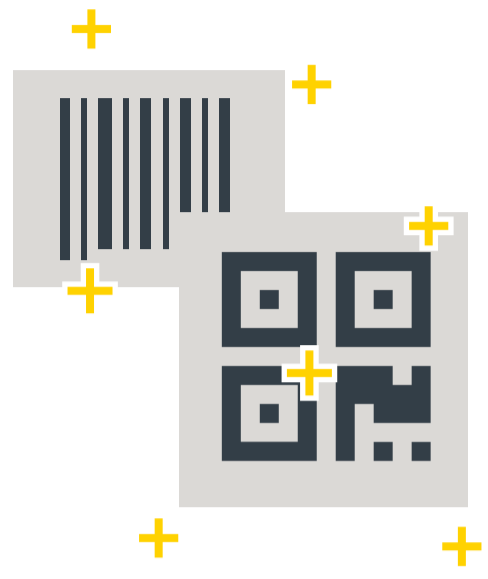


# IMAGING TECHNOLOGY ISN'T A LUXURY. IT'S A NECESSITY.



Whether you're scanning products, medicine, parts or shipping labels, your data capture needs are dramatically shifting. Traceability demands more data in smaller spaces; mobile payments are on the rise; scanning multiple barcodes consumes valuable time, and there's less tolerance for inefficiency – capabilities only imaging technology can fulfill.



**ELIMINATE  
EXTRA STEPS**



**MEET GROWING  
DEMAND**



**ACHIEVE  
MORE**

## Accurate Scans on the First Try

### READ ANY DATA IN ANY CONDITION

- First-time, every-time scanning
- 1D, 2D, GS1, high-density, Digi-Marc, mobile barcodes
- Tiny, curved, torn, damaged, poorly printed, under plastic

## Decrease Processing Time

### EXTRACT IT ALL SIMULTANEOUSLY

- Scan it 1x vs. 5x
- A single trigger pull instantly captures multiple barcodes

## Please Smart Shoppers

### IMPLEMENT MOBILE MARKETING

- 46% of U.S. shoppers made a mobile payment<sup>1</sup>
- 92% of global consumers use mobile devices while shopping<sup>2</sup>
- Capture mobile coupons, loyalty programs, and mobile payment

## Faster Scanning

### READ IT FROM ANY DIRECTION

- Omni-directional imaging
- No need to align the device with the barcode

# ADAPT FOR THE FUTURE

## Double Up on Capabilities

### GO BEYOND THE BARCODE

- Eliminate need for a flatbed scanner
- Capture pictures, signatures and documents
- Optimize images

## Extend Your Reach

### EXCEED YOUR PRODUCTIVITY GOALS

- Scan codes at a distance
- Reads farther than traditional laser scanners

## Reduce Fraud and Errors

### CAPTURE OCR

- Speed up processing
- Instantly capture checks, passports, invoices and bank statements

## Keep Lines Moving

### INSTANTLY VERIFY AGE

- Read the PDF417 barcode of drivers' licenses
- Automatically parse data and populate forms
- Discourage theft and fraud
- Reduce liability



Zebra provides you with the most complete and advanced family of imagers – preparing you to handle every kind of barcode your organization will face.



**LIGHT THE WAY FOR THE FUTURE** ▶

#### SOURCES

1. The Pew Charitable Trusts, 2016 | 2. 2015 Global Mobile Consumer Survey, Deloitte

