# THE COMPLETE
# ZEBRA DS4308 SERIES
# SELLING GUIDE

**AUTRADE**

# THE DS4308 SERIES:
# A NEW CLASS OF SCANNER
# FOR A NEW WORLD OF BAR CODES

The world of bar codes has changed. No longer just 1D codes printed on paper labels, today's codes can be 1D or 2D, high density on the tiniest components, shown on a mobile phone display, computer screen, or printed on plastic cards. The bar codes might be dirty, scratched or poorly printed, but businesses need a scanner that can scan them all... whether those bar codes are near or far.

The DS4308 Series is designed for today's new world of bar codes. These next generation scanners deliver extraordinary performance and range, allowing users to scan virtually any bar code nearer and farther than any other scanner in its class. With PRZM Intelligent Imaging inside, workers can capture bar codes as fast as they can pull the scan trigger or present the item. And a best-in-class range means your customers do not have to buy separate scanners for standard and extended range scanning.

AUTRADE

# A MODEL

## For every scanning need

### DS4308-SR: Standard Range

Extraordinary flexibility and performance in a handheld scanner. The DS4308-SR can capture codes as far as 28 in./71.12 cm, making it easy to scan items on the bottom of a cart.

### DS4308-HD: High Density

Scans high density codes on electronics, jewelry and other small items, while offering an outstanding standard range of 15 in./38.1 cm on a 100 percent UPC code.

### DS4308-P: Presentation

The permanent base on the DS4308-P provides the versatility of a handheld and presentation scanner. Workers can switch between handheld and hands-free just by simply setting down or picking up the scanner.

### DS4308-HC: Healthcare

Ideal for workstations-on-wheels and other carts in hospitals and more. Offers unique features for the healthcare environment, including the ability to withstand constant disinfecting.

ZEBRA TECHNOLOGIES

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# DS4308 SERIES

## Features at a glance

The following chart lists the highlights of the DS4308 Series. See the Features and Benefits chart in Appendix C for detailed feature information.

### PRZM intelligent imaging technology

Resets the bar for 2D imaging by enhancing decode performance and snappiness

### Captures any bar code on any medium

Scans 1D, 2D and PDF417 codes on paper labels or displayed on mobile devices

### A MODEL FOR ANY APPLICATION AND ENVIRONMENT

Standard (SR), High Density (HD), Drivers License (DL)*, Healthcare (HC) and Presentation (P)

### OUR EASIEST SCANNERS TO USE YET

Numerous features make data capture as easy and fast as possible

### LARGEST SWEET SPOT

Scans any bar code at any density nearer and farther than any device in its class

### DURABLE DESIGN

6 ft./1.83 m to concrete drop spec (5 ft./1.5 m for DS4308P)

### BEST IN CLASS LED aimer

Brightest LED aimer available; only LED capable of reaching beyond 20 inches

### EASY ON THE EYES

Prevents eye fatigue with special LED wavelength and recessed lighting

### SUPERIOR OUT OF THE BOX EXPERIENCE

Smart auto-host cables automatically detect which interface is attached

### COMPLIMENTARY TOOLS

123Scan² and Scanner Management Service (SMS) reduce config and management time

* U.S. only

# THE **DS4308 SERIES** PUTS A WORLD OF **OPPORTUNITIES** INTO YOUR HANDS

Languages

**Languages**

North American
Albanian
Arabic – 101
Arabic – 102
Arabic – 102 AZERTY
Azeri – Latin
Azeri – Cyrillic
Belarusian
Belgian – French
Bosnian – Latin
Bosnian – Cyrillic
Bulgarian – Latin
Bulgarian – Cyrillic
Canadian – French Win7
Canadian – French (Legacy)
Canadian – Multilingual
Croatian
Chinese
Czech
Czech – Programmers
Czech – QWERTY
Danish

Dutch – Netherland
Estonian
Faeroese
Finnish
French – France
French – Canada 2000/XP
French – Canada 95/98
Gaelic
German
Greek – Latin
Greek – 220 Latin
Greek – 319 Latin
Greek
Greek – 220
Greek – 319
Greek – Polytonic
Hebrew – Israel
Hungarian
Hungarian – 101KEY
Icelandic
Irish
Italian

Italian – 142
Japanese – ASCII
Kazakh
Korea
Kyrgyz – Cyrillic
Latin America
Latvian
Latvian – QWERTY
Lithuanian
Lithuanian – IBM
Macedonian – FYROM
Maltese
Mongolian – Cyrillic
Norwegian
Polish – 214
Polish – Programmer
Portuguese – Brazil
Portuguese – Brazilian ABNT
Portuguese – Brazilian ABNT2
Portuguese – Portugal
Romanian

Romanian – Legacy
Romanian – Standard
Romanian – Programmer
Russian
Russian – Typewriter
Serbian – Latin
Serbian – Cyrillic
Slovak
Slovak – QWERTY
Slovenian
Spanish
Spanish – Variation
Swedish
Swiss – French
Swiss – German
Tatar
Thai – Kedmanee
Turkish – F
Turkish – Q
Ukrainian
United Kingdom
United States – North America
United States – Dvorak
United States – Dvorak Left
United States – Dvorak Right
United States – International
Uzbek – Cyrillic
Vietnamese

With built-in support for over 90 international keyboards, the DS4308 Series is a true global product

# DS4308-SR/HD

## Scan any bar code farther and faster with next generation scanning technology

Eliminates the need to purchase two different types of scanners:

SR: Scans out to 28 in./ 71.12 cm, eliminating the need to purchase both a standard and an  extended range scanner.

HD: Scans both traditional 1D/2D codes as well as high density codes, eliminating the need to purchase a general purpose and specialty scanner.

The DS4308 next generation 2D imager is loaded with features that resets the bar for scanning performance, scanning range, versatility and ease-of use. Feature highlights include:

- The ability to scan virtually any bar code on any medium — 1D, 2D, printed in practically any condition or displayed on mobile devices or computer screens
- PRZM Intelligent Imaging technology takes scanning performance for 1D and 2D bar codes to the next level — only from Zebra
- Megapixel sensor for maximum data capture flexibility — capture bar codes, photos, sharp signatures at longer distances, along with very accurate OCR data
- Largest "sweet-spot" in its class for can't-miss point-and-shoot scanning simplicity

# TOPLINE SALES STRATEGY:

## Key attack points (DS4308-SR-HD)

To increase your selling success, lead with the following key differentiating features for the strongest DS4308-SR-HD positioning.



DS4308-SR/HD Key Attack Points

| | |
|---|---|
| **PRZM Intelligent Imaging** | This next-generation patented intelligent imaging technology resets the bar for 2D imaging by enhancing decode performance and snappiness, dramatically improving the user experience. |
| **Superior range (DS4308-SR)** | DS4308-SR's 28 in./71.12 cm range on 100% UPC enables scanning of large or heavy items in a shopping cart from the opposite side of the counter. Competing imagers capable of reading driver licenses and mobile phones can only scan 100% UPC out to about 16 inches. |
| **Superior range (DS4308-HD)** | The DS4308-HD's 16.5 in./41.91 cm range on 100% UPC enables the same scanner to be used for general POS scanning as well as to scan small high density codes on electronics, jewelry and other small items. Competing imagers capable of reading 3 mil barcodes can only scan 100% UPC out to about six inches. |
| **Best-in-class LED aimer** | The DS4308 features the brightest LED aimer available, as well as the only LED capable of reaching beyond 20 inches. In addition, the circular aiming pattern makes picklist easy. Competing scanners with rectangular aiming patterns can't differentiate between barcodes in adjacent columns. |
| **Scanner Management Service** | Your customers can manage DS4308 scanners with the same management software they already use to manage their other assets (e.g. IBM Tivoli). By contrast, other vendor's proprietary management consoles require customers to use different tools to manage their scanners and other assets. |
| **Advanced ergonomics** | Small and lightweight (the DS4308 is similar in size to the LS2208), the DS4308 is easy to hold and use for all-day scanning. In addition, the light emitted with each scan is soft and unobtrusive, preventing eye fatigue and improving the environment for customers and workers. |

# VERTICAL MARKETS
## TARGET VERTICAL MARKETS, APPLICATIONS AND USERS

| | TARGET MARKET | TARGET USER | APPLICATIONS |
|---|---|---|---|
|  | **RETAIL**<br>• Do-it-yourself retailers<br>• Department stores<br>• Chains (branch locations)<br>• Small to mid-size boutiques | • Checkout associate/POS personnel<br>• Returns desk personnel | • Point-of-Sale (POS)<br>• Age verification<br>• Mobile loyalty<br>• Mobile coupons<br>• Driver's license parsing (DL model required*) |
|  | **HOSPITALITY**<br>• Hotels | • Front desk personnel<br>• Cashiers<br>• Spa, gift store personnel<br>• Event staff | • Mobile loyalty<br>• Mobile coupons<br>• Event check-in |
|  | **LOGISTICS**<br>• Postal | • Post office clerks | • Point-of-Sale (POS) |
|  | **LIGHT MANUFACTURING**<br>• Electronic components | • Production line workers<br>• Quality Assurance personnel | • Error proofing<br>• Quality control |

* U.S. only

DS4308-SR/HD Vertical Markets

# COMPETITION

## At a glance (DS4308-SR/DS4308-HD)

In the following chart below, light blue shading indicates the best specification available for a specific feature. As the chart illustrates, the DS4308-SR-HD offers the best performance in its class at a similar price point to Xenon 1900.
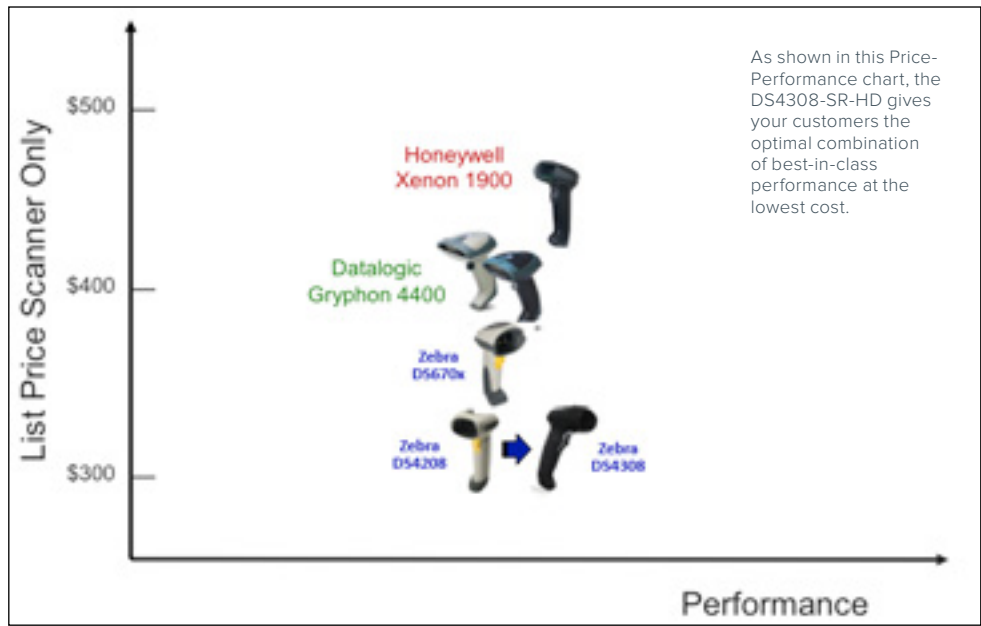
| | DS4308-SR-HD | XENON 1900 | GRYPHON I GD4400 | DATALOGIC QUICKSCAN QD2400 |
|---|---|---|---|---|
| **Physical characteristics** | | | | |
| Size | 6.48 x 3.86 x 2.64 in. 16.5 x 9.8 x 6.7 cm | 4.1 x 2.8 x 6.3 in. 10.4 x 7.1 x 16.0 cm | 7.1 x 2.8 x 3.9 in. 18.1 x 7.1 x 10.0 cm | 6.4 x 3.6 x 1.6 in 16.3 x 9.1 x 4.1 cm |
| Weight | 5.71 oz. /162 g | 5.2 oz/147 g | 6.9 oz /195.0 g | 5.11 oz /145.0 g |
| Environmental Specs | Multiple 6 ft./1.83 m drops to concrete; IP42 | Multiple 6 ft./1.83 m drops to concrete; IP41 | Multiple 5.9 ft./1.8 m drops to concrete; IP50 | Multiple 5 ft./1.5 m drops to concrete; IP42 |
| **Scanning performance** | | | | |
| Snappiness | Aggressive OOB Settings, USB Buffer | Aggressive OOB Settings, USB Buffer | Aggressive OOB Settings | N/A |
| Reads poorly printed, Out-Of-Spec and damaged bar codes | Most | Most | Some | Some |
| Sensor Resolution (Pixels) | 1280 x 800 | 838 x 640 | 752 x 480 | 752 x 480 |
| Standard decode range on 100% UPC | 0 – 28 in./0 – 71.12 cm | 0.39 – 17.32 in./1 – 44 cm | 0.59 – 15.75 in./1.5 – 40 cm | 0.2 – 3.8 in./0.5 – 35 cm |
| High density decode range on 100% UPC | 0 – 16.5 in./0 – 41.9 cm | 0.4 – 6.6 in./1.0 – 16.8 cm | 0.4 – 6.8 in./1.1 – 17.2 cm | N/A |
| International keyboards | 97 | 84 | 24 | 24 |
| Illuminates bar code on good decode | YES | NO | Green Spot | Green Spot |
| List Price | $338 | $449 | $406 | $302 |

Note: The above chart is based on publicly available information.



As shown in this Price-Performance chart, the DS4308-SR-HD gives your customers the optimal combination of best-in-class performance at the lowest cost.

# WHERE DOES THE DS4308-SR FIT IN THE
# ZEBRA HANDHELD SCANNER PORTFOLIO?

The chart below illustrates the positioning for the DS4308-SR-HD in the Zebra handheld scanning portfolio from a feature, benefits and cost perspective.

| DS4208 | DS4308 |
|---|---|
|  |  |
| **MARKET POSITIONING** | |
| **Introductory** 1D/2D Imager for paper/mobile bar codes | **2nd generation** 1D/2D Imager with PRZM technology to capture hard-to-read, poorly printed or damaged paper/mobile bar codes |
| **MARKET ADVANTAGE** | |
| • Good all-around 1D/2D bar code scanner for most applications<br>• DL parsing option (US only)<br>• Checkpoint EAS option | • Reads virtually any bar code in any condition, eliminating need to enter data using keyboard<br>• DL parsing option (US only)<br>• Checkpoint EAS option<br>• Takes pictures<br>• OCR support<br>• Auto host detect cables<br>• Support for over 90 keyboards |

# DS4308P

## Next generation combination presentation/handheld scanner

The DS4308P gives your customers the versatility of a handheld and presentation scanner, with the next generation scanning technology they need to scan virtually all of today's bar codes. Workers can switch instantly between handheld and hands-free mode by simply setting down or picking up the scanner — and the tiny permanent base makes it easy to add convenient presentation scanning in the most space-constrained areas.

The DS4308P features the best-in-class scanning performance of the DS4308 Series, along with several unique features for presentation scanning in retail, transportation and other markets:

- Ability to switch between hands-free and handheld modes by simply setting down or picking up the scanner

- Permanent tiny base fits in even the most space-constrained areas

- EAS option to automatically deactivate Checkpoint EAS security tags when the item bar code is scanned

- 5 ft./1.5 m drop to concrete specification (compared with 6 ft./1.8 m for DS4308-SR-HD)

# TOPLINE SALES STRATEGY:

## DS4308P Key attack points

To increase your selling success, lead with the following key differentiating features for the strongest DS4308P positioning.
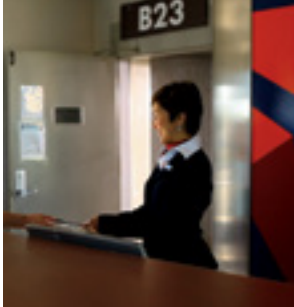
| | |
|---|---|
| **PRZM Intelligent Imaging** | This next-generation patented intelligent imaging technology resets the bar for 2D imaging by enhancing decode performance and snappiness, dramatically improving the user experience. |
| **On-the-fly switching between modes** | In presentation mode, items are automatically scanned as they pass in front of the DS4308P. To switch to triggered handheld operation, all users need to do is pick up the scanner. |
| **Largest sweet spot in its class** | The DS4308P delivers superior range for a superior value. The standard scanning range is anything but standard. Users can capture data out to 28 in./71.12 cm, making it easy to scan items on the bottom of a cart. And with a wide field of view, the DS4308P can easily capture large bar codes. |
| **Best-in-class LED aimer** | The DS4308P features the brightest LED aimer available, as well as the only LED capable of reaching beyond 20 inches. |
| **Smart host Auto-detect cables** | Smart auto-host detect cables automatically determine which interface is attached, eliminating the need to scan numerous configuration bar codes. Over 90 international keyboards are hosted within the scanner for easy setup, all around the world. |
| **Scanner Management Service** | 123Scan2 and Scanner Management Service (SMS) automate and reduce the cost of scanner management, while the Scanner Software Development Kit (SDK) provides everything needed to easily create robust scanner applications to meet any business need. |

# VERTICAL MARKETS
## DS4308P TARGET VERTICAL MARKETS, APPLICATIONS AND USERS

| | TARGET MARKET | TARGET USER | APPLICATIONS |
|---|---|---|---|
|  | **RETAIL**<br>• Convenience stores<br>• Chains (branch locations)<br>• Small to mid-size boutiques | • Checkout associate/POS personnel<br>• Returns desk personnel | • Point-of-Sale (POS)<br>• Age verification<br>• Mobile loyalty<br>• Mobile coupons<br>• Driver's license parsing (DL model required*)<br>• Checkpoint EAS tag deactivation |
|  | **HOSPITALITY**<br>• Hotels<br>• Quick-serve restaurants | • Front desk personnel<br>• Cashiers<br>• Hotel restaurant wait staff<br>• Spa, gift store personnel<br>• Event staff | • Point-of-Sale (POS)<br>• Mobile loyalty<br>• Mobile coupons<br>• Event check-in |
|  | **TRAVEL AND TRANSPORTATION**<br>• Airlines<br>• Trains | • Boarding gate personnel | • Printed and mobile boarding passes |
|  | **ASSET TRACKING**<br>• Libraries | • Library staff<br>• General office manager | • Library books<br>• Document tracking |

\* U.S. only

**DS4308P Vertical Markets**

# COMPETITION

## At a glance (DS4308P)

In the following chart below, light blue shading indicates the best specification available for a specific feature. As the chart below illustrates, the DS4308P offers the best performance in its class at a similar price point to Xenon 1900.

| | DS4308P | HONEYWELL XENON 1900 WITH BASE | DATALOGIC GRYPHON I GD4400-B |
|---|---|---|---|
| **Physical characteristics** | | | |
| Size | 8.15 in. H x 5.18 in. L x 3.74 in. W<br>20.7 cm H x 13.15 cm L x 9.5 cm W | 8.27 in. H x 5.38 in. L x 3.52 in. W<br>21.0 cm H x 13.67 cm L x 8.95 cm W | 7.5 in. H x 4.7 in. L x 3.5 in. W<br>19.2 cm H x 11.9 cm L x 8.9 cm W |
| Weight | 10.6 oz. / 300 g | 14.2 oz. / 402 g | 13 oz. / 368.5 g |
| Environmental Specs | Multiple 5 ft./1.5 m<br>drops to concrete; IP42 | Not published | Multiple 5 ft./1.5 m<br>drops to concrete; IP52 |
| **Scanning performance** | | | |
| Snappiness | Aggressive OOB Settings,<br>USB Buffer | Aggressive OOB Settings,<br>USB Buffer | Aggressive OOB Settings |
| Reads poorly printed, Out-Of-Spec and damaged bar codes | Most | Most | Some |
| Sensor Resolution (Pixels) | 1280 x 800 | 838 x 640 | 752 x 480 |
| Standard decode range on 100% UPC | 0 – 28 in./0 – 71.12 cm | 0.39 – 17.32 in./1 – 44 cm | 0.59 – 15.75 in./1.5 – 40 cm |
| High density decode range on 100% UPC | 0 – 16.5 in./0 – 41.9 cm | 0.4 – 6.6 in./1.0 – 16.8 cm | 0.4 – 6.8 in./1.1 – 17.2 cm |
| International keyboards | 97 | 84 | 24 |
| Illuminates bar code on good decode | YES | NO | Green Spot |
| List Price (USB Kit) | $412 | $582 | $478 |

Note: The above chart is based on publicly available information.

**DS4308P Competition**

# WHERE DOES THE DS4308P FIT IN THE
# ZEBRA PRESENTATION SCANNER PORTFOLIO?

The chart below illustrates the positioning for the DS4308P in the Zebra presentation scanner portfolio from a feature, benefits and cost perspective.

| DS9208 | DS4308P | DS9808 | DS9808R |
|---|---|---|---|
| **Market Positioning** | | | |
| Sell to customers who need presentation scanning only | Sell to customers who need handheld and hands-free 1D/2D scanning | Sell to customers who need handheld and hands-free 1D/2D scanning and may need to upgrade to RFID in the future | Sell to customers who need handheld and presentation scanning of 1D and 2D bar codes and RFID tags |
| Value tier compact presentation 1D/2D scanner | Low cost hybrid (handheld/hands free) presentation 1D/2D scanner | Premium hybrid (handheld/hands free) presentation 1D/2D scanner | First combination 1D/2D bar code scanner and RFID reader |
| Paper/Mobile bar codes | Paper/Mobile bar codes | Paper/Mobile bar codes | Paper/Mobile bar codes |
| **Market Advantage** | | | |
| | Largest sweet spot in its class for very easy and intuitive scanning | High swipe speed, ideal for high throughput environments | High swipe speed Read/write UHF RFID tags |
| Sleek compact design | DL parsing option (US only) | Unique Form Factor; Aesthetically integrated hybrid design | DL parsing option (US only) |
| Top mounted, spherical exit window | Checkpoint EAS option | DL parsing option (US only) | Checkpoint EAS option |
| DL parsing option (US only) | OCR support | Checkpoint EAS option | OCR support |
| Checkpoint EAS option | Autohost detect cables | OCR support | Dual beepers |
| | Over 90 international keyboards | Dual beepers | |

DS4308P Positioning

# DS4308-HC

## Protect patient safety with next generation scanning

The DS4308-HC brings the next generation scanning performance and versatility of the DS4308 Series to the patient bedside and other hospital environments. The ideal companion for laptops on workstation-on-wheels (WOWs) and other carts, the DS4308-HC can scan the many types of bar codes found in hospitals, including traditional paper-based, those displayed on an electronic screen, codes printed on curved surfaces, high density codes printed on very small items and bar codes in all types of condition.



The DS4308-HC features the best-in-class scanning performance of the DS4308 Series, along with several unique features designed specifically for the healthcare environment:

- Patient-friendly white color
- IP42 sealing and special disinfectant-ready plastic housing withstands constant disinfecting to help prevent the spread of germs
- Day and night 'do-not-disturb' modes for scanner feedback, allowing users to mix and match between a visual (red and green LED), haptic (vibration) and audio (audible "beep" tone).

DS4308-HC
Introducing the DS4308-HC

ZEBRA TECHNOLOGIES

# TOPLINE SALES STRATEGY:

## DS4308-HC Key attack points

To increase your selling success, lead with the following key differentiating features for the strongest DS4308-HC positioning.

| | |
|---|---|
| **PRZM Intelligent Imaging** | This next-generation patented intelligent imaging technology resets the bar for 2D imaging by enhancing decode performance and snappiness, dramatically improving the user experience. |
| **Largest sweet spot in its class** | The DS4308-HC decode range allows users to scan any bar code type at any density nearer and farther than any other scanner in its class, making scanning truly second nature — users just point and shoot. There's no need to disturb a sleeping patient to capture the bar code on a wristband. |
| **Scans even the most challenging bar codes** | The DS4308-HC captures the tiny, dense bar codes printed on the curved surface of a syringe, vial or patient wristband; under the shrinkwrap on individual doses of medication; on reflective surfaces like IV bags; plus the less-than-perfect bar codes common in healthcare settings. |
| **Best-in-class LED aimer** | The DS4308-HC features the brightest LED aimer available, as well as the only LED capable of reaching beyond 20 inches — ensuring the fast capture of data. |
| **Withstands constant disinfecting** | IP42 sealing and a specially designed disinfectant-ready plastic housing allow safe wipe-down with a wide variety of harsh chemicals to help prevent the spread of germs. |
| **Advanced ergonomics** | Small and lightweight, the DS4308-HC is easy to hold and use for all-day scanning. In addition, the light emitted with each scan is soft and unobtrusive, preventing eye fatigue and improving the environment for patients and healthcare workers. |

# THE DS4308-HC AT WORK IN HEALTHCARE

## Next generation scanning increases caregiver productivity and patient safety

### APPLICATIONS

- Medication administration
- Blood product administration
- Specimen tracking
- Medication tracking in the pharmacy and on the mobile pharmacy cart
- Access to patient electronic healthcare records
- Patient identification

### WITH THE DS4308-HC, HEALTHCARE WORKERS CAN:

- Improve patient safety by eliminating the opportunity for medication administration and specimen collection errors
- Cost-effectively meet government regulations for multiple checkpoints in medication administration
- Enable real-time updating of patient records
- Replace manual labeling processes with split-second scanning
- Ensure proper supplies and medication are available in the supply cabinets when needed
- Protect accuracy in the dose labeling process
- Improve personnel productivity by eliminating time-consuming paper-based procedures

**DS4308-HC Applications**

# COMPETITION

## At a glance (DS4308-HC)

PRZM Intelligent Imaging combines with the highest resolution sensor in a scanner designed for healthcare to give the DS4308-HC its superior performance capturing the tiny bar codes that are common on small medicine vials and specimen slides.

| | DS4308-HC | HONEYWELL XENON 1900H | CODE CODE READER 1400 |
|---|---|---|---|
| **Physical characteristics** | | | |
| **Haptic (vibration) Feedback** | YES | NO | YES |
| **Disinfectant Ready** | YES | YES | YES |
| **Drop Specification** | 6 ft./1.83 m | 6 ft./1.83 m | 6 ft./1.83 m |
| **IP Rating\*** | IP42 | IP41 | IP54 |
| **Scanning performance** | | | |
| **Sensor Resolution (Pixels)** | 1280 x 800 | 838 x 640 | 960 x 640 |
| **Decode Range (5 mil DataMatrix)** | 1.2 in./3.0 cm to 3.5 in./8.9 cm | N/A | 1.7 in./4.3 cm to 4.5 in./11.5 cm |
| **Decode Range (10 mil DataMatrix)** | 0.8 in./1.9 cm to 8.2 in./20.8 cm | 0 in./0 cm to 5.0 in./12.7 cm | 0.8 in./4.3 cm to 7.1 in./18.0 cm |
| **Miscellaneous** | | | |
| **Warranty** | 3 years | 3 years | 3 years |
| **List Price (USB Kit)** | $375 | $504 | $340 |

\*  IP rating of 67 is required for a product to be submersible.
Note: The above chart is based on publicly available information.

**DS4308-HC Competition**

# THE VALUE OF MOBILE BAR CODES

## Why is the ability to scan a mobile bar code so valuable to your customers?

Mobile bar codes give your retail, hospitality and travel customers the opportunity to implement an exciting range of programs, including mobile coupons, location-based marketing, mobile ticketing, mobile gift cards and mobile loyalty cards. To help you sell the value of this feature, following is a brief overview of mobile bar codes — what they are, why businesses have embraced them and the benefits they are realizing.

### What is a mobile bar code and why is this new type of bar code popping up everywhere?

A mobile bar code is an electronic bar code that can be stored on a wide variety of mobile devices, including mobile phones and tablets. The mobile bar code is used in mobile marketing and ticketing applications to make life easier for consumers, who can now carry all of their coupons, loyalty cards, even airplane or concert tickets in the one device they always have in hand — their mobile phone. The rapid adoption of the mobile bar code is driven by two factors: it provides customers with a major convenience, while providing businesses with a way to obtain a true one-to-one connection with their customers.

### Mobile bar code programs benefit your customers — and their customers

- **Retail stores**
  Mobile coupons/loyalty cards/gift cards; real-time promotions based on shopper's location in the store; inventory tracking; returns processing

- **Hospitality**
  Hotel check-in, event registration/admission (concerts, theaters, theme parks, resorts, conference registration and more), CRM, mobile coupons, loyalty cards, real-time promotions based on guest location in the hotel (for example, a discount on water sports equipment rental at the beach or spa services)

- **Travel**
  Ticketing/boarding passes (airplanes, trains), loyalty/mileage cards

### BENEFITS

- **Reduced costs** — no printing and distribution costs associated with plastic loyalty/gift cards and paper coupons

- **Less waste** — good for the environment, more "green"

- **Increased sales** — Allow customers to opt into a list to receive discount offers; can even utilize GPS information to push coupon offers to customers who are on site

- **Reduced wait times** — register and boarding gate lines move faster, as there's no need to handle paper tickets, loyalty cards, paper coupons

- **Help customers save time and money** — there are no paper tickets, coupons or loyalty cards to track or lose; no lost savings opportunities; less time spent waiting in lines where workers need to examine and process physical coupons, cards or game coupons

- **Reduced marketing costs and improved redemption rates** — execute very personalized promotions at a very low cost, with high response rates — mobile coupon redemption rates are an average of 10 times that of traditional printed coupon programs, with a near 95 percent read rate.[1]

1 The Mobile Coupon: What's the Bang for the Buck?: Brandon Munson, November 7, 2010

# MARKET OPPORTUNITY

## 1.8 Billion dollar global market for handheld 2D imagers

### GLOBAL HANDHELD 2D IMAGER SALES: 12.8% CAGR/2012-2017
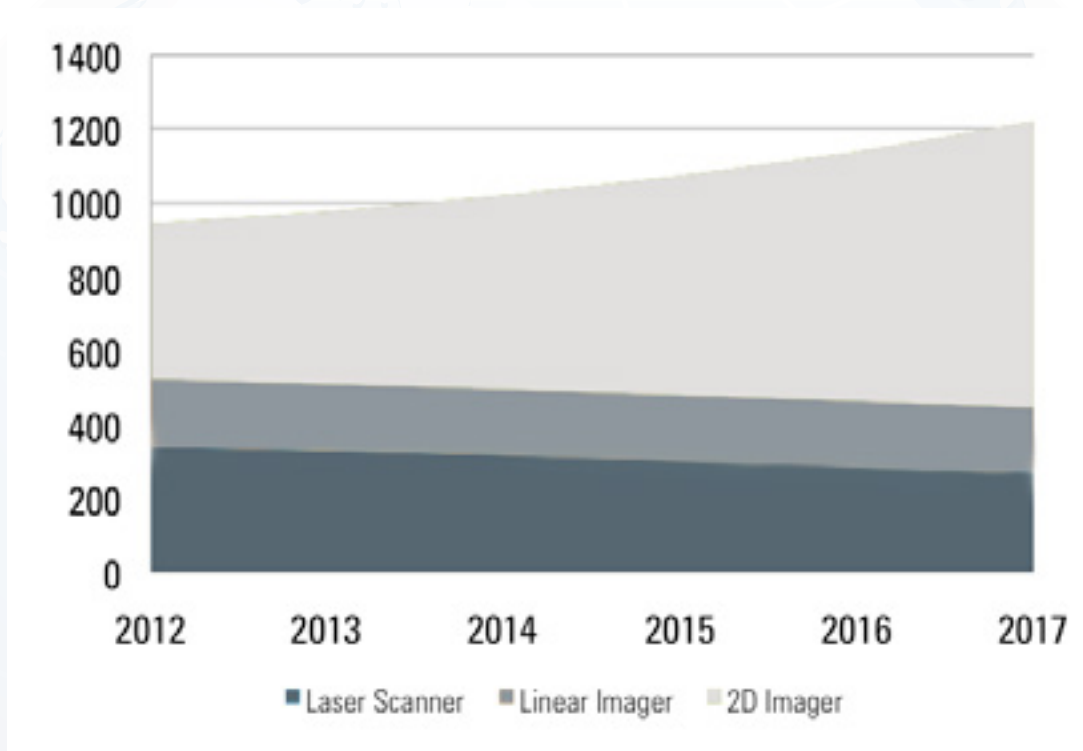


As shown in the chart above, 2D imagers are projected to outpace all other handheld scanning technologies with a robust 12.8 percent CAGR from 2012-2017, particularly as lower prices and enhanced performance strengthen 2D imaging's position as a viable alternative to laser scanning. By contrast, the market for 1D laser and linear imagers is expected to contract over the same period.

This increased interest for the enhanced capabilities of 2D imagers presents an excellent sales opportunity for the DS4308. Your customers can migrate to 2D imaging technology and prepare themselves for the future of 2D bar codes in the supply chain, as well as mobile bar codes, at a very affordable entry point — and without having to sacrifice scanning performance and user productivity.

Source: VDC Research; Strategic Insights 2013: Barcode Solutions Market; Track 2: Barcode Technology Market Analysis, Topic 1: Handheld Barcode Scanners and Imagers

# REVENUE
# OPPORTUNITIES

**Every sale provides the opportunity for revenue from multiple areas: hardware, application development, integration and support services**

### HARDWARE REVENUE: DEVICES

The first line of opportunity is the sale of the DS4308 and its accessories. Pricing details and your discount for all hardware and accessories is located in the Appendix of this document.

### SOFTWARE REVENUE: CUSTOM APPLICATION DEVELOPMENT AND INTEGRATION

Application development and integration provides an additional revenue opportunity, and there are multiple opportunities for application development with each DS4308 sale:

- Develop and integrate a range of applications in retail, transportation, healthcare and manufacturing verticals

- For example, potential retail applications include mobile commerce applications and applications that utilize the data from PDF417 codes found on U.S. drivers' licenses to verify age or auto-populate credit card applications, loyalty program applications or customer return forms

### SERVICES REVENUE: COMPLETE END-TO-END SUPPORT

Selling services as part of the complete solution provides a significant opportunity to deliver more value to the enterprise customer as well as increase revenue. Zebra's flexible services are designed to provide customers with assistance at every stage of an MPact mobile marketing solution, from planning to deployment and post-deployment support. Service contracts can play a significant role in helping ensure complete customer satisfaction with reduced risks, faster deployment time and a substantial reduction in overall service delivery costs, reducing downtime, IT time and cost and the total cost of ownership. Your own experience plus industry research shows that customers are more likely to select service plans when they're bundled up front with a hardware quote as part of a complete solution. When your customer purchases Zebra's exceptional services, everyone benefits. The size of the sale is increased. And there's no better way to give your customers total service peace of mind, with protection for their investment from day one.
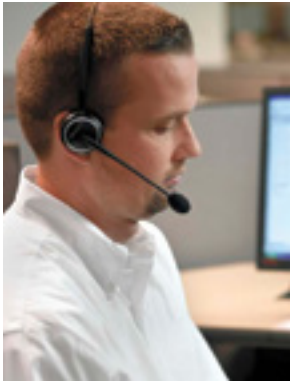
# AWARD-WINNING GLOBAL SERVICE AND SUPPORT

## COMPREHENSIVE END-TO-END SUPPORT SERVICES HELP GET AND KEEP THE DS4308 SERIES UP AND RUNNING AT PEAK PERFORMANCE

Zebra's comprehensive portfolio of services is built upon a lifecycle approach to our customers at every level: Essential, Select and Premier. These services help customers meet immediate needs as well as build long-term successful mobility strategies. Our deep domain expertise in enterprise mobility technologies, along with more than 6,100 service professionals and 25,000 world-class channel partners around the globe gives us the unique ability to provide our customers with best-in-class solutions — when and where they need it.

### Get the gold standard in post deployment support:
### Service from the Start with Advance Exchange Support from Zebra

No matter where in the world your customers are located, when you sell your customers Service from the Start with Advance Exchange Support, you sell them true service peace-of-mind. Any device that requires a return trip to the depot for repair is replaced the next business day, truly minimizing downtime — and maximizing the value of this investment.

| MULTI-YEAR COVERAGE FROM DAY ONE | BENEFITS |
|---|---|
| You're covered — period: <br><br> • Advance replacement of any device that requires repair <br> • Normal wear and tear <br> • Accidental breakage <br> • Internal and external components <br> • Device and select accessories <br> • Telephone and software support | • Maximum device uptime <br> • Unparalleled "from the manufacturer" product knowledge and expertise <br> • Outstanding value — eliminates unexpected repair costs; with a defined one-time cost for multiple years of coverage, there are never any surprise repair costs that drive total cost of ownership up. <br> • Frees IT to focus on more strategic technology initiatives <br> • Covers much more than the standard warranty |

**Service from the Start Advance Exchange provides the peace of mind that can only come from true end-to-end coverage from day one, right out of the box. This high-value support program allows customers to pay "a little now" for extended services or "a lot later"in the form of lost downtime and service fees.**
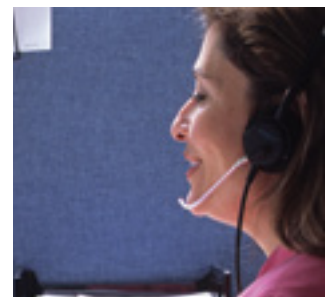
# SALES TOOLS:
## Everything you need to sell the DS4308



## POSTED ON
## PARTNER CENTRAL

**https://partnercentral.zebra.com**
**(for use by all partners)**

### DS4308 SERIES selling guide

This comprehensive document contains all the information you need to sell DS4308 scanners — from product information to product and accessory part numbers, market opportunities, available services and more.

### DS4308 Battlecards

These two-page battlecards provide a quick at-a-glance look at features and benefits, applications, competition and available support services. Three battlecards are available: DS4308-SR-HD-DL, DS4308P and DS4308-HC.

### DS4308 customer presentation

Provides the general product background required to successfully sell the DS4308 Series.

### DS4308 product descriptions

Short, medium and long product descriptions to use in proposals, emails and other marketing materials. Descriptions are available for DS4308-SR-HD-DL, DS4308P and DS4308-HC.

## PUBLIC FACING ASSETS

### DS4308 SPECIFICATION SHEETS

Two-page sheets cover product feature/benefits along with technical specifications. Three specification sheets are available: DS4308-SR-HD-DL, DS4308P and DS4308-HC.

### Retail application brief

Application brief that discusses the many use cases of the DS4308-SR and HD in the retail store, and how stores and shoppers benefit.

### QUICKSERVE application brief

Application brief that discusses the how QuickServe restaurants can use the DS4308 SR and HD to better serve patrons and improve efficiency at the POS.

### DS4308P application brief

Application brief that discusses the use cases of the DS4308P handheld/presentation hybrid scanner in all target vertical markets.

**Collateral, key dates and more**

**SALES TOOLS**

# YOUR INVESTMENT, PRODUCT CLASS, TRAINING AND MORE

## PARTNER CLASS

All models in the DS4308 Series are Class 1 open channel products and do not require certification or membership within Zebra's Partner program. While training is not required, free training materials are available to assist your sales efforts.

## YOUR INVESTMENT

How much of an investment do you need to make to sell the DS4308?

**Zebra Sales tools: $0**

No cost — see Sales Tools section for list of available collateral

**Certification costs: $0**

This Class 1 product is open channel and does not require certification. PartnerEmpower affiliation is required.

## TARGET PROSPECT BY TITLE

Target decision-makers include:

- CIO / CTO
- IT Manager
- General Manager
- CFO
- Business Line VP or Director (for example: operations, marketing)
- RFP Project Manager/ Purchasing Director

## MARKET OPPORTUNITY BY COMPANY SIZE

Tier 3: Small/midsize
(1-99 employees)
20%

Tier 2: Midsize companieS
(100-999 employees)
50%

Tier 1: Enterprise
(1,000+ employees)
30%
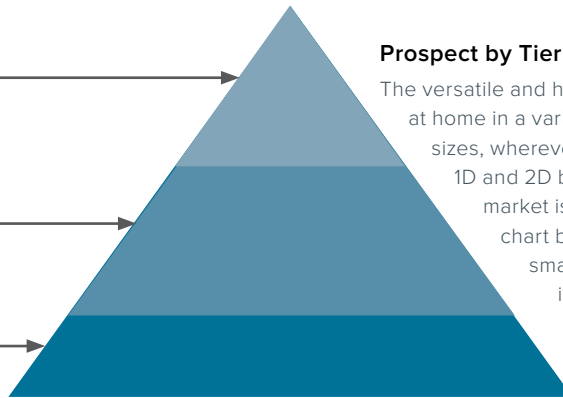
### Prospect by Tier SIZE

The versatile and highly flexible DS4308 Series is at home in a variety of industries and company sizes, wherever organizations need to scan 1D and 2D bar codes. While the primary market is Tier 2 organizations, as the chart below illustrates, enterprise and small companies will also find value in the DS4308.

## TRAINING

**COURSE CODE: ADC2004**
**COURSE TITLE: PRODUCT OVERVIEW FOR THE DS4308**

This one hour online course is designed to provide an overview of the DS4308 Series. The course defines key features, positioning, benefits, capabilities, and target applications. Major concepts covered include: the value proposition, key features and benefits, prospecting and positioning the solution, customer needs and requirements, service and support options, high level technical overview and how to differentiate the various DS4308 models from the competition.

Product class, training and more

AUTRADE

# Specifications

## DS4308-SR/HD

### PHYSICAL CHARACTERISTICS

| | |
|---|---|
| Dimensions | 6.48 in. H x 3.86 in. L x 2.64 in. W<br>16.5 cm H x 9.8 cm L x 6.7 cm W) |
| Weight (w/o cable) | 5.71 oz. / 162 g |
| Power | 5 VDC ± 10% @ 360 mA (RMS typical) |
| Interfaces Supported | USB, RS232, Keyboard Wedge, RS485 (IBM 46xx) , SSI<br><br>The scanner supports the following protocols over USB: HID Keyboard (default mode), SNAPI, IBM SurePOS (Yellowstone) (IBM Handheld, IBM Tabletop, OPOS), USB CDC, SSI over USB CDC, Toshiba TEC<br><br>The scanner supports the following protocols over RS232: Standard, Wincor Nixdorf, ICL, Fujitsu, Olivetti, Omron and CUTE |

### PERFORMANCE CHARACTERISTICS

| | |
|---|---|
| Light Source | Aiming pattern: 617 nm LED<br>Illumination: 660 nm LEDs |
| Imager Field of View | 36° (H) x 22.5° (V) |
| Roll<br>Pitch<br>Yaw | 0 - 360°<br>± 65° or greater<br>± 60° or greater |
| Print Contrast | 20% minimum reflective difference |
| Motion Tolerances | Up to 30 in. / 76.2 cm per second |

### SYMBOLOGY DECODE CAPABILITY

| | |
|---|---|
| 1D | UPC/EAN, UPC/EAN with supplementals, Bookland EAN, ISSN, UCC Coupon Extended Code, Code 128, GS1-128, ISBT 128, Code 39, Code 39 Full ASCII, Trioptic Code 39, Code 32, Code 93, Code 11, Matrix 2 of 5, Interleaved 2 of 5, Discrete 2 of 5, Codabar, MSI, Chinese 2 of 5, GS1 DataBar variants, Korean 3 of 5, ISBT Concat |
| 2D | PDF417, MicroPDF417, Composite Codes, TLC-39, Data Matrix, Maxicode, QR Code, MicroQR, Aztec, Han Xin |
| Postal | Australian Post, US PLANET, Royal Mail 4 State Customer, US POSTNET, KIX Code (Dutch), UK Postal, Japan Post, UPU 4 State Postal FICS (Post US4), USPS 4 State Postal (Post US3), Canadian Post (Postbar) |
| Minimum Resolution | SR: Code 39 4 mil, UPC 60% 7.8 mil, PDF417 5 mil, Datamatrix 7.5 mil<br><br>HD: Code 39 3 mil, UPC 60% 7.8 mil, PDF417 4 mil, Datamatrix 5 mil |

### USER ENVIRONMENT

| | |
|---|---|
| Operating Temp. | 32° F to 122° F/0° C to 50° C |
| Storage Temp. | -40° F to 158° F/-40° C to 70° C |
| Humidity | 5% to 95%, non-condensing |
| Drop Specification | Withstands multiple 6 ft./1.83 m drops to concrete |
| Ambient Light Immunity | Immune to normal indoor lighting up to 1600 Lux; immune to sunlight up to 86,000 Lux |

### ACCESSORIES

| | |
|---|---|
| Hands-Free Options | Gooseneck Intellistand |
| Power Supplies | Power supplies are available for applications that do not supply power over the host cable |

### REGULATORY

| | |
|---|---|
| Electrical Safety | UL60950-1 2nd ed, CSA C22.2 No. 60950-1 2nd ed, EN60950-1/IEC60950-1 2nd ed. |
| LED Safety | IEC 62471:2006 and EN 62471:2008 |
| EMI/RFI | FCC Part 15 Class B, ICES-003 Class B, EN55022 Class B, EN55024, Medical Electrical Equipment: EN60601-1-2 |
| Environmental | Compliant with RoHS directive 2011/65/EU |

### WARRANTY

Subject to the terms of Zebra's hardware warranty statement, the DS4308 is warranted against defects in workmanship and materials for a period of 5 years from the date of shipment. For the complete Zebra hardware product warranty statement, go to: www.zebra.com/warranty

### DECODE RANGES

| SR FOCUS RANGE | | TYPICAL WORKING RANGES | |
|---|---|---|---|
| Bar Code Type | Symbol Density | Near | Far |
| Code 39 | 3.0 mil | 1.5 in. / 3.8 cm | 5.4 in / 13.7 cm |
| Code 39 | 5.0 mil | 0 in. / 0 cm | 11.0 in / 27.9 cm |
| PDF417 | 6.6 mil | 1.1 in. / 2.8 cm | 8.0 in / 20.3 cm |
| UPC | 13.0 mil | 0 in. / 0 cm | 28.0 in / 71.1 cm |
| Data Matrix | 10.0 mil | 2.0 in / 5.1 cm | 9.0 in / 22.9 cm |
| Code 39 | 20.0 mil | 0 in / 0 cm | 53.0 in / 134.6 cm |
| QR | 10.0 mil | 1.1 in./2.8 cm | 8.5 in./21.6 cm |
| QR | 20.0 mil | 0.9 in./2.3 cm | 16.2 in./41.1 cm |

| HD FOCUS RANGE | | TYPICAL WORKING RANGES | |
|---|---|---|---|
| Bar Code Type | Symbol Density | Near | Far |
| Code 128 | 3.0 mil | 1.0 in / 2.5 cm | 3.0 in / 7.6 cm |
| Code 39 | 3.0 mil | 0.5 in / 1.3 cm | 5.8 in / 14.6 cm |
| Code 39 | 5.0 mil | 0.0 in / 0.0 cm | 10.0 in / 25.4 cm |
| Micro PDF | 4 mil | 1.0 in /2.5 cm | 4.7 in / 11.9 cm |
| PDF417 | 6.6 mil | 0.2 in / 0.5 cm | 7.8 in / 19.7 cm |
| UPC | 13 mil | 0 in / 0 cm | 16.5 in / 41.9 cm |
| DataMatrix | 5 mil | 1.2 in / 3.0 cm | 3.5 in / 8.9 cm |
| DataMatrix | 7.5 mil | 1.0 in / 2.5 cm | 6.5 in / 16.5 cm |
| DataMatrix | 10.0 mil | 0.8 in / 1.9 cm | 8.2 in / 20.8 cm |
| Code 39 | 20.0 mil | 0 in / 0 cm | 30.0 in / 76.2 cm |
| QR | 10.0 mil | 0 in / 0 cm | 7.0 in / 17.8 cm |
| QR | 20.0 mil | 0.5 in / 1.3 cm | 11.0 in / 27.9 cm |

## Specifications (continued)

### DS4308P

#### PHYSICAL CHARACTERISTICS

| | |
|---|---|
| Dimensions | 8.15 in. H x 5.18 in. L x 3.74 in. W<br>20.7 cm H x 13.15 cm L x 9.5 cm W |
| Weight (w/o cable) | 10.6 oz. / 300 g |
| Power | 5 VDC ± 10% @ 360 mA (RMS typical) |
| Interfaces Supported | USB, RS232, Keyboard Wedge, RS485 (IBM 46xx) , SSI<br><br>The scanner supports the following protocols over USB: HID Keyboard (default mode), SNAPI, IBM SurePOS (Yellowstone) (IBM Handheld, IBM Tabletop, OPOS), USB CDC, SSI over USB CDC, Toshiba TEC<br><br>The scanner supports the following protocols over RS232: Standard, Wincor Nixdorf, ICL, Fujitsu, Olivetti, Omron and CUTE |

#### Performance Characteristics

| | |
|---|---|
| Light Source | Aiming pattern: 617 nm LEDs<br>Illumination: 660 nm LEDs |
| Imager Field of View | 36° (H) x 22.5° (V) |
| Roll/Pitch/Yaw | 0 - 360°; ± 65° or greater; ± 60° or greater |
| Print Contrast | 20% minimum reflective difference |
| Motion Tolerances | Up to 30 in. / 76.2 cm per second |

#### Symbology Decode Capability

| | |
|---|---|
| 1D | UPC/EAN, UPC/EAN with supplementals, Bookland EAN, ISSN, UCC Coupon Extended Code, Code 128, GS1-128, ISBT 128, Code 39, Code 39 Full ASCII, Trioptic Code 39, Code 32, Code 93, Code 11, Matrix 2 of 5, Interleaved 2 of 5, Discrete 2 of 5, Codabar, MSI, Chinese 2 of 5, GS1 DataBar variants, Korean 3 of 5, ISBT Concat |
| 2D | PDF417, MicroPDF417, Composite Codes, TLC-39, Data Matrix, Maxicode, QR Code, MicroQR, Aztec, Han Xin |
| Postal | Australian Post, US PLANET, Royal Mail 4 State Customer, US POSTNET, KIX Code (Dutch), UK Postal, Japan Post, UPU 4 State Postal FICS (Post US4), USPS 4 State Postal (Post US3), Canadian Post (Postbar) |
| Minimum Resolution | Code 39 4 mil, UPC 60% 7.8 mil, PDF417 5 mil, Datamatrix 7.5 mil |

#### User Environment

| | |
|---|---|
| Operating Temp. | 32° F to 122° F/0° C to 50° C |
| Storage Temp. | -40° F to 158° F/-40° C to 70° C |
| Humidity | 5% to 95%, non-condensing |
| Drop Specification | Withstands multiple 5 ft./1.5 m drops to concrete |
| Environmental Sealing | IP42 |
| Ambient Light Immunity | Immune to normal indoor lighting up to 1600 Lux; immune to sunlight up to 86,000 Lux |

#### ACCESSORIES

| | |
|---|---|
| Mounting Options | Combination desk mount/wall mount bracket |
| Power Supplies | Power supplies are available for applications that do not supply power over the host cable |

#### REGULATORY

| | |
|---|---|
| Electrical Safety | UL60950-1 2nd ed, CSA C22.2 No. 60950-1 2nd ed, EN60950-1/IEC60950-1 2nd ed. |
| LED Safety | IEC 62471:2006 and EN 62471:2008 |
| EMI/RFI | FCC Part 15 Class B, ICES-003 Class B, EN55022 Class B, EN55024, Medical Electrical Equipment: EN60601-1-2 |
| Environmental | Compliant with RoHS directive 2011/65/EU |

#### Warranty

Subject to the terms of Zebra's hardware warranty statement, the DS4308P is warranted against defects in workmanship and materials for a period of 5 years from the date of shipment. For the complete Zebra hardware product warranty statement, go to: www.zebra.com/warranty

### DECODE RANGES

| Bar Code Type | Symbol Density | Near | Far |
|---|---|---|---|
| Code 39 | 3.0 mil | 1.5 in. / 3.8 cm | 5.4 in / 13.7 cm |
| Code 39 | 5.0 mil | 0 in. / 0 cm | 11.0 in / 27.9 cm |
| PDF417 | 6.6 mil | 1.1 in. / 2.8 cm | 8.0 in / 20.3 cm |
| UPC | 13.0 mil | 0 in. / 0 cm | 28.0 in / 71.1 cm |
| Data Matrix | 10.0 mil | 2.0 in / 5.1 cm | 9.0 in / 22.9 cm |
| Code 39 | 20.0 mil | 0 in / 0 cm | 53.0 in / 134.6 cm |
| QR | 10.0 mil | 1.1 in./2.8 cm | 8.5 in./21.6 cm |
| QR | 20.0 mil | 0.9 in./2.3 cm | 16.2 in./41.1 cm |

(SR FOCUS RANGE = Bar Code Type, Symbol Density; TYPICAL WORKING RANGES = Near, Far)

**AUTRADE**

# Specifications (continued)

## DS4308-HC

### PHYSICAL CHARACTERISTICS

| | |
|---|---|
| Dimensions | 6.48 in. H x 3.86 in. L x 2.64 in. W<br>16.5 cm H x 9.8 cm L x 6.7 cm W |
| Weight (w/o cable) | 5.71 oz. / 162 g |
| Power | 5 VDC ± 10% @ 360 mA (RMS typical) |
| Interfaces Supported | USB, RS232, Keyboard Wedge, RS485 (IBM 46xx) , SSI<br><br>The scanner supports the following protocols over USB: HID Keyboard (default mode), SNAPI, IBM SurePOS (Yellowstone) (IBM Handheld, IBM Tabletop, OPOS), USB CDC, SSI over USB CDC, Toshiba TEC<br><br>The scanner supports the following protocols over RS232: Standard, Wincor Nixdorf, ICL, Fujitsu, Olivetti, Omron and CUTE |

### PERFORMANCE CHARACTERISTICS

| | |
|---|---|
| Light Source | Aiming pattern: 617 nm LED<br>Illumination: 660 nm LEDs |
| Imager Field of View | 36° (H) x 22.5° (V) |
| Roll<br>Pitch<br>Yaw | 0 - 360°<br>± 65° or greater<br>± 60° or greater |
| Print Contrast | 20% minimum reflective difference |
| Motion Tolerances | Up to 30 in. / 76.2 cm per second |

### SYMBOLOGY DECODE CAPABILITY

| | |
|---|---|
| 1D | UPC/EAN, UPC/EAN with supplementals, Bookland EAN, ISSN, UCC Coupon Extended Code, Code 128, GS1-128, ISBT 128, Code 39, Code 39 Full ASCII, Trioptic Code 39, Code 32, Code 93, Code 11, Matrix 2 of 5, Interleaved 2 of 5, Discrete 2 of 5, Codabar, MSI, Chinese 2 of 5, GS1 DataBar variants, Korean 3 of 5, ISBT Concat |
| 2D | PDF417, MicroPDF417, Composite Codes, TLC-39, Data Matrix, Maxicode, QR Code, MicroQR, Aztec, Han Xin |
| Postal | Australian Post, US PLANET, Royal Mail 4 State Customer, US POSTNET, KIX Code (Dutch), UK Postal, Japan Post, UPU 4 State Postal FICS (Post US4), USPS 4 State Postal (Post US3), Canadian Post (Postbar) |
| Minimum Resolution | SR: Code 39 4 mil, UPC 60% 7.8 mil, PDF417 5 mil, Datamatrix 7.5 mil<br><br>HD: Code 39 3 mil, UPC 60% 7.8 mil, PDF417 4 mil, Datamatrix 5 mil |

### USER ENVIRONMENT

| | |
|---|---|
| Operating Temp. | 32° F to 122° F/0° C to 50° C |
| Storage Temp. | -40° F to 158° F/-40° C to 70° C |
| Humidity | 5% to 95%, non-condensing |
| Drop Specification | Withstands multiple 6 ft./1.83 m drops to concrete |
| Ambient Light Immunity | Immune to normal indoor lighting up to 1600 Lux; immune to sunlight up to 86,000 Lux |

### ACCESSORIES

| | |
|---|---|
| Hands-Free Options | Gooseneck Intellistand |
| Power Supplies | Power supplies are available for applications that do not supply power over the host cable |

### REGULATORY

| | |
|---|---|
| Electrical Safety | UL60950-1 2nd ed, CSA C22.2 No. 60950-1 2nd ed, EN60950-1/IEC60950-1 2nd ed. |
| LED Safety | IEC 62471:2006 and EN 62471:2008 |
| EMI/RFI | FCC Part 15 Class B, ICES-003 Class B, EN55022 Class B, EN55024, Medical Electrical Equipment: EN60601-1-2 |
| Environmental | Compliant with RoHS directive 2011/65/EU |

### WARRANTY

Subject to the terms of Zebra's hardware warranty statement, the DS4308-HC is warranted against defects in workmanship and materials for a period of 5 years from the date of shipment. For the complete Zebra hardware product warranty statement, go to: www.zebra.com/warranty

### DECODE RANGES

| SR FOCUS RANGE | | TYPICAL WORKING RANGES | |
|---|---|---|---|
| Bar Code Type | Symbol Density | Near | Far |
| Code 39 | 3.0 mil | 1.5 in. / 3.8 cm | 5.4 in / 13.7 cm |
| Code 39 | 5.0 mil | 0 in. / 0 cm | 11.0 in / 27.9 cm |
| PDF417 | 6.6 mil | 1.1 in. / 2.8 cm | 8.0 in / 20.3 cm |
| UPC | 13.0 mil | 0 in. / 0 cm | 28.0 in / 71.1 cm |
| Data Matrix | 10.0 mil | 2.0 in / 5.1 cm | 9.0 in / 22.9 cm |
| Code 39 | 20.0 mil | 0 in / 0 cm | 53.0 in / 134.6 cm |
| QR | 10.0 mil | 1.1 in./2.8 cm | 8.5 in./21.6 cm |
| QR | 20.0 mil | 0.9 in./2.3 cm | 16.2 in./41.1 cm |

| HD FOCUS RANGE | | TYPICAL WORKING RANGES | |
|---|---|---|---|
| Bar Code Type | Symbol Density | Near | Far |
| Code 128 | 3.0 mil | 1.0 in / 2.5 cm | 3.0 in / 7.6 cm |
| Code 39 | 3.0 mil | 0.5 in / 1.3 cm | 5.8 in / 14.6 cm |
| Code 39 | 5.0 mil | 0.0 in / 0.0 cm | 10.0 in / 25.4 cm |
| Micro PDF | 4 mil | 1.0 in /2.5 cm | 4.7 in / 11.9 cm |
| PDF417 | 6.6 mil | 0.2 in / 0.5 cm | 7.8 in / 19.7 cm |
| UPC | 13 mil | 0 in / 0 cm | 16.5 in / 41.9 cm |
| DataMatrix | 5 mil | 1.2 in / 3.0 cm | 3.5 in / 8.9 cm |
| DataMatrix | 7.5 mil | 1.0 in / 2.5 cm | 6.5 in / 16.5 cm |
| DataMatrix | 10.0 mil | 0.8 in / 1.9 cm | 8.2 in / 20.8 cm |
| Code 39 | 20.0 mil | 0 in / 0 cm | 30.0 in / 76.2 cm |
| QR | 10.0 mil | 0 in / 0 cm | 7.0 in / 17.8 cm |
| QR | 20.0 mil | 0.5 in / 1.3 cm | 11.0 in / 27.9 cm |

AVTRADE

## DS4308 Series configurations

| PART NUMBER | DESCRIPTION | DISCOUNT CATEGORY | LIST PRICE | BOOK DATE |
|---|---|---|---|---|
| CONFIGURATIONS | | | | |
| Ds4308-SR-HD Scanner only (worldwide) | | | | |
| DS4308-SR00006ZZWW | DS4308: Area Imager, Standard Range, Nova White | 1A | $308.00 | 8/4/2014 |
| DS4308-SR00007ZZWW | DS4308: Area Imager, Standard Range, Twilight Black | 1A | $308.00 | 8/4/2014 |
| DS4308-DL00006ZZWW | DS4308: Area Imager, DL Parsing, Nova White | 1A | $333.00 | 8/4/2014 |
| DS4308-DL00007ZZWW | DS4308: Area Imager, DL Parsing, Twilight Black | 1A | $333.00 | 8/4/2014 |
| DS4308-HD00007ZZWW | DS4308: Area Imager, High Density, Twilight Black | 1A | $308.00 | 8/4/2014 |
| DS4308-HL00007ZZWW | DS4308: Area Imager, High Density with DL Parsing, Twilight Black | 1A | $333.00 | 8/4/2014 |
| DS4308-HC0000BZZWW | DS4308: Area Imager, Healthcare, HC White | 1A | $348.00 | 8/4/2014 |
| DS4308-HD00007ZCWW | DS4308: Area Imager, High Density, Twilight Black, Checkpoint EAS | 1A | $358.00 | 8/4/2014 |
| DS4308-HL00007ZCWW | DS4308: Area Imager, High Density with DL Parsing, Twilight Black, Checkpoint EAS | 1A | $383.00 | 8/4/2014 |
| Ds4308-SR-HD Kits (worldwide) | | | | |
| DS4308-SR6U2100AZW | DS4308-SR White USB KIT: DS4308-SR00006ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable | 1A | $338.00 | 8/4/2014 |
| DS4308-SR6U2100SGW | DS4308-SR White (with Stand) USB KIT: DS4308-SR00006ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, 20-71043-04R Stand | 1A | $374.00 | 8/4/2014 |
| DS4308-SR6R0110AZN | DS4308-SR White Serial KIT - NA: DS4308-SR00006ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $365.00 | 8/4/2014 |
| DS4308-SR6R0110SGN | DS4308-SR White (with Stand) Serial KIT - NA: DS4308-SR00006ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $401.00 | 8/4/2014 |
| DS4308-SR6R0110AZE | DS4308-SR White Serial KIT - EMEA: DS4308-SR00006ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $365.00 | 8/4/2014 |
| DS4308-SR6R0110SGE | DS4308-SR White (with Stand) Serial KIT - EMEA: DS4308-SR00006ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $401.00 | 8/4/2014 |

# Configurations and Accessories Chart     Appendix B

**AUTRADE**

## DS4308 Series configurations (continued)

| CONFIGURATIONS | | | | |
|---|---|---|---|---|
| **PART NUMBER** | **DESCRIPTION** | **DISCOUNT CATEGORY** | **LIST PRICE** | **BOOK DATE** |
| Ds4308-SR-HD Kits (worldwide) - continued | | | | |
| DS4308-SR7U2100AZW | DS4308-SR Black USB KIT: DS4308-SR00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable | 1A | $338.00 | 8/4/2014 |
| DS4308-SR7U2100SGW | DS4308-SR Black (with Stand) USB KIT: DS4308-SR00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, 20-71043-04R Stand | 1A | $374.00 | 8/4/2014 |
| DS4308-SR7R0110AZN | DS4308-SR Black Serial KIT - NA: DS4308-SR00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $365.00 | 8/4/2014 |
| DS4308-SR7R0110SGN | DS4308-SR Black (with Stand) Serial KIT - NA: DS4308-SR00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $401.00 | 8/4/2014 |
| DS4308-SR7R0110AZE | DS4308-SR Black Serial KIT - EMEA: DS4308-SR00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $365.00 | 8/4/2014 |
| DS4308-SR7R0110SGE | DS4308-SR Black (with Stand) Serial KIT - EMEA: DS4308-SR00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $401.00 | 8/4/2014 |
| DS4308-DL6U2100AZW | DS4308-DL White USB KIT: DS4308-DL00006ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable | 1A | 363.00 | 8/4/2014 |
| DS4308-DL6U2100SGW | DS4308-DL White (with Stand) USB KIT: DS4308-DL00006ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, 20-71043-04R Stand | 1A | $399.00 | 8/4/2014 |
| DS4308-DL6R0110AZN | DS4308-DL White Serial KIT - NA: DS4308-DL00006ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $390.00 | 8/4/2014 |
| DS4308-DL6R0110SGN | DS4308-DL White (with Stand) Serial KIT - NA: DS4308-DL00006ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $426.00 | 8/4/2014 |
| DS4308-DL7U2100AZW | DS4308-DL Black USB KIT: DS4308-DL00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable | 1A | $363.00 | 8/4/2014 |
| DS4308-DL7U2100SGW | DS4308-DL Black (with Stand) USB KIT: DS4308-DL00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, 20-71043-04R Stand | 1A | $399.00 | 8/4/2014 |
| DS4308-DL7R0110AZN | DS4308-DL Black Serial KIT - NA: DS4308-DL00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $390.00 | 8/4/2014 |
| DS4308-DL7R0110SGN | DS4308-DL Black (with Stand) Serial KIT - NA: DS4308-DL00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $426.00 | 8/4/2014 |

# Configurations and Accessories Chart          Appendix B

## DS4308 Series configurations (continued)

| CONFIGURATIONS | | | | | |
|---|---|---|---|---|---|
| **PART NUMBER** | **DESCRIPTION** | **DISCOUNT CATEGORY** | **LIST PRICE** | **BOOK DATE** | |
| DS4308-SR-HD KITS (WORLDWIDE) - continued | | | | | |
| DS4308-HD7U2100AZW | DS4308-HD Black USB KIT: DS4308-HD00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable | 1A | $338.00 | 8/4/2014 | |
| DS4308-HD7U2100SGW | DS4308-HD Black (with Stand) USB KIT: DS4308-HD00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, 20-71043-04R Stand | 1A | $374.00 | 8/4/2014 | |
| DS4308-HD7R0110AZN | DS4308-HD Black Serial KIT - NA: DS4308-HD00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $365.00 | 8/4/2014 | |
| DS4308-HD7R0110SGN | DS4308-HD Black (with Stand) Serial KIT - NA: DS4308-HD00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $401.00 | 8/4/2014 | |
| DS4308-HD7R0110AZE | DS4308-HD Black Serial KIT - EMEA: DS4308-HD00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $365.00 | 8/4/2014 | |
| DS4308-HD7R0110SGE | DS4308-HD Black (with Stand) Serial KIT - EMEA: DS4308-HD00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $401.00 | 8/4/2014 | |
| DS4308-HD7U2100ZCW | DS4308-HD Black Checkpoint EAS USB KIT: DS4308-HD00007ZCWW Scanner, CBA-U21-S07ZAR Shielded USB Cable | 1A | $388.00 | 8/4/2014 | |
| DS4308-HD7U2100SCW | DS4308-HD Black Checkpoint EAS (with Stand) USB KIT: DS4308-HD00007ZC-WW Scanner, CBA-U21-S07ZAR Shielded USB Cable, 20-71043-04R Stand | 1A | $424.00 | 8/4/2014 | |
| DS4308-HD7R0110ZCN | DS4308-HD Black Checkpoint EAS Serial KIT - NA: DS4308-HD00007ZCWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $415.00 | 8/4/2014 | |
| DS4308-HD7R0110SCN | DS4308-HD Black Checkpoint EAS (with Stand) Serial KIT - NA: DS4308-HD00007ZCWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $451.00 | 8/4/2014 | |
| DS4308-HD7R0110ZCE | DS4308-HD Black Checkpoint EAS Serial KIT - EMEA: DS4308-HD00007ZCWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $415.00 | 8/4/2014 | |
| DS4308-HD7R0110SCE | DS4308-HD Black Checkpoint EAS (with Stand) Serial KIT - EMEA: DS4308-HD00007ZCWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $451.00 | 8/4/2014 | |
| DS4308-HL7U2100AZW | DS4308-HL Black USB KIT: DS4308-HL00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable | 1A | $360.00 | 8/4/2014 | |

## DS4308 Series configurations (continued)

| CONFIGURATIONS | | | | | |
|---|---|---|---|---|---|
| **PART NUMBER** | **DESCRIPTION** | **DISCOUNT CATEGORY** | **LIST PRICE** | **BOOK DATE** | |
| DS4308-SR-HD KITS (WORLDWIDE) - continued | | | | | |
| DS4308-HL7U2100SGW | DS4308-HL Black (with Stand) USB KIT: DS4308-HL00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, 20-71043-04R Stand | 1A | $396.00 | 8/4/2014 | |
| DS4308-HL7R0110AZN | DS4308-HL Black Serial KIT - NA: DS4308-HL00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $390.00 | 8/4/2014 | |
| DS4308-HL7R0110SGN | DS4308-HL Black (with Stand) Serial KIT - NA: DS4308-HL00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $426.00 | 8/4/2014 | |
| DS4308-HL7R0110AZE | DS4308-HL Black Serial KIT - EMEA: DS4308-HL00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $390.00 | 8/4/2014 | |
| DS4308-HL7R0110SGE | DS4308-HL Black (with Stand) Serial KIT - EMEA: DS4308-HL00007ZZWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $426.00 | 8/4/2014 | |
| DS4308-HL7U2100ZCW | DS4308-HL Black Checkpoint EAS USB KIT: DS4308-HL00007ZCWW Scanner, CBA-U21-S07ZAR Shielded USB Cable | 1A | $410.00 | 8/4/2014 | |
| DS4308-HL7U2100SCW | DS4308-HL Black Checkpoint EAS (with Stand) USB KIT: DS4308-HL00007ZCWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, 20-71043-04R Stand | 1A | $446.00 | 8/4/2014 | |
| DS4308-HL7R0110ZCN | DS4308-HL Black Checkpoint EAS Serial KIT - NA: DS4308-HL00007ZCWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $440.00 | 8/4/2014 | |
| DS4308-HL7R0110SCN | DS4308-HL Black Checkpoint EAS (with Stand) Serial KIT - NA: DS4308-HL00007ZCWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $476.00 | 8/4/2014 | |
| DS4308-HL7R0110ZCE | DS4308-HL Black Checkpoint EAS Serial KIT - EMEA: DS4308-HL00007ZCWW Scanner, CBA-R01-S07PAR Serial Cable, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $440.00 | 8/4/2014 | |
| DS4308-HL7R0110SCE | DS4308-HL Black Checkpoint EAS (with Stand) Serial KIT - EMEA: DS4308-HL00007ZCWW Scanner, CBA-R01-S07PAR Serial Cable, 20-71043-04R Stand, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $476.00 | 8/4/2014 | |
| DS4308-HCBU2100AZW | DS4308-HC USB KIT: DS4308-HC0000BZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable | 1A | 375.00 | 8/4/2014 | |

# Configurations and Accessories Chart        Appendix B

## DS4308 Series configurations (continued)

| PART NUMBER | DESCRIPTION | DISCOUNT CATEGORY | LIST PRICE | BOOK DATE |
|---|---|---|---|---|
| **CONFIGURATIONS** | | | | |
| *Ds4308p scanner only (worldwide)* | | | | |
| DS4308-SR00007PZWW | DS4308: Area Imager with Integrated Presentation Stand, Standard Range, Twilight Black | 1A | $385.00 | 9/9/2014 |
| DS4308-DL00007PZWW | DS4308: Area Imager with Integrated Presentation Stand, Standard Range with DL Parsing, Twilight Black | 1A | $410.00 | 9/9/2014 |
| DS4308-SR00007PCWW | DS4308: Area Imager with Integrated Presentation Stand, Standard Range, Twilight Black, Checkpoint EAS | 1A | $415.00 | 9/9/2014 |
| DS4308-DL00007PCWW | DS4308: Area Imager with Integrated Presentation Stand, Standard Range with DL Parsing, Twilight Black, Checkpoint EAS | 1A | $440.00 | 9/9/2014 |
| *DS4308P KITS (WORLDWIDE)* | | | | |
| DS4308-SR7U2100PZW | DS4308-SR Black USB KIT: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-U21-S07ZAR Shielded USB Cable | 1A | $412.00 | 9/9/2014 |
| DS4308-SR7U2300PZW | DS4308-SR Black USB KIT: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-U23-S07ZAR Shielded USB Power+ Cable | 1A | $421.00 | 9/9/2014 |
| DS4308-SR7R0110PZN | DS4308-SR Black Serial KIT - NA: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-R01-S07PAR Serial Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $442.00 | 9/9/2014 |
| DS4308-SR7R0110PZA | DS4308-SR Black Serial KIT - APAC: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-R01-S07PAR Serial Cable, PWRS-14000-257R Power Supply (CN) | 1A | $442.00 | 9/9/2014 |
| DS4308-SR7R0110PZE | DS4308-SR Black Serial KIT - EMEA: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-R01-S07PAR Serial Cable, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $442.00 | 9/9/2014 |
| DS4308-SR7K6110PZN | DS4308-SR Black KBW KIT - NA: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-K61-S07PAR Auto-Host Detect KBW Cable, PWRS-14000-253R Power Supply (USA, CA, MX, JP, TW) | 1A | $435.00 | 9/9/2014 |
| DS4308-SR7K6110PZA | DS4308-SR Black KBW KIT - APAC: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-K61-S07PAR Auto-Host Detect KBW Cable, PWRS-14000-257R Power Supply (CN) | 1A | $435.00 | 9/9/2014 |
| DS4308-SR7K6110PZE | DS4308-SR Black KBW KIT - EMEA: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-K61-S07PAR Auto-Host Detect KBW Cable, PWRS-14000-256R Power Supply (EU, UK, EMEA, RU, ZA) | 1A | $435.00 | 9/9/2014 |

## DS4308 Series configurations (continued)

| CONFIGURATIONS | | | | |
|---|---|---|---|---|
| PART NUMBER | DESCRIPTION | DISCOUNT CATEGORY | LIST PRICE | BOOK DATE |
| Ds4308p kits (worldwide) - continued | | | | |
| DS4308-SR7M6100PZW | DS4308-SR Black IBM KIT: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-M61-S07ZAR Auto-Host Detect IBM Port 9B Cable | 1A | $445.00 | 9/9/2014 |
| DS4308-SR7M6400PZW | DS4308-SR Black IBM KIT: DS4308-SR00007PZWW Scanner with Integrated Presentation Stand, CBA-M64-S07ZAR Auto-Host Detect IBM Port 5B Cable | 1A | $427.00 | 9/9/2014 |
| DS4308 ACCESSORIES | | | | |
| 20-71043-04R | Gooseneck Intellistand – DS4308 (Black) | 1A | $36.00 | 8/4/2014 |
| 21-71043-04R | Cup – DS4308 (Black) | 1A | $12.00 | 8/4/2014 |
| 11-71043-07R | Twilight Black Wall/Desk Mount for use with DS4308P (with Integrated Presentation Stand) | 1A | $20.00 | 9/9/2014 |

# FEATURES AND BENEFITS

## DS4308-SR-HD

| | |
|---|---|
| **PRZM Intelligent Imaging technology** | PRZM resets the bar for 2D imaging by enhancing decode performance and snappiness, dramatically improving the user experience. |
| **Captures any bar code on any medium** | The DS4308-SR-HD scans 1D, 2D and PDF417 bar codes printed on paper labels or displayed on mobile devices or computer screens. This lets your customers implement a range of mobile commerce applications, including mobile coupons, mobile loyalty, mobile gift cards, mobile ticketing and more. |
| **Easily capture driver's license data (U.S. only)** | This optional feature lets your customers collect and send only the information needed directly to any backend system — such as date of birth for age verification or complete address information for instant and automatic completion of credit or loyalty card applications. |
| **Makes data capture as easy as possible** | Users of all skills levels can start scanning proficiently and productively right away with little to no training. And by making it easier to scan any bar code, regardless of quality, the DS4308 ensures that more items get scanned, with less time spent prepping for a scan or redoing a failed scan.<br><br>• Omnidirectional scanning eliminates the need to align the bar code and scanner.<br><br>• Exceptionally wide decode range allows users to scan any bar code type at any density nearer and farther than any other scanner in its class, making scanning truly second nature — just point and shoot<br><br>• Crisp and bright aiming dot has the reach and brightness needed for long distance scanning — as well as picklist mode. |
| **Extended read range does the job of two scanners** | The standard scanning range on the DS4308-SR is anything but standard. Users can capture data out to 28 in./77.12 cm, making it easy to scan items on the bottom of a cart. And with a wide field of view, the DS4308 can easily capture large bar codes. |
| **Durable design for superior uptime** | Built to survive a 6 ft./1.83 m drop to concrete, the DS4308-SR-HD delivers reliable operation, despite the inevitable everyday drops. |
| **Advanced ergonomics** | Small and lightweight (the DS4308-SR-HD is similar in size to the LS2208), the DS4308-SR-HD is easy to hold and use for all-day scanning. In addition, the light emitted with each scan is soft and unobtrusive, preventing eye fatigue and improving the environment for customers and workers. |
| **Superior out of box experience** | Smart auto-host detect cables automatically determine which interface is attached, eliminating the need to scan numerous configuration bar codes. Over 90 international keyboards are hosted within the scanner for easy setup, all around the world. |
| **Adjustable beeper volume and frequency tone** | The beeper can be adjusted to meet the needs of virtually any environment — from a quiet boutique store to a noisy light industrial manufacturing production line. |
| **Complimentary tools** | 123Scan2 and Scanner Management Service (SMS) work hand-in-hand to reduce management time and cost by automating initial configuration and enabling remote management of the DS4308-SR-HD. |

# FEATURES AND BENEFITS

## DS4308P

| | |
|---|---|
| **PRZM Intelligent Imaging technology** | PRZM resets the bar for 2D imaging by enhancing decode performance and snappiness, dramatically improving the user experience. |
| **Permanent tiny base** | Small footprint enables the DS4308P to fit in virtually any checkout stand — including the most space-constrained areas. |
| **On-the-fly switching between presentation and handheld modes** | In presentation mode, items are automatically scanned as they pass in front of the DS4308P. To switch to triggered handheld operation, all users need to do is pick up the scanner. |
| **Captures any bar code on any medium** | The DS4308P scans 1D, 2D and PDF417 bar codes printed on paper labels or displayed on mobile devices or computer screens — ideal for mobile commerce applications. In addition, the megapixel sensor enables the capture of a wide range of additional data, from sharp photos and signatures to accurate OCR data. |
| **Easily capture driver's license data** | This optional feature lets your customers collect and send only the information needed directly to any backend system — such as date of birth for age verification or complete address information for instant and automatic completion of credit or loyalty card applications. |
| **Makes data capture as easy as possible** | Omnidirectional scanning eliminates the need to align the bar code and scanner.<br><br>• Exceptionally wide decode range allows users to scan any bar code type at any density nearer and farther than any other scanner in its class, making scanning truly second nature — just point and shoot<br><br>• Crisp and bright aiming dot has the reach and brightness needed for long distance scanning — as well as picklist mode. |
| **Extended read range does the job of two scanners** | The standard scanning range of the DS4308P is anything but standard. Users can capture data out to 28 in./71.12 cm, making it easy to scan items on the bottom of a cart. And with a wide field of view, the DS4308P can easily capture large bar codes. |
| **Tailor the beeper volume and frequency tone for the environment on-the-fly** | Users can adjust the beeper to meet the needs of virtually any environment — from a quiet boutique store to a noisy light industrial manufacturing production line. |
| **Durable design for superior uptime** | Built to survive a 5 ft./1.5 m drop to concrete, the DS4308P delivers reliable operation, despite the inevitable everyday drops. And the pedestal base protects the scanner from exposure to and damage from spilled liquids. |
| **Easy on the eyes** | A special LED wavelength and recessed lighting ensure that the light emitted with each scan is soft and unobtrusive, preventing eye fatigue and improving the environment for customers and workers. |
| **EAS compatible** | EAS option automatically deactivates Checkpoint EAS security tags when the item bar code is scanned. |
| **Superior out of box experience** | Smart auto-host detect cables automatically determine which interface is attached, eliminating the need to scan numerous configuration bar codes. Over 90 international keyboards are hosted within the scanner for easy setup, all around the world. |
| **Complimentary tools** | 123Scan2 and Scanner Management Service (SMS) work hand-in-hand to reduce management time and cost by automating initial configuration and enabling remote management of the DS4308P. |

2 of 3

# FEATURES AND BENEFITS

## DS4308-HC

| | |
|---|---|
| **PRZM Intelligent Imaging technology** | PRZM resets the bar for 2D imaging by enhancing decode performance and snappiness on the bar codes required in the mission critical world of healthcare. |
| **Captures any bar code on any medium** | Healthcare workers can scan virtually any 1D, 2D or PDF417 bar code displayed on mobile devices or computer screens; printed on labels placed on the most challenging surfaces — including curved and reflective — as well as stained, smudged, poorly printed and other damaged bar codes. |
| **Makes data capture as easy as possible** | By making it easier to scan any bar code, regardless of quality, the DS4308-HC ensures that bar code scanning is seamless at the point of care, so that busy nurses and lab technicians are not burdened by performing the checks needed to ensure patient safety.<br><br>• Omnidirectional scanning eliminates the need to align the bar code and scanner.<br>• Exceptionally wide decode range allows users to scan any bar code type at any density nearer and farther than any other scanner in its class, making scanning truly second nature — just point and shoot<br>• Crisp and bright aiming dot has the reach and brightness needed to ensure the fast capture of data. |
| **Withstands constant disinfecting** | IP42 sealing and a specially designed disinfectant-ready plastic housing allow safe wipe-down with a wide variety of harsh chemicals to help prevent the spread of germs. |
| **Durable design for superior uptime** | Built to survive a 6 ft./1.83 m drop to concrete, the DS4308-HC will continue to operate reliably, despite the inevitable everyday drops in a healthcare environment. |
| **Advanced ergonomics** | Small and lightweight, the DS4308-HC is easy to hold and use for all-day scanning. In addition, the light emitted with each scan is soft and unobtrusive, preventing eye fatigue and improving the environment for patients and healthcare workers. |
| **Superior out of box experience** | Smart auto-host detect cables automatically determine which interface is attached, eliminating the need to scan numerous configuration bar codes. Over 90 international keyboards are hosted within the scanner for easy setup, all around the world. |
| **Day and night 'do-not-disturb' modes** | Healthcare workers can choose to mix and match the decode feedback that is right for the moment: visual (green light/red light), haptic (vibration) and an audible tone. |
| **Complimentary tools** | 123Scan2 and Scanner Management Service (SMS) work hand-in-hand to reduce management time and cost by automating initial configuration and enabling remote management of the DS4308-HC. |

# Zebra global services support programs for DS4308

## ZEBRA SERVICES

Seamless integration with Zebra's Customer Services team helps ensure ongoing support for your customer's complete solution. Our experienced support engineers are available to assist customers with problem diagnosis and resolution — helping to ensure their mission-critical systems are always up and running at peak performance.

The following Enterprise Mobility Services are available to keep the DS4308 Series operating at peak performance throughout its lifecycle:

| SERVICES | | | | |
|---|---|---|---|---|
| Enterprise Mobility Services | Service Entitlement | Time of Purchase | Length of Coverage | Service Part Number |
| **Software Support** | • Full access to technical support resources, software updates and technical documentation | Any time | One Year | SWS-EMTS-10 |
| | | | Three Years | SWS-EMTS-30 |
| | | | Five Years | SWS-EMTS-50 |
| **Service from the Start Bronze** | • Multiple years of seamless coverage at a one-time cost<br>• Covers normal wear and tear<br>• Includes all materials, parts and labor<br>• Bronze-level service delivers depot repair with 3-day in-house turnaround time<br>• Rights to download and use software releases and supporting documentation | Up front with the hardware (prepaid) or within 30 days thereafter; Renewal can only be ordered once after initial service from the start contract expires | Three Years | SSB-DS4308-30 |
| | | | Five Years | SSB- DS4308-50 |
| | | | Two Years | SSB-DS4308-20-R |
| **Advance Exchange Support** | • Advance replacement of devices requiring repair | Any time | One Year | AXB- DS4308-10 |
| **Service from the Start Advance Exchange** | • 3 Year Service from the Start Advance Exchange. Includes Comprehensive Coverage. Includes coverage for cradles.<br>• 2 Year Service from the Start Advance Exchange Renewal. Includes Comprehensive Coverage. Includes coverage for cradles. Can only be ordered ONCE after initial Service from the Start contract expires | Up front with the hardware (prepaid) or within 30 days thereafter;<br><br>Renewal can only be ordered once after initial service from the start contract expires | Three Years | SXB- DS4308-30 |
| | | | Two Years | SXB- DS4308-20-R |
| **Service Center Bronze** | • Seamless coverage, renewable in one-year increments<br>• Covers normal wear and tear<br>• Includes all materials, parts and labor<br>• Bronze-level service delivers depot repair with 3-day in-house turnaround time<br>• Full access to technical support resources<br>• Rights to download and use software releases and supporting documentation | Any time | One Year | SCB- DS4308-10 |
| | | | Three Years | SCB- DS4308-30 |

Note: Please refer to Solution Builder for the most up-to-date information, including global pricing and available service options.

**D: Services**

# Qualifying your customer

**Uncover the opportunity and areas where the strengths of the DS4308 are key selling points**

- What bar code symbologies do you need to support? Do you need to support 2D symbologies now or in the future? Do your current scanners support 2D symbologies?

- How do you deal with damaged or smudged bar codes in your environment?

- Could you benefit from the ability to capture information on United States drivers' licenses?

- Do you need to capture bar codes from mobile phone or computer displays, either now or in the future?

- Do you experience high staff turnover rates or hire seasonal workers, where ease of use and a low learning curve would be crucial?

- Do your employees waste time lining up the scanner around trying to get a positive scan?

- Is scanning range important? How do you deal with varying ranges and bar code densities today?

## Questions for retail opportunities

- Is associate productivity at the POS maximized? Do you need to increase checkout throughput?

- Are you planning or have you considered implementing mobile promotions for your customers? (Examples: mobile coupons, targeted offers to select customers, mobile loyalty/CRM program?)

- Are you able to scan bar codes displayed on mobile phones today? Do your customers expect this capability?

- Do checkout workers need to scan large or bulky items at checkout?

- Are you using a separate bar code scanner and EAS tag deactivation device today? Do overlooked security tags ever trip the alarm

- Do you need to verify or save customer identification, i.e. at the pharmacy checkout counter? Note: Position the Drivers' License option for these opportunities

- How do associates verify age for age-restricted purchases? Would productivity or accuracy increase via automation? Note: Position the Drivers' License option for these opportunities in the U.S.

- Do customers have to fill out paper forms to apply for a credit card or loyalty card? Would you like to increase the number of applicants by streamlining the application process through automated data capture? Note: Position the Drivers' License option for these opportunities

## Questions for QUICKSERVE opportunities

- Are you planning or have you considered implementing mobile promotions for your guests? (Examples: mobile coupons, targeted offers to select customers and mobile loyalty?)

- Are you able to scan bar codes at your POS? If yes, are you able to scan only printed bar codes or can you also scan bar codes displayed on the mobile phones of your guests? If no, do your customers expect this capability? Does the lack of bar code scanning at the POS impact transation times?

## Questions for Manufacturing opportunities

- Are you looking to improve productivity and throughput on the manufacturing floor?

- Do you need to track small components that utilize the 4mil bar code?

## Questions for hotel opportunities

- Do you offer guest loyalty cards? If yes, are they physical plastic cards or mobile bar codes that your guests present on the screen of their mobile phone? Can you scan guest loyalty cards at the front desk, regardless of whether they present a card or a mobile bar code?

- Does your property host events? If so, do you have a way to scan bar codes at event check-in to keep wait times and lines down in the event registration/check-in area?

## Qualifying your customer (continued)

- Does your hotel have a convenience market that carries drinks, snacks and other incidentals? Does your hotel have any other retail-type of stores, such as boutiques? If yes, can those retail environments easily scan any type of bar code at the POS, from a printed 1D or 2D bar code on the label of an item to a mobile bar code that represents a coupon or special discount?

### Service-related questions

- What level of post-sales service and support do you expect?

- How long can you afford to be without your product?

- Is turnaround time flexible? Is cost more important than turnaround time?

- What is the impact of downtime on your business?

- Do you regularly download software updates for devices?

# FAQs

## GENERAL

**Q. What features and benefits are attributed to the DS4308 Series?**

A. The DS4308 Series offers these exciting features and benefits:

- *Largest Sweet Spot Reading 100% UPC Means More Productivity:* 0 - 28 in./71.12 cm range in handheld mode can reach items in shopping carts (DS4308-SR)

- *Decodes 1D, 2D, PDF417:* Flexibility to support a wide range of applications that normally would require two different scanners

- *Decodes from a mobile phone or PC display:* Supports mobile applications such as digital loyalty, mobile payment, mobile coupons and mobile boarding passes

- *Driver's License Parsing option (U.S. only):* Parse out only the data you want

- *Integrated Checkpoint EAS option:* Scan bar code and deactivate EAS tag in one motion

- *OCR (Optical Character Recognition):* For reading passports, ID cards, bank checks, etc

**Q. What kinds of bar codes can the DS4308 Series read?**

A. The DS4308 Series can read most common 1D, 2D, and PDF bar codes, whether they are printed on labels, displayed on a mobile phone screen, high density, poorly printed, damaged, or under shrink-wrap quickly and easily.

**Q. How do I know which DS4308 Series scanner model fits my customer's operational needs?**

A. The DS4308 is offered in the following configurations:

- *Standard Range:* Environments that require capture of 1D, 2D, and PDF bar codes. The reading range in handheld mode can reach shopping carts! The part number for the standard range scanner is: DS4308-SR00006ZZWW (nova white) or DS4308-SR00007ZZWW (twilight black).

- *Driver's License Parsing:* Environments that require U.S. driver's license identification information capture and verification, as well as auto-population of applications and forms. The part number for the standard range with driver's license parsing scanner is: DS4308-DL00006ZZWW (nova white) or DS4308-DL00007ZZWW (twilight black).

- *High Density:* Environments that require capture of 1D, 2D, and PDF bar codes that are tiny and dense. The HD focus setting can scan up to 16.5 in./41.91 cm away! The part number for the high density scanner is: DS4308-HD00007ZZWW (twilight black).

- *High Density with Driver's License Parsing:* Environments that require capture of 1D, 2D, and PDF bar codes that are tiny and dense, coupled with the need to capture and/or verify identification information, as well as auto-populate applications and forms. The part number for the high density with driver's license parsing scanner is: DS4308-HL00007ZZWW (twilight black).

- *Healthcare:* Disinfectant-ready scanner designed specifically for healthcare facilities to meet their unique requirements. The part number for the healthcare scanner is: DS4308-HC0000BZZWW (healthcare white).

- *High Density with Checkpoint EAS:* Environments that require capture of 1D, 2D, and PDF bar codes that are tiny and dense coupled with the need to deactivate Electronic Articles Surveillance (EAS) tags. The part number for the high density with checkpoint EAS scanner is: DS4308-HD00007ZCWW (twilight black).

- *High Density with Driver's License Parsing and Checkpoint EAS:* Environments that require capture of 1D, 2D, and PDF bar codes that are tiny and dense coupled with the need to capture and/or verify identification information, auto-populate applications and forms as well as deactivate Electronic Articles Surveillance (EAS) tags. The part number for the high density with driver's license parsing and checkpoint EAS scanner is: DS4308-HL00007ZCWW (twilight black).

The DS4308-P (Presentation) is offered in the following configurations:

- *Standard Range:* Environments that require capture of 1D, 2D, and PDF bar codes. The reading range in handheld mode can reach shopping carts! The part number for the standard range presentation scanner is: DS4308-SR00007PZWW (twilight black).

## FAQs (continued)

- Standard Range with Driver's License Parsing: Environments that require capture of 1D, 2D, and PDF bar codes coupled with the need to capture and/or verify identification information, as well as auto-populate applications and forms. The part number for the standard range with driver's license parsing presentation scanner is: DS4308-DL00007PZWW (twilight black).

- Standard Range with Checkpoint EAS: Environments that require capture of 1D, 2D, and PDF bar codes coupled with the need to deactivate Electronic Articles Surveillance (EAS) tags. The part number for the standard range with checkpoint EAS presentation scanner is: DS4308-SR00007PCWW (twilight black).

- Standard Range with Driver's License Parsing and Checkpoint EAS: Environments that require capture of 1D, 2D, and PDF bar codes coupled with the need to capture and/or verify identification information, auto-populate applications and forms as well as deactivate Electronic Articles Surveillance (EAS) tags. The part number for the standard range with driver's license parsing and checkpoint EAS presentation scanner is: DS4308-DL00007PCWW (twilight black).

**Q. What operating systems are supported by the DS4308 Series?**

A. The supported Operating Systems are as follows:

- Windows XP 32/64 bit
- Windows 7 32/64 bit
- Windows 8.1 32/64 bit
- Apple OS (HID Keyboard only)
  - Mac OS version 10.6.x (a.k.a. Snow Leopard)
  - Mac OS version 10.7.x (a.k.a. Lion)
  - Mac OS version 10.8.x (a.k.a. Mountain Lion)

**Q. What accessories are available for the DS4308 Series?**

A. The DS4308 offers an intellistand that can either be ordered as a kit or separately. The part number for the intellistand is: 20-71043-04R (black). The DS4308 offers an intellistand cup that can be ordered separately. The part number for the cup is: 21-71043-04R (black).

The DS4308P offers a wall/desk mount for use with the integrated presentation stand. The part number for the wall/desk mount is: 11-71043-07R (twilight black).

**Q. Is the presentation stand on the DS4308P an accessory that can be added to the DS4308 later?**

A. The presentation stand on the DS4308P is not an accessory that can be added later. It is an integrated part of the DS4308P product and cannot be removed.

**Q. Does the DS4308 Series replace any other scanners in the Zebra portfolio?**

A. No. The DS4308 Series is a new product added to the Zebra portfolio.

**Q. Will the DS4308P replace the DS9808?**

A. No. The DS9808 is Zebra's premium product in this category and will not be replaced by the DS4308P.

**Q. Does the DS4308P automatically switch between hands-free (presentation) mode and handheld (triggered) mode like the DS9808?**

A. Yes. The DS4308P will automatically switch to handheld (triggered) mode when picked up, just like the DS9808. It will automatically revert back to hands-free (presentation) mode when it is placed back on the counter.

**Q. Why would I choose the DS4308**

# FAQs (continued)

Series over a competitor product?

A. With the DS4308 Series, customers receive added range and improved performance on poorly printed, damaged codes and high density or mobile bar codes along with enhanced durability — all in the familiar form factor they have come to prefer. The reliability they have come to expect from Zebra will not change. New features and capabilities are also included to increase worker's output, decrease deployment time, and reduce configuration issues. The DS4308 Series represents the best in class set of capabilities that users want and need not only for today, but into the future as well.

**Q. What is the Warranty on the DS4308 Series?**

A. All versions of the DS4308 Series (including DS4308P) come with a 5 Year Warranty.

**Q. Do I have to be a Zebra Partner to sell the DS4308 Series?**

A. This is an open class product. Membership in Zebra's Partner Program not required.

## SOFTWARE APPLICATIONS

**What types of software applications are available for the DS4308 Series? Where can I get detailed information?**

Zebra offers a complete set of software tools for device configuration, remote management and application development that may be used with the DS4308 Series.

**123Scan$^2$**
What is it - 123Scan$^2$ is a free, PC-based software tool for the configuration of Zebra scanners. It can upgrade scanner firmware, check online for software updates, generate a multi-setting bar code for single scan programming, stage large number of scanners simultaneously, capture images, generate reports with asset tracking information and create custom products.

**Scanner Management Service**
What is it - The Scanner Management Service (SMS) is a free PC-based software tool that enables the remote management of Zebra scanners. The SMS enables you to remotely access scanner asset information and statistics, set parameters and update firmware. The ability to manage your scanner fleet from a remote location dramatically reduces the costs of owning a scanner.

**SDK for Application Development**
What is it - The Windows SDK for Zebra scanners enables the easy creation of fully featured scanner applications. In addition to capturing bar code data, the SDK enables you to capture images, easily set parameters and more.