

OVERVIEW

DS4600 Series for Electronics Manufacturing

Help your electronics manufacturing customers increase productivity and accuracy with the DS4608-XD. Purpose-built for electronics manufacturing operations, the DS4608-XD can capture virtually any barcode in electronics manufacturing including laser etched, high density and low contrast codes, in addition to 4-inch wide barcodes. A wide decode range enables the capture of high density barcodes, nearer and farther than any other scanner in this class—for true point and shoot simplicity.



Features & Benefits

Top 3 Customer Messages

- 1 Purpose-built for electronics manufacturing**
- Captures virtually every kind of barcode found in electronics manufacturing: tiny and dense barcodes printed on plastic and metal subcomponents, including laser etched codes
 - The same scanner can capture wide 4-inch barcodes for superior versatility
 - Haptic and visual feedback is ideal for noisy manufacturing environments; workers get instant feedback without having to stop and look at the scanner

- 2 Great scanning performance to keep production lines moving**
- Patented rear engine design creates more room for a built-in diffuser—providing both indirect and direct lighting for superior performance on a wide variety of surfaces
 - Fast and snappy with an 800 MHz microprocessor, a high-resolution megapixel sensor and Zebra's exclusive PRZM Intelligent Imaging
 - Widest scan range in its class to boost ease of use—workers can position the scanner at a more natural distance to see the barcode they are scanning

- 3 Industry-preferred management tools**
- Quicker deployments with fewer delays; accelerate troubleshooting
 - 123Scan: easily create configuration barcodes to program scanners
 - Scanner Management Service (SMS) dramatically simplifies scanner management—remotely set parameters, upgrade firmware and more
 - Technology-agnostic SDK toolkit provides everything needed to easily integrate scanning into your applications

Additional Features

Value-added innovation
The same scanner that captures high density and laser etched codes can also read multiple barcodes on packages and single out one barcode from many

Built for long-term reliability
IP52 sealing protects against spills; patented double-sealed optical system ensures reliable scanning; built to survive 6 ft./1.8 m drops to concrete and 2,000 1.5 ft./0.5 m tumbles

On-the-fly switching between handheld and hands-free
Simply place the DS4608-XD in its presentation stand to automatically switch to hands-free mode—no change of settings is required

More value with DataCapture DNA
A set of unique development, management, visibility and productivity tools; DataCapture DNA turns Zebra scanners into powerful tools that lower TCO and help workers get more done each day

What's New

Advanced illumination for superior performance

Built-in diffuser for better performance on codes printed on reflective surfaces

Improved scan performance

800 MHz processor for snappier scanning and faster time to decode for dirty, damaged and poorly printed barcodes

White illumination LEDs

Better performance on low contrast barcodes

Multi-Code Data Formatting

One pull of the trigger captures and transmits all the barcodes you need in the proper sequence

Preferred Symbol

Easily single out one barcode from many

Recessed plastic scan window

Ideal for customers who do not want glass in their facility

Industry Applications

Electronics manufacturing

- Product assembly
- Traceability
- Quality assurance
- Inventory and materials management
- Replenishment
- Picking

Competitive Highlights

Following are the top competitive selling points for the three major competitive products. Complete competitive information is located in the DS4600 Series Selling Guide.

Honeywell Xenon 1900-HD



Not purpose-built for electronics manufacturing.

The Xenon 1900-HD is marketed as a high density general purpose scanner; it does not claim to read laser etched codes. The DS4608-XD is the only product that is specially designed for electronics manufacturing.

Inferior illumination—no diffuser, direct/indirect lighting. With its built-in diffuser and indirect lighting, the DS4608-XD has better performance on shiny and reflective surfaces than the Xenon 1900-HD.

Slower scanning speed. Xenon 1900-HD has slower decode performance than the DS4608-XD.

Inability to read many challenging barcodes. The DS4608-XD scans barcodes that Xenon 1900-HD can't—very dense, truncated, low contrast, laser etch and reflective surfaces.

Smaller decode range. Users may need to position the Xenon 1900-HD very close to a high density code—to the point where they might not be able to see the code.

Second-best management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

Less protection against dust and water. The Xenon 1900-HD offers only IP41 sealing, compared with the DS4608-XD's IP52 sealing that protects against dust and water.

Honeywell Xenon 1950-HD



Not purpose-built for electronics manufacturing.

The Xenon 1950-HD is marketed as a high density general purpose scanner; it does not claim to read laser etched codes. The DS4608-XD is the only product that is specially designed for electronics manufacturing.

Inferior illumination—no diffuser, direct/indirect lighting. With its built-in diffuser and indirect lighting, the DS4608-XD has better performance on shiny and reflective surfaces than the Xenon 1950-HD.

Slower scanning speed. Xenon 1950-HD has slower decode performance than the DS4608-XD.

Inability to read many challenging barcodes. The DS4608-XD scans barcodes that Xenon 1950-HD can't—very dense, truncated, low contrast, laser etch and reflective surfaces.

Smaller decode range. Users may need to position the Xenon 1950-HD very close to the high density code—to the point where they might not be able to see the code.

Second-best management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

Less protection against dust and water. The Xenon 1950-HD offers only IP41 sealing, compared with the DS4608-XD's IP52 sealing that protects against dust and water.

Newland NVH200



Not purpose-built for electronics manufacturing.

The Newland NVH200 is marketed as a high density general purpose scanner; it does not claim to read laser etched codes. The DS4608-XD is the only product that is specially designed for electronics manufacturing.

Inferior illumination—no diffuser, direct/indirect lighting. With its built-in diffuser and indirect lighting, the DS4608-XD has better performance on shiny and reflective surfaces than the Newland NVH200.

Slower scanning speed. The Newland NVH200 has slower decode performance than the DS4608-XD.

Inability to read many challenging barcodes. The DS4608-XD scans barcodes that the Newland NVH200 can't—very dense, truncated, low contrast, laser etch and reflective surfaces.

Smaller decode range. Users may need to position the Newland NVH200 very close to the high density code—to the point where they might not be able to see the code.

Inferior management tools. Partners consistently call Zebra's 123Scan and SMS tools the best configuration and management tools in the industry.

The DS4600 Series for Electronics Manufacturing is the industry's first and only scanner that is purpose-built for electronics manufacturing.

Qualifying Questions

Q Do you want to boost productivity and accuracy with an imager that is purpose built for electronics manufacturing?

A The DS4608-XD is packed with features designed to increase productivity and efficiency in electronics manufacturing. Its patented rear engine design creates more room for a built-in diffuser—providing optimal illumination on a wide variety of surfaces. Indirect lighting enables the capture of codes printed on shiny and reflective surfaces, while direct light provides the bright light needed to successfully read low contrast and laser etched codes. Haptic feedback is ideal for noisy manufacturing environments. And with the widest decode range in its class, the DS4608-XD makes scanning laser etched and high density codes easier than ever—workers can position the scanner at a more natural distance to see the barcode they are scanning.

Q Do you need to scan the tiny and dense barcodes printed on plastic and metal electronic subcomponents, but don't need an ultra-rugged device?

A The DS4608-XD is ideal for clean rooms and other dust-free, water-free environments found in electronics manufacturing. The device offers IP52 sealing to protect against spills and is designed to survive multiple 6 ft./1.8 m drops to concrete. Its patented double-sealed optical system protects the critical optical components from dust and liquid—ensuring that the 'eye' of the scanner always captures the sharpest possible barcode image for fast and reliable decoding. The recessed scan window protects against smudges, dirt and scratches, which can impact performance. As a result you can count on dependable scanning performance for years, without having to pay a premium for ultra-rugged specs that you don't need in your environment.

Q Do you have multiple scanning needs that are currently being served by different scanners?

A The versatile DS4608-XD can serve multiple data capture needs throughout your operations. With its high density focus, it easily reads the tiny and dense barcodes printed on plastic and metal subcomponents, including laser etch and chemical etch. And the same scanner can also read paper 1D and 2D barcodes, including extra wide 4-inch codes found on cartons and packages. With the DS4608-XD, you get outstanding value—you can use the same device for multiple applications throughout your operations.

Sales/Reference Materials

The Source (for internal Zebra only):
zebra.gosavo.com

DS4600 Series for Electronics Manufacturing Product Page:
www.zebra.com/ds4600xd

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

Services:
www.zebra.com/zebraonecare

Support Pages:
www.zebra.com/support

DataCapture DNA:
www.zebra.com/datacapturedna

DataCapture DNA

DataCapture DNA is a powerful differentiator for Zebra scanners. When you sell the DS4600 Series, you sell products with value-added features no other competitive product can offer.

DataCapture DNA apps include:

- Multi-Code Data Formatting: Automatically capture multiple barcodes with one scan
- Preferred Symbol: Single out one barcode, while excluding others
- 123Scan Utility: Industry's easiest programming experience with 600,000+ loyal IT users
- Scanner Software Development Kits: Easily develop scanner applications with our Scanner SDKs for Windows, Linux, Android and iOS
- And more...

Objection Handling

Operations Manager	IT Manager	Operations Manager
<p>“We already have general purpose imagers. Why should we upgrade to the DS4608-XD?”</p>	<p>“Our IT department is stretched thin—we don’t want to deal with the complexities of upgrading our existing scanners.”</p>	<p>“I am concerned about durability. Is the DS4608-XD rugged enough for my environment?”</p>
<p>Response:</p>	<p>Response:</p>	<p>Response:</p>
<p>General purpose imagers may not be able to capture the tiny and high density barcodes and laser etched codes that are common in electronics manufacturing. This decreases productivity and increases the chance of errors. Here’s why the purpose-built DS4608-XD is a superior solution for electronics manufacturing:</p> <ul style="list-style-type: none"> • High density focus easily reads tiny and high density barcodes printed on plastic and metal subcomponents, including laser etched codes • Patented rear engine design creates more room for a built-in diffuser—providing both indirect and direct lighting for superior performance on a wide variety of surfaces • Haptic and eye-level visual feedback ensures workers don’t need to stop to confirm a successful scan • Widest scan range in its class boosts ease of use and productivity: workers can position the scanner at a more natural distance to see the barcode they are scanning 	<p>The DS4600 Series is easy to deploy and offers a superior out of box experience—enabling you to cost-effectively upgrade with minimal disruption to your operations.</p> <ul style="list-style-type: none"> • Pre-configured and ready-to-use right out of the box—we’ve optimized the default settings for the applications you use every day • Just plug the DS4608-XD into your host and the smart auto-host detect cable automatically identifies the interface and connects the scanner • Complimentary, industry-leading tools: easily program and stage devices with 123Scan; remotely configure and update the firmware of any DS4608-XD scanner plugged into the host with Scanner Management Service 	<p>Electronics manufacturing happens in clean rooms—a very different environment than aerospace, automotive and other heavy manufacturing. You need a device that is built for your environment and applications:</p> <ul style="list-style-type: none"> • Very rugged devices are more expensive; you’ll be paying a premium for features you don’t need • Very rugged devices are heavier and bulkier—these ergonomic factors can impact worker comfort and productivity • The durable DS4608-XD delivers years of scanning at peak performance with IP52 sealing, patented double-sealed optics and a deeply recessed scan window to avoid scratches

Services

The DS4600 Series is covered by a standard five-year warranty. And **Zebra OneCare® Support Services** go beyond the standard warranty to cover it all—helping to eliminate unexpected repair costs and maximize device uptime.

With Zebra OneCare contracts, customers not only get repair, technical and software support; they also get access to **VisibilityIQ™ OneCare**—a configurable, cloud-based dashboard providing access to repair reports, technical support reports, contract reports and more.

Zebra OneCare Essential:

- Comprehensive repair services
- 3-day repair turnaround time
- VisibilityIQ OneCare
- Full access to technical support resources
- Rights to download and use software releases
- 3- or 5-year coverage

Zebra OneCare Select:

Zebra OneCare Essential features, plus:

- Advance device replacement
- 24/7 Level I support
- 3- or 5-year coverage

Refer to Solution Builder for the most up-to-date information, including global availability and pricing.



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