

OVERVIEW

DS8100 Series Handheld Imager

With the DS8100 Series, retailers can give every shopper the ultimate last impression. This handheld imager rises above conventional imagers to deliver unprecedented scanning performance on 1D and 2D barcodes, innovative productivity enhancing tools including swappable power sources — a PowerPrecision+ battery or PowerCap™ capacitor¹ — plus unrivaled manageability tools to keep scanners up, running and in the hands of cashiers. The DS8100 Series — because when it comes to the checkout experience, only the best will do.



Features & Benefits

Top 3 Customer Messages

1 Unprecedented performance

- Superior performance on problematic barcodes with an 800 MHz microprocessor, high-resolution megapixel sensor and Zebra's exclusive PRZM Intelligent Imaging technology
- Captures the most challenging barcodes including: dense, poorly printed, crinkled, faded, distorted, dirty or damaged, as well as electronic barcodes on dimly lit displays
- Superior scanning range (up to 24 in./ 61 cm); enables cashiers to scan items in a shopping cart without leaving the cashwrap

2 Innovation beyond the barcode

- Swappable power source options reduce investment risk
- Eliminate Bluetooth interference with Zebra's proprietary Wi-Fi Friendly Mode
- Do more with productivity-enhancing innovation: single out one barcode from many; scan multiple barcodes at once; capture, orient, de-skew and brighten images of documents; and more
- Dedicated power charge gauge: see at-a-glance if the PowerPrecision+ battery or PowerCap capacitor are sufficiently charged

3 Unrivaled manageability

- 123Scan: easily create configuration barcodes to program scanners
- Scanner Management Service (SMS) dramatically simplifies scanner management — remotely set parameters and upgrade firmware
- Technology-agnostic SDK toolkit provides everything needed to easily integrate scanning into your applications
- Visionary visibility into battery performance metrics
- Easily control DS8178 scanners from a smartphone, tablet or PC

Additional Features

Reliable charging over the life of the scanner

Customers can depend on corrosion-free charging due to the position of the charging contacts in the cradles and Zebra's exclusive Connect+ Contact Technology

Direct Decode Indicator improves productivity

Flashes illumination on the barcode to indicate a good decode; workers never need to pause to make sure a barcode was captured correctly

ScanSpeed Analytics

Detailed performance metrics on every barcode captured — identify poor performing barcodes that slow down checkout

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

Swappable power sources

The DS8100 Series is now available with a PowerPrecision+ battery or PowerCap capacitor. Existing DS8178 customers can purchase PowerCap capacitors for their devices. New customers can order a DS8178 scanner with either power option, and swap power options at any time — right in their facility.

- **PowerPrecision+ battery:** provides over three around-the-clock days of continuous scanning, plus a wealth of metrics for better battery management. Ideal for scanning whether the scanner is near the cradle or away for extended periods.
- **PowerCap capacitor:** offers 2,000 scans on a full charge (4 times the competition). Ideal for scanning when the scanner is inserted into a charging cradle between scans.

Industry Applications

Retail

- Point of sale; loyalty applications; electronic coupon redemption, backroom receiving, inventory management

Hospitality

- Check in; ticketing; loyalty

Transportation & Logistics

- Shipping/receiving; picking; tracking; ticketing; postal

Light/clean manufacturing

- Product and component tracking; Work in Process (WIP)

Government

- Lottery and gaming; administration

Competitive Highlights

Following are the top competitive selling points for the three major competitive products.

	Zebra DS8100 Series	Datalogic Gryphon GD/GBT4530	Honeywell Xenon 190Xg	Honeywell Xenon 195Xg	Why it matters

Move checkout lines faster

PRZM Intelligent Imaging	Yes	No	No	No	With Zebra's exclusive PRZM Intelligent Imaging technology, the DS8100 Series can capture barcodes faster than any other scanner in this class to boost productivity and keep lines moving.
Decodes hard-to-read codes	Most	Some	Many	Many	The DS8100 Series offers superior performance on challenging barcodes, so low contrast, dirty, truncated and other challenging barcodes won't slow down checkout.
Scan range (100% UPC)	0.4 – 24 in. 1 – 61 cm	0.4 – 27.9 in. 1 – 71 cm	0.4 – 17.3 in. 1 – 44 cm	0 in – 19.3 in. 0 mm – 490 mm	While Datalogic's Gryphon offers a longer scan range, your customers will need to sacrifice scanning performance for the longer range. If customers require a scan range longer than 24 in./61 cm, you can position Zebra's DS4600 Series.
Eye level scan feedback	Yes Direct Decode Feedback	Yes Green Spot	No	No	With eye-level feedback, users can instantly confirm a scan was completed without relying on the audible tone (which may not be easy to hear in loud environments) or pausing to check the scanner.
FOV reads wide barcodes	48° x 37°	36° x 22.5°	42.4° x 33°	48° x 30°	The DS8100 Series has a larger sweet spot for wide barcodes, making it easier for users to capture wide barcodes.
Sensor resolution	1280 x 960	1280 x 800	838 x 640	1280 x 800	The DS8100 Series has the highest resolution sensor in its class; provides the detailed images needed to decode small, dense and damaged barcodes.

Competitive Highlights — continued

Following are the top competitive selling points for the three major competitive products.

	Zebra DS8100 Series	Datalogic Gryphon GD/GBT4530	Honeywell Xenon 190Xg	Honeywell Xenon 195Xg	Why it matters

Avoid line stoppages

Self-reporting smart battery	Yes Health, Charge Cycles, Voltage, etc.	No	No	No	Zebra's PowerPrecision+ battery technology makes it easy to know the state of health of every battery in your fleet, enabling better battery management to prevent unplanned downtime caused by battery failures.
Power gauge	Dedicated Available on demand	Dedicated Not available on demand	No	Not dedicated Not available on demand	With the DS8178, associates can see at a glance if the battery or PowerCap capacitor is sufficiently charged at the start of a shift, even when they are scanning away from the cradle. While Xenon 1952g does provide charge status, it reuses the good decode LED — which can be confusing for users. And it only works when the scanner is out of the base and has been idle for five seconds (it is not available on demand like the DS8178). Datalogic Gryphon has a dedicated indicator, but it only displays the charge level on insertion and removal from the scanner; associates cannot check the charge level while scanning away from the cradle.
Charging technology	Connect+ Contact Technology	Contactless inductive	Conventional contacts	Conventional contacts	Suppliers sometimes offer inductive charging to solve a contact corrosion problem they have experienced. The position of the contacts in Zebra's cradle design, combined with or Connect+ Contact Technology, assures reliable charging over the life of the scanner.
Performance metrics	ScanSpeed Analytics, including number of scans, decode time histogram and image of slowest barcode	No	No	No	Zebra's unique ScanSpeed Analytics provides detailed performance metrics on each barcode captured — enabling retailers to identify and phase out poor performing barcodes that slow down the checkout process. And with visual proof of an item's poor-performing barcode, retailers can seek resolution from the item's vendor.

Competitive Highlights — continued

Following are the top competitive selling points for the three major competitive products.

	Zebra DS8100 Series	Datalogic Gryphon GD/GBT4530	Honeywell Xenon 190Xg	Honeywell Xenon 195Xg	Why it matters

Avoid line stoppages - continued

Industry preferred software tools	Yes 123Scan and SMS	No	No	No	Allows IT departments to configure their devices easier and faster than ever before.
Durability	Drops: 6 ft to concrete; tumble: 2,000; IP52; hardened glass window	Drops: 6 ft to concrete; IP52	Drops: 6 ft to concrete; IP41; hardened glass window	Drops: 6 ft to concrete; tumble: 2,000; IP41; hardened glass window	Retail environments are tough on scanners, but the DS8100 Series is built to last. Its IP52 sealing protects against spills, while its drop and tumble spec protect against inevitable drops and bumps. And the hardened glass exit window protects against scratches which can degrade scan performance.

Lower total cost of ownership

Power options	PowerPrecision+ battery or PowerCap capacitor Interchangeable	Battery only	Separate battery and capacitor models Not-interchangeable	Separate battery and capacitor models Not-interchangeable	Only the DS8100 Series offers interchangeable power options. Customers can swap power options at any time on all models, right in their facility – there's no need to purchase separate devices, reducing investment risk. With Honeywell, customers need to purchase either a battery or battery-free model; if their business needs change, they'll need to buy an entirely new scanner.
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Competitive Highlights — continued

Following are the top competitive selling points for the three major competitive products.

	Zebra DS8100 Series	Datalogic Gryphon GD/GBT4530	Honeywell Xenon 190Xg	Honeywell Xenon 195Xg	Why it matters

Fits your workflow

Radio	Class 1 BT; Class 2 BT; adjustable power	Class 2 BT Proprietary 900 MHz	Class 2 BT adjustable power	Class 2 BT adjustable power	Only the DS8178 supports Class 1 Bluetooth, which provides a range up to 300 ft./100 m.
Wi-Fi Friendly Mode	Yes	No	No	No	Only from Zebra, Wi-Fi Friendly Mode eliminates Bluetooth interference; ensures that scanners only operate on channels that are not shared with the Wi-Fi network.
Cradle footprint	Smallest	Largest	Middle	Middle	The minimal footprint of the DS8178's presentation cradle easily fits crowded counters at the POS, enabling workers to switch between handheld and hands-free as needed.
Choice of base cradle configurations	Yes	Yes	No	No	Customers have the flexibility to choose either a presentation or desktop cradle for the DS8178.
Aimer	LED	Laser	LED	LED	Datalogic's laser aimer may not be suitable for certain environments where customer and/or worker safety is a concern.

Qualifying Questions

Q Are you looking to improve productivity at the POS, front end or back end operations?

A The DS8100 Series delivers industry best performance for the majority of 1D and 2D scanning applications. Thanks to an 800 MHz microprocessor, high-resolution megapixel sensor and Zebra's exclusive PRZM Intelligent Imaging technology, the DS8100 Series instantly captures the most problematic barcodes — including dense, poorly printed, crinkled, faded, distorted, dirty or damaged, as well as electronic barcodes on dimly lit displays. The imager is loaded with productivity-enhancing features such as the ability to capture Digimarc barcodes; capture multiple barcodes with a single pull of the trigger; single out one barcode in a group of many; and capture and optimize images of documents. Zebra's unique ScanSpeed Analytics stores the image of the slowest barcode for a given symbology, making it easy to spot and correct barcode issues to optimize productivity across your operations.

Q Are you looking for alternative power options for your cordless scanners?

A Only the DS8100 Series offers a choice of interchangeable power options. The PowerPrecision+ battery gives you more than three around-the-clock days of continuous scanning, plus a wealth of metrics for better battery management. The PowerCap capacitor is the largest capacitor in its category, providing 2,000 scans on a full charge and 100 scans after as little as 35 seconds in the cradle. While competing solutions force you to choose between a battery or capacitor model upfront, the DS8100 Series lets you swap power options at any time on all models, right in your facility. There's no risk with the DS8100 Series — if your business needs change, you can simply swap the power source at any time!

Q What features do you require in a cordless scanning solution?

A With the Bluetooth DS8178, you get the flexibility of cordless scanning without all the challenges commonly associated with cordless devices. As mentioned above, you can choose between a battery or PowerCap capacitor — and swap power sources at any time. Zebra's exclusive Wi-Fi Friendly mode prevents interference by ensuring that your cordless scanners do not operate on channels that are shared with your Wi-Fi network. A dedicated power gauge shows if the battery or capacitor are sufficiently charged. The Scan-to-Connect app offers the easiest device pairing on the planet: pair the scanner with any Bluetooth-enabled PC, tablet or smartphone with a single scan. If you choose the PowerPrecision+ battery, you get a wealth of battery metrics to easily spot and replace aging batteries before a battery failure interrupts front end operations and causes checkout delays. And Zebra's exclusive Connect+ Contact Technology assures reliable, corrosion-free charging over the life of the scanner.

Sales/Reference Materials

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

DS8100 Series Product Page:
www.zebra.com/ds8100

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 DS8100 Series, you sell products with value-added features no other competitive product can offer.

DataCapture DNA apps include:

- Intelligent Document Capture: Instantly capture and optimize documents
- 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

Technology Decision Maker: Purchasing	Operations Manager	IT Manager
<p>“I need concrete proof that a new scanner purchase is justified, especially compared to competitive products.”</p>	<p>“I am not certain which power source is right for my application. What happens if our needs change in the future?”</p>	<p>“Our IT department is stretched thin — we don’t want to deal with the complexities of replacing our existing scanners.”</p>
<p>Response:</p> <p>The premium DS8100 Series delivers industry-best performance to increase productivity. Associates can complete more transactions per shift — better for both your customers and your bottom line. Here are some of the features that set the DS8100 Series apart from other handheld imagers:</p> <ul style="list-style-type: none"> • Unique combination of hardware and advanced algorithms for industry-leading performance on the most problematic barcodes — including dense, poorly printed, crinkled, damaged, shrink wrapped, curved, reflective, low contrast and out-of-spec codes. • Scanning range up to 24 in./61 cm and a bright aiming spot improve checkout speed — cashiers can scan items in a shopping cart without leaving the cashwrap. • Supports a wide range of value-added applications, such as Intelligent Document Capture and ScanSpeed Analytics to improve productivity. • Most durable device in its class for maximum uptime and a low cost of ownership. 	<p>The DS8178 is now available with PowerCap, a super-capacitor battery alternative, in addition to the PowerPrecision+ battery.</p> <ul style="list-style-type: none"> • Competitive solutions make you select either a capacitor or battery model upfront. But with the DS8178, you can swap power sources at any time, on any model, as your needs evolve. This minimizes your investment risk — you’re not locked into purchasing separate battery and battery-free models. • Choose the PowerPrecision+ battery if associates will be scanning near the cradle, as well as away from the cradle for extended periods. • Choose the PowerCap capacitor if associates can insert the scanner in the charging cradle when it's not being used. The PowerCap offers 2,000 scans on a full charge. • The PowerPrecision+ battery and PowerCap capacitor report their model and serial numbers, so you’ll always know which power source is in each scanner. 	<p>The DS8100 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. • Complimentary, industry-leading tools: 123Scan and Scanner Management Service reduce configuration and management time. • Partners consistently call our configuration and management tools the easiest to use in the industry. • Just plug the DS8100 Series into your POS (or other host) and the smart auto-host detect cable automatically identifies the interface and connects the scanner.

1. Requires firmware version CAACXS00-004-R00 or later.



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Services

The DS8100 Series is covered by a standard 5-year warranty on the corded DS8108, three years on the cordless DS8178 and CR8178 cradle. Zebra OneCare® support services go beyond the standard warranty to cover it all — eliminating unexpected repair costs and maximizing 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.