



Boost Productivity and Customer Satisfaction at the Point of Sale with the DS9900 Series Coded Hybrid Imager for Retail

The challenge: inefficiencies impact Point of Sale productivity and the customer experience

As competition from online and in-store retailers continues to rise, it has never been more important to create a superior shopping experience. Fast transactions, short lines and friendly service at the Point of Sale will keep customers coming back again and again. However, inefficiencies can have a major impact on throughput and the overall customer experience. You need the right tool at the Point of Sale to make sure every checkout is smooth from start to finish.

The solution: optimize your Point of Sale with the ultimate in hybrid performance and design

The DS9900 Series provides everything you need to keep your checkout lanes flowing. Associates can quickly scan items of all sizes and read barcodes in nearly any condition. The one-of-a-kind hybrid design delivers top performance for both handheld and hands-free scanning to bring a new level of ease and productivity to the Point of Sale.

With the DS9900 Series, associates can do it all. Pass small items in front of the scan window for rapid-fire scanning. Pick up the scanner to easily reach large or bulky items on the counter or in the shopping cart. Instantly deactivate EAS tags while scanning the barcode. Read an RFID tag for real-time inventory. And capture a mobile coupon on the customer's phone. Your customers will always get the fast and friendly checkout experience they expect.

One-of-a-kind hybrid design: two scanners in one

The DS9900 Series has been built from the ground up for both handheld and hands-free scanning. In hands-free mode, you get one of the industry's best first-pass read rates — up to 240 in./610 cm per second. With the widest field of view in its class, the DS9900 Series requires less precision when positioning items in front of the scan window — so associates can focus more on the customer. Switching between handheld and hands-free modes is seamless and requires no training: simply pick up or put down the scanner. The scan range automatically adjusts to each mode: it's limited in presentation mode to prevent the inadvertent scanning of nearby items and extended in handheld mode to reach items in the cart or on the counter. Only Zebra offers an exclusive capacitive touch sensor for hand detection and accelerometer technology for motion detection. And the DS9900 Series with RFID combines barcode scanning and RFID to extend the benefits of RFID to the Point of Sale.



DS9900 Series: Boost Productivity at the Point of Sale

Application	Benefits	Vertical Markets
<p>Checkout scanning: handheld and hands-free With the DS9900 Series, associates can rapidly pass small items in front of the DS9900 Series' wide field of view or pick up the scanner to reach bulky items on the counter or cart. With an 800 MHz microprocessor, a high-resolution megapixel sensor and Zebra's exclusive PRZM Intelligent Imaging, the DS9900 Series delivers industry-best performance on challenging barcodes — such as dirty, damaged, highly truncated and poorly printed barcodes.</p>	<ul style="list-style-type: none"> • Increase Point of Sale productivity • Handle a mix of merchandise items with maximum efficiency • Reduce associate learning curves with seamless switching between handheld and hands-free modes • Improve checkout accuracy: prevent the inadvertent scanning of nearby items in hands-free mode • Reduce the number of barcodes that cannot be scanned to eliminate manual entries which can cause errors 	<ul style="list-style-type: none"> • Retail front of store • Convenience stores • Quick Serve Restaurants (QSR)
<p>Capture mobile barcodes Associates can use handheld or hands-free mode to capture mobile payments, coupons and loyalty cards to complete a transaction.</p>	<ul style="list-style-type: none"> • Increase Point of Sale productivity • Increase brand awareness and customer loyalty with powerful, direct-to-customer mobile programs • Improve redemption rates and boost sales with convenient and personalized mobile coupons 	<ul style="list-style-type: none"> • Retail front of store • Convenience stores • Quick Serve Restaurants (QSR)
<p>Capture EAS tags Optional EAS support allows associates to deactivate Checkpoint EAS tags while scanning the barcode.</p>	<ul style="list-style-type: none"> • Increase Point of Sale productivity • Reduce the number of false gate alarms • Reduce the number of devices needed at the Point of Sale 	<ul style="list-style-type: none"> • Retail front of store
<p>Read/write UHF RFID tags The DS9900 Series with RFID can read RFID tags at the Point of Sale, as well as write data to RFID tags to commission tags on new inventory items and returned goods; associates can read multiple RFID-tagged items in one motion, without line of sight.</p>	<ul style="list-style-type: none"> • Maximize Point of Sale productivity • Close the RFID loop by extending RFID from the supply chain to the Point of Sale • Improve inventory accuracy by updating inventory in real time • Increase sales by moving returned items back to the sales floor faster than ever 	<ul style="list-style-type: none"> • Retail front of store
<p>Capture driver's license data* With optional driver's license parsing, the DS9900 Series can capture and parse data on driver's licenses to verify age or auto-populate credit card applications, loyalty program applications or customer return forms.</p> <p><i>* Available in North America only</i></p>	<ul style="list-style-type: none"> • Increase Point of Sale productivity • Increase participation in loyalty programs and credit cards with a faster sign-up process 	<ul style="list-style-type: none"> • Retail front of store • Convenience stores • Quick Serve Restaurants (QSR)

To learn more how you can optimize your Point of Sale with the hybrid imager built from the ground up for handheld and hands-free scanning, visit www.zebra.com/ds9900seriesretail



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