



DS4600 Series for Retail

SELLING GUIDE



A hand holding a grey Zebra handheld barcode scanner over a document titled "Physical Inventory Pre-Count Sheet". The document contains several product labels with prices and quantities. The scanner is positioned over one of the labels. The background is a dark grey surface with a blue and white geometric design on the left and bottom right.

AGENDA

Business
Challenge and
Solution

DS4600
Series
Features

DataCapture
DNA

Zebra
Services

Customer
Engagement
Questions

Zebra General
Purpose
Scanner
Portfolio

Upgrade
Opportunity

Competition

Sales
Tools and
Resources

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



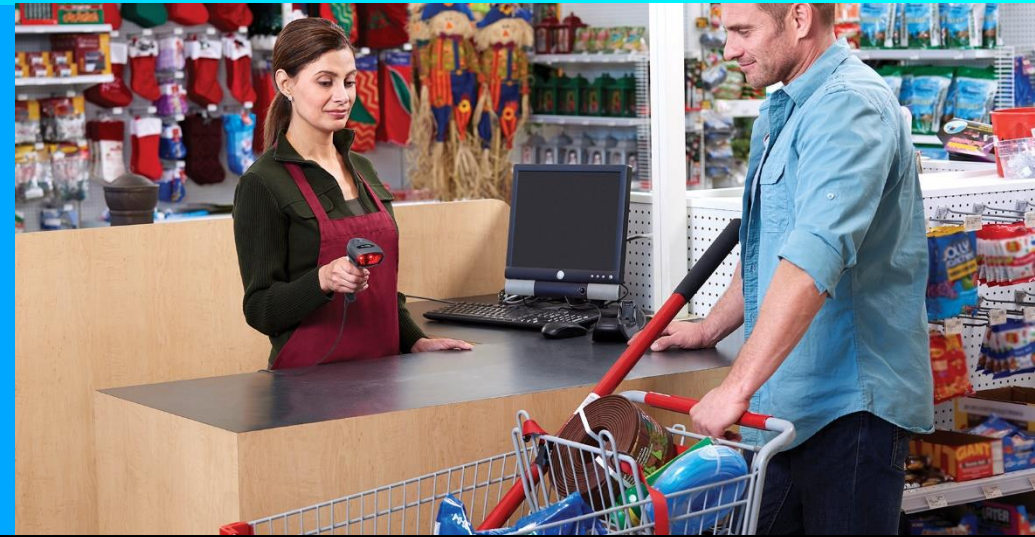
Quick Serve Restaurants (QSR)

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

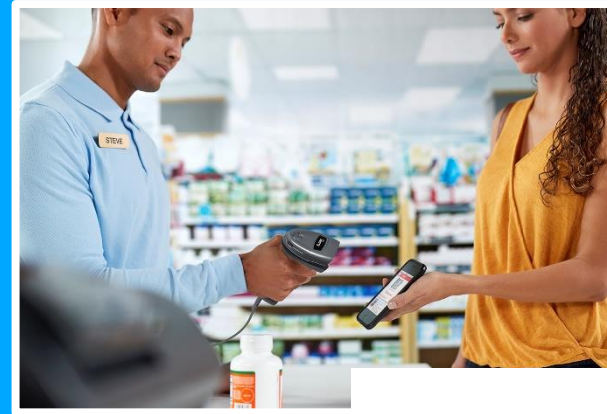
Tiny and dense barcodes on jewelry tags

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

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

Auto-host detect cables

Just plug the scanner into your host and the auto-host detect cables will automatically identify the hardware interface and connect the DS4600 Series

Backward compatible with Zebra DS4308 accessories

The DS4600 Series is backward compatible with DS4308 cables and stands, so you can leverage your existing investment

Over 90 international keyboards

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

DATA CAPTURE 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

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

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

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



Customer Engagement Questions

Customer Engagement Questions (1 of 2)

Uncover the business challenge:

- Are you currently using multiple scanners to meet different scanning applications throughout the store?
- Are you looking to boost productivity and reduce wait times at checkout?
- What type of data do you need to capture in your store?
 - Mobile coupons, mobile loyalty cards, etc.
 - Tiny and dense barcodes on jewelry tags
 - Customer driver's licenses to process a customer return or credit application
 - DotCode or Dotted DataMatrix under cellophane
 - Wide barcodes on external cartons/packages
 - Data from passports or other travel documents

Customer Engagement Questions (2 of 2)

Uncover the opportunity and areas where the strengths of the DS4600 Series are key selling points:

- Do your current scanners allow your associates to easily scan items in a customer's shopping cart without leaving the cashwrap?
- How well do your current scanners handle damaged, poorly printed, faded, dirty and other challenging barcodes?
- Do you need to capture images – such as customer utility bills, checks or full-size documents? Are you using a dedicated device for this today?
- Do workers need to capture multiple barcodes on a single label?
- Do you have scanners located in multiple locations and are you looking for an easy way to remotely manage them?



Zebra General-Purpose Handheld Scanner Portfolio

Zebra Handheld Scanner Portfolio Positioning



	DS2200 Series	DS4600 Series	DS8100 Series
	Entry-level	Mid-market	Premium
Positioning	Affordability and simplicity delivered	Feature-rich versatility	Ultimate in performance, innovation and manageability
Configuration options	Corded and cordless	Corded only	Corded and cordless
Model types	SR	SR, DL, HD, DPE	SR, DL
Prospect profile	Typically very budget sensitive Value-priced DS2200 Series is the ideal solution.	Typically budget sensitive, but can be upsold on the value of some premium features. The mid-market DS4600 Series is the ideal solution.	TCO and ROI-focused Needs the premium features of the DS8100 Series to meet business needs today and tomorrow.
Key Applications			
Point-of-Sale	✓	✓	✓
Mobile loyalty/ coupons	✓	✓	✓
Picklist	✓	✓	✓
DL parsing (credit/loyalty application; age verification)		✓	✓
Backroom receiving		✓	✓
Inventory management		✓	✓
OCR		✓	✓

Zebra Handheld Scanner Portfolio Positioning (continued)



	DS2200 Series		DS4600 Series		DS8100 Series	
	Entry-level		Mid-market		Premium	
Scan Range: Near-Far (100% UPC)	0.5 in. to 14.5 in. 1.3 cm to 37 cm		0 to 28 in. 0 to 71 cm		0 to 24 in. 0 to 61 cm	
PRZM Intelligent Imaging	Yes * Software decode algorithms only		Yes		Yes	
Ability to read challenging barcodes	Many		Most		Most	
Multi-Code Data Formatting	No		Yes		Yes	
Preferred Symbol	No		Yes		Yes	
Intelligent Document Capture	No		Yes		Yes	
Digimarc	No		No		Yes	
ScanSpeed Analytics	No		No		Yes	



Upgrade Opportunity: DS4600 Series for Retail vs. DS4308

We took the highly successful DS4308-SR and made it even better.



The same industry-leading decode range

The DS4608-SR offers the same 28-inch decode range of the DS4308-SR, enabling associates to easily scan items in a shopping cart without leaving the cashwrap

Increase productivity with superior scanning

The DS4600 Series scans instantly and can capture the most challenging barcodes thanks to an improved optical design, decode algorithms and higher speed processor.



More features and innovation

The DS4600 Series supports more productivity-enhancing features such as Multi-Code Data Formatting, Preferred Symbol and Intelligent Document Capture



Backward compatibility with DS4308 Series accessories

Re-use existing DS4308 cables and stands to leverage your existing accessory investment and cost-effectively upgrade to the latest technology

DS4308 vs. DS4600 Series for Retail

Feature	DS4308	DS4600 Series	Why it matters
			
Scan range	Up to 28 in./71 cm on 100% UPC codes (DS4308-SR)	Up to 28 in./71 cm on 100% UPC codes (DS4608-SR)	With the introduction of the DS4308-SR, Zebra set the bar for decode range by capturing UPC codes 28 inches (71 cm) away – enabling associates to easily reach items in a shopping cart without leaving the cashwrap. Now, your customers get the same “can’t miss” decode range with the DS4600 Series.
Ability to read challenging barcodes	Many	Most	The DS4600 Series scans instantly and can capture the most challenging barcodes thanks to an improved optical design, decode algorithms and higher speed processor.
Snappiness	Legacy technology	Industry-leading technology	
Processor speed	400 MHz	800 MHz	
Preferred Symbol	No	Yes	Easily single out one barcode from many. The DS4600 Series can capture and output only the preferred barcode, so workers no longer need to waste time physically covering nearby barcodes.
Multi-Code Data Formatting	No	Yes	Scans multiple barcodes with a single trigger pull and transmits only the barcodes you need, in the order your application expects.

DS4308 vs. DS4600 Series for Retail (continued)

Feature	DS4308	DS4600 Series	Why it matters
			
Intelligent Document Capture	No	Yes	IDC automatically orients, de-skews and brightens the captured image for optimum clarity.
Reads DotCode and Dotted DataMatrix	No	Yes (DS4608-HD only)	The DS4600 Series is able to read DotCode and Dotted DataMatrix through cellophane on tobacco packs; adds versatility for back-office applications.
Supports securPham	No	Yes	Reads securPharm labels used to protect patients from receiving counterfeit medication.
Accessories	Shared cables and stands		The DS4600 Series is backward compatible with Zebra DS4308 cables and stands; DS4308 customers can leverage their existing accessory investment and more cost-effectively upgrade to the latest technology.



Competition: Fight Sheets and Feature Comparisons

Fight Sheet

Datalogic Gryphon GD4530

KEY WEAKNESSES

- Not capable of reading many challenging barcodes that the DS4600 Series can, including dense, poorly printed, damaged, truncated and low contrast
- Slowest scanning speed in this class
- Inferior management tools
- Laser-based aimer may not be suitable for certain environments where customer and/or worker safety is a concern
- Smaller sweet spot on wider barcodes
- Less durable – no tumble spec

KEY STRENGTHS

- Green Spot for eye-level scan feedback *(Note that the DS4600 Series also offers eye-level scan feedback with the Direct Decode Indicator)*
- Also supports a 28-inch scan range for UPC codes *(Note that Datalogic copied Zebra with this feature. And with the DS4608-SR, your customers get this class-leading 28-inch scan range in addition to faster scanning speed, better performance on challenging barcodes and more)*



Fight Sheet

Honeywell Xenon 1900g

KEY WEAKNESSES

- Not capable of reading the toughest barcodes that the DS4600 Series can, including very dense, truncated and low contrast
- Slower scanning speed on challenging barcodes
- Shorter scanning range: standard-range Xenon 1900g can capture UPC codes out to 17.3 in./44 cm (compared with 28 in./71 cm for the DS4608-SR)
- Second-best scanner management tools
- No eye-level scan feedback; workers must rely on the tone or pause to look at the scanner to confirm a scan
- Smaller sweet spot on wider barcodes
- Lower sealing (IP41) – less protection against dust and water

KEY STRENGTHS

- Honeywell's brand recognition in the market



Fight Sheet

Honeywell Xenon 1950g

KEY WEAKNESSES

- Not capable of reading the toughest barcodes that the DS4600 Series can, including very dense, truncated and low contrast
- Slower scanning speed on challenging barcodes
- Shorter scanning range: standard-range Xenon 1950g can capture UPC codes out to 19.3 in./49 cm (compared with 28 in./71 cm for the DS4608-SR)
- Second-best scanner management tools
- No eye-level scan feedback; workers must rely on the tone or pause to look at the scanner to confirm a scan
- Smaller sweet spot on wider barcodes
- Lower sealing (IP41) – less protection against dust and water



KEY STRENGTHS

- Honeywell's brand recognition in the market







Competitive Comparison

In the following chart, where appropriate, green shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra DS4600 Series	Datalogic Gryphon GD4530	Honeywell Xenon 1900g Series	Honeywell Xenon 1950g Series	Why it matters
					
Scanning Performance					
PRZM Intelligent Imaging	Yes	No	No	No	With Zebra's exclusive PRZM Intelligent Imaging technology, the DS4600 Series can capture barcodes faster than any other scanner in this class to boost productivity and keep lines moving.
Ability to read challenging barcodes	Most	Some Inferior performance on dense, poorly printed, damaged, truncated and low contrast barcodes	Many Inferior performance on very dense, truncated and low contrast barcodes	Many Inferior performance on very dense, truncated and low contrast barcodes	The DS4600 Series offers superior performance on challenging barcodes, so low contrast, dirty, truncated and other challenging barcodes won't slow down checkout.
Scan range (100% UPC)	0 to 28 inches 0 to 71 cm	0.4 to 27.9 inches 1 to 71 cm	0.4 to 17.3 inches 1 to 44 cm	0 to 19.3 inches 0 to 49 cm	With a class-leading 28-inch (71 cm) scan range, the DS4608-SR enables associates to easily scan large and heavy items in a customer's shopping cart without leaving the cashwrap. Zebra first introduced this scan range on the DS4308-SR and was then copied by Datalogic. With the DS4608-SR, retailers get a 28-inch (71 cm) scan range, in addition to other benefits like a faster scanning speed and better performance on challenging barcodes.

Competitive Comparison (continued)

In the following chart, where appropriate, green shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra DS4600 Series	Datalogic Gryphon GD4530	Honeywell Xenon 1900g Series	Honeywell Xenon 1950g Series	Why it matters
					
Scanner Features					
Eye-level scan feedback	Yes Direct Decode Indicator	Yes Green Spot	No	No	With eye-level feedback, users can instantly confirm a scan was completed without relying on the audible tone (which may not be easy to hear in loud environments) or pausing to check the scanner.
Aimer	LED	Laser	LED	LED	Datalogic's laser aimer may not be suitable for certain environments where customer and/or worker safety is a concern.
Minimum element resolution	DS4608-SR: Code 39: 3.0 mil DataMatrix: 5.0 mil DS4608-HD: Code 39: 2.0 mil DataMatrix: 4.0 mil	GD4500 SR: 1D linear: 4.0 mil DataMatrix: 7.5 mil GD4500 HD: 1D linear: 3.0 mil DataMatrix: 4.0 mil	1900g SR: Code 39: 5.0 mil DataMatrix: 6.7 mil DS4608-HD: Code 39: 3.0 mil DataMatrix: 5.0 mil	1950g SR/HD: Code 39: 3.0 mil DataMatrix: 7.5 mil	The DS4608-SR and DS4608-HD models are able to read denser barcodes than any model in their respective classes.

Competitive Comparison (continued)

In the following chart, where appropriate, green shading indicates the best specification available for a feature. Competitive information is based on publicly available information.

Feature	Zebra DS4600 Series	Datalogic Gryphon GD4530	Honeywell Xenon 1900g Series	Honeywell Xenon 1950g Series	Why it matters
					
Scanner Features					
Durability	Multiple 6 ft./1.8 m drops to concrete; 2,000 tumbles; IP52 sealing; deeply recessed scan window	Multiple 6 ft./1.8 m drops to concrete; IP52 sealing	Multiple 6 ft./1.8 m drops to concrete; IP41 sealing; glass window	Multiple 6 ft./1.8 m drops to concrete; 2,000 tumbles; IP41 sealing; glass window	The DS4600 Series offers the most durable specs in this class to improve uptime and reduce the cost of ownership. IP52 sealing protects against dust and water, while the stringent tumble test emulates everyday knocks and bumps. A deeply recessed scan window protects against scratches and smudges.
Auto Host Detect cables	Yes	No	No	No	With smart auto host detect cables, customers simply plug the DS4600 Series into their POS or other host; the cable automatically identifies the interface and connects the scanner.
Partner-declared industry-preferred management tools	Yes 123Scan and SMS	No	No	No	Allows IT departments to configure their devices easier and faster than ever before.



Sales Tools and Resources

Sales Enablement Tools

Internal Zebra Tools	Partner Tools	External Tools
Product Beauty Photography	Product Beauty Photography	Spec Sheet
Application Photography	Application Photography	Product Video Short
Selling Guide Presentation	Selling Guide Presentation	Customer Presentation
Battle Card	Battle Card	Product Page on Zebra.com
Product Descriptions: Short, Medium, Long	Product Descriptions: Short, Medium, Long	
The Source Product Page	Co-Branded Asset Tool Kit	
LMS Training Modules	Partner Gateway Microsite	
Solution Center Updates	LMS Training Modules	

DS4600 Series Resources

Marketing Reference Material

The Source (for internal Zebra only): <http://zebra.gosavo.com/>

Partner Gateway: <https://partnerportal.zebra.com>

DS4600 Series for Retail Product Home: www.zebra.com/ds4600

Services: www.zebra.com/zebraonecare

Learning Portal: https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio_training.aspx

Solution Builder: <https://solutionbuilder.zebra.com>

Developer Tools: <https://developer.zebra.com>

DataCapture DNA: www.zebra.com/datacapturedna

Support: www.zebra.com/support



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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