 100 languages, the DS2200 Series can easily be deployed across the globe.
Partner-declared Best-in-Class Software Tools	123Scan	No	No	No	No	Allows customers to configure their devices easier and faster than ever before.
Auto-Host Detect Cables	Yes USB, RS232, KBW, IBM	No USB, RS232, KBW, IBM	No USB, RS232, KBW, IBM	No USB, RS232, KBW, IBM	No USB, RS232 only	The ability to automatically connect to all popular interfaces reduces setup time and training requirements.
Easy Integration with Tablet-based POS	Yes: Micro USB cable and simplified app development tools	Micro USB cable only	No	No	N/A (corded only)	Offers all the features you need to add high-quality scanning to your tablet-based POS.
Easy to Use						
PRZM Intelligent Imaging	Yes	No	No	No	No	Only from Zebra, PRZM's software decode algorithms deliver superior performance on poor quality barcodes, reducing manual entry and increasing productivity and throughput.
USB Snappiness/Buffer	Yes	Slow/None	Yes	Yes	Yes	Enables continuous scanning, increasing worker productivity.
Decode Range	0.5 to 14.5 in. 1.3 to 36.8 cm 100% UPC	0.2 to 13.8 in. 0.5 to 35.0 cm 100% UPC	1.4 to 10.2 in. 3.5 to 25.9 cm 100% UPC	0.7 to 15.8 in 1.8 to 40 cm 100% UPC	1.1 to 10 in. 2.8 to 25.4 cm 100% UPC	Delivers unsurpassed read range – making it easier for users to scan a barcode without having to adjust the scan distance; reduces training time.
Swipe Speed	Up to 30 in. / 76.2 cm per second	Up to 25 in. / 63.6 cm per second	Up to 4 in. / 10.16 cm per second	Up to 27.6 in / 70 cm per second	Up to 4 in. / 10.16 cm per second	A fast swipe speed makes it easier for users of all skill levels to scan; reduces training requirements.
High Density Codes	Code 39 5 mil: 0.2 - 6.0 in.; Min. Resolution: Code 39 4 mil, Data Matrix 6 mil	Code 39 5 mil: 0.2 to 6.0 in; Min. Resolution: 0.102 mm 4 mils (Linear Codes)	Code 39 5 mil: 1.8 - 4.2 in.	Code 39 5 mil 0.8 to 8.1 in 2 to 20.5 cm	Code 39 5 mil: 2.3 - 5.7 in.	Supports the small dense barcodes common on specialty retail items; increases versatility.
Aimer	Best: Patent pending Aim line eliminates guesswork across the decode range	Better: Triangle aimers provide some guidance but only at certain distances from the barcode	Good: Rectangular aimer does not provide any aim guidance	Good: Rectangular aimer does not provide any aim guidance	Laser Pattern Aimer (some customers do not allow laser aimers)	The DS2200 Series patent-pending aim-line is similar to legacy 1D linear scanners, delivering a familiar experience to enable smooth 2D imager adoption. Eliminates guesswork by providing highly accurate aiming, which improves scan speed, worker productivity, throughput and the learning curve.
Direct Decode Indicator	Yes	Yes (green spot)	None	None	None	Instant notification of a successful decode, even in noisy areas. Helps avoid delays and keeps lines moving.
Illumination Brightness	Deeply recessed, long wavelength LEDs	Red LEDs very visible at nose	Very bright white LEDs; directly visible in scan stand	Very bright white LEDs; easily triggered in scan stand which can cause a flickering effect	Red LEDs are very visible at nose	The DS2200 Series' deeply recessed, long wavelength LEDs are gentle on the eyes and not easily viewed in scan stand mode; improves experience for workers and customers.
Scan Stand Handheld/Hands-free Mode (corded)	Automatic	Manual	Automatic	Automatic	Automatic	Provides additional protection against penetration by dust and liquid spills which can cause a scanner to fail.

Competitive Comparison: GLOBAL AND EMEA (continued)

In the following chart below, blue shading indicates the best specification available for a specific feature.

	Global Competitors				EMEA Competitor	Why it Matters
	Zebra DS2200 Series	Datalogic QD/QBT2400	Honeywell 145Xg2D	Honeywell 147Xg	Honeywell 1450g2D-HR	
Easy to Use (continued)						
Sealing	IP52	QD2400E: IP51 QBT2400: IP42	IP42	IP42	IP40	Provides additional protection against penetration by dust and liquid spills which can cause a scanner to fail.
Additional 'Easy to Use' Features for the Cordless DS2278						
Connect+ Contact Technology	Yes	No	No	No	N/A (corded only)	Zebra's Connect+ Contact Technology assures reliable, corrosion-free charging over the life of the scanner.
Presentation Cradle Handheld/ Hands-Free Mode	Automatic	Automatic	Requires Power Supply for Presentation Mode	Requires Power Supply for Presentation Mode	N/A (corded only)	Automatically switches between handheld and hands-free operation — no manual intervention required. The scanner is easy to use in either mode and lines keep moving.
Fast Charge Time	4 hours via Presentation Cradle; 1 hour via Micro USB cable	22 hours (max) with base and host power, no supply; 6 hours over Micro USB (no base; direct to scanner)	4,5 hours via Presentation Cradle with Power Supply	4,5 hours via Presentation Cradle with Power Supply	N/A (corded only)	Short charge times mean less downtime — critical in busy environments. And, power via USB eliminates the need for a power supply, reducing the amount of equipment required to purchase and maintain.
Scan-to-Connect Technology	Yes	No	No	No	N/A (corded only)	An industry first Zebra-exclusive companion app saves time by enabling the scanner to be paired in a single step and launching the user's app automatically.
Battery Capacity	2400 mAh Li-Ion 110,000 scans	1400 mAh Li-Ion 30,000 scans	2400 mAh Li-Ion 40,000 scans	2400 mAh Li-Ion 50,000 scans	N/A (corded only)	A longer battery life means the scanner will last the whole shift or multiple shifts without the need to re-charge.
Micro USB Cable	Yes 1 hour to charge	Yes 6 hours to charge	No	No	N/A (corded only)	A Micro USB cable offers a low cost alternative to buying a cradle, reducing the overall equipment spend.
Easy to Manage						
Easy Local Control of Scanner Settings	Yes - complementary Scanner Control application	No application provided	No application provided	No application provided	No application provided	Easily control scanner settings, access asset data and more from Windows, Android and iOS smartphones or tablets, and Windows and iOS PCs.
Partner-Declared Best-in-Class Software Tools	Scanner Management Service (SMS) Scanner SDK	No	No	No	No	Complimentary tools reduce management time and cost. Zebra's Scanner Management Service (SMS) remotely manages scanners in all locations, while the Scanner SDK offers a comprehensive toolkit to simplify application development.
Additional 'Easy to Manage' Features for the Cordless DS2278						
Wi-Fi Friendly Mode	Yes	No	No	No	N/A (corded only)	Customers can exclude channels that coincide with their Wi-Fi network in order to eliminate interference during operation.
Battery Lifetime	Likely won't need replacement	Annual replacement recommended	Information not available	Information not available	N/A (corded only)	Reduces the need to purchase and manage a battery pool, reducing management time and cost.

Competitive Comparison: APAC/EMEA

In the following chart below, blue shading indicates the best specification available for a specific feature.

APAC/EMEA Competitors						
	Zebra DS2200 Series	Denso AT20Q/ AT27Q	Youjie YJ4600	Zebex Z-3172	Zebex Z-3192/ Z-3192BT	Why it Matters
Easy to Deploy						
Partner-Declared Best-in-Class Software Tool	Yes 123Scan for fast and easy scanner configuration	No	No	No	No	Simplifies and reduces deployment time.
Auto-Host Detect Cables	Yes USB, RS232, KBW, IBM	No USB, RS232, KBW, IBM	No USB, RS232, KBW, IBM	No USB, RS232 only	No Z-3192: USB, RS212 only Z-3192BT: USB, RS232, KBW, IBM	The ability to automatically connect to all popular interfaces reduces setup time and training requirements.
Easy to Use						
PRZM Intelligent Imaging	Yes	No	No	No	No	Only from Zebra, PRZM's software decode algorithms deliver superior performance on poor quality barcodes, reducing manual entry and increasing productivity and throughput.
Decode Range	0.5 to 14.5 in./ 1.3 to 36.8 cm 100% UPC range	Information not available	1.4 to 10.2 in./ 3.5 to 25.9 cm 100% UPC range	Information not available	Information not available	Delivers unsurpassed read range – making it easier for users to scan a barcode without having to adjust the scan distance; reduces training time.
Swipe Speed	Up to 30 in./sec	Information not available	Up to 4 in./sec	Information not available	Information not available	A fast swipe speed makes it easier for users of all skill levels to scan; reduces training requirements.
High Density Codes	5 mil Code 39: 0.2 - 6.0 in./ 0.5 to 15.2 cm; Minimum Element Resolution: 4 mil Code 39; 6 mil Data Matrix	1D: 0.125mm (~4.9 mils); 2D: 0.167 mm (~6.5 mils)	5 mil Code 39: 1.6 to 4.3 in./ 4.1 to 11.0 cm	5 mil Code 39: 0.7 to 3.9 in./ 1.8 to 10.0 cm	5 mil Code 39: 1.5 to 7.4 in./ 3.8 to 18.8 cm	Supports the small dense barcodes common on specialty retail items; increases versatility.
Sealing	IP52	IP40	IP40	IP Sealing is not specified and p/n is EOS	IP Sealing is not specified and p/n is EOS	Provides additional protection against penetration by dust and liquid spills which can cause a scanner to fail.

Competitive Comparison: APAC/EMEA (continued)

In the following chart below, blue shading indicates the best specification available for a specific feature.

APAC/EMEA Competitors							
	Zebra DS2278	Denso AT20Q/ AT27Q	Youjie YJ4600	Zebex Z-3172	Zebex Z-3192/ Z-3192BT	Why it Matters	
Comparison of Cordless Model Availability and Features							
Presentation Cradle	Yes - no power supply required	No - desktop cradle only, power supply required, no presentation mode	No cordless model available			Workers can simply place the DS2278 in the Presentation Cradle to automatically switch to hands-free scanning, boosting productivity and throughput. And the DS2278 Presentation Cradle is the only one in its class that does not need a separate power supply. The need to purchase and manage separate power supplies is eliminated, providing the most cost-effective hands-free scanning in this product class.	
Charge Times	Presentation Cradle: 4 hours Micro USB: 1 hour	Desktop Cradle: 2.5 hours				Presentation Cradle: 5 hours Micro USB: 5-6 hours	The fast charging time of the DS2278 means more time in service for a better return on investment.
Bluetooth Pairing with Tablets, Smartphones and More	Scan-to-Connect proprietary application for simple single-step pairing	Standard Bluetooth multi-step pairing				Standard Bluetooth multi-step pairing	An industry first Zebra-exclusive companion app saves time by enabling the scanner to be paired in a single step and launching the user's app automatically.
Battery	100 hours of operation on a full charge	28 hours of operation on a full charge				7 hours of operation on a full charge	Longer battery cycle time means the scanner will last the whole shift or multiple shifts without the need to re-charge. Reduces the need to purchase and manage a battery pool, reducing management time and cost.
Wi-Fi Friendly Mode	Yes - give workers cordless freedom without worrying about WLAN interference.	No				No	Customers can exclude channels that coincide with their Wi-Fi network in order to eliminate interference during operation.



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
mseurope@zebra.com

Latin America Headquarters
+1 786 245 3934
la.contactme@zebra.com