ZEBRA CAPTURE YOUR EDGE

FS10 Fixed Industrial Scanner
Plug-and-play high quality scanning in the smallest package

Zebra's compact FS10 Fixed Industrial Scanner delivers the anywhere, anytime plug-and-play high quality stand-alone scanning needed to track products as they move through the manufacturing production line, warehouse and distribution center to end customers. The slim profile fits anywhere scanning will improve processes. The FS10 deploys in minutes — just plug it into the USB port of a workstation, laptop, tablet or any other host device and start scanning. Zebra Aurora™ makes it easy to set up, deploy and run. And it's upgradeable — support new symbologies and scanning speeds with the simple purchase of a software license.

Features & Benefits

Top 3 Customer Messages

Sets the bar for simplicity — easy to setup, deploy and run: Loaded with features that simplify and automate every phase of operation

1 Easy to setup

- Auto-Tune dials in the perfect image with the press of a button, right out of the box; enables faster and more accurate setup

- Up and running in seconds with the integrated USB port — just plug the FS10 into the USB port of a workstation, tablet or any other host device and start scanning

2 Easy to deploy

- Designed for industrial spaces — rugged aluminum body and IP65 sealing, able to handle high power washdowns and immersion in water

- Four built-in camera status indicator LEDs let workers see at a glance if a decode was successful, and if the camera is operational or in need of attention

- Four programmable I/O ports add application flexibility

- Web-based Zebra Aurora HMI dashboard for anywhere anytime system access — no need to install a PC at every station

3 Easy to run

- Unmatched first-time every time data capture with superior optics and PRZM Intelligent Imaging

- Achieve high read rates with ImagePerfect

- Capture 1D, 2D, and DPM codes from pristine to poor condition

- Capture multiple codes of various types with ManyCode and organize the output with our Advanced Data Formatting capability

- Fast troubleshooting with Zebra-only tools such as Golden Image Compare and Job Compare

- Industry leading service — everything is covered, including accidental damage; define your service level with options, including on-site support and next-day replacement device delivery

Key Differentiators

The most powerful software platform — Zebra Aurora™

Single tool simplicity. Use just one tool to manage the FS10, as well as all Fixed Industrial Scanners and Machine Vision Smart Cameras; makes it easy for customers to build out automation solutions and choose the right device for each step in their processes.

Ultra-modern simple interface. Sliders, radio buttons and online help for every aspect of the software make Zebra Aurora so intuitive a beginner can figure it out. Experienced users will appreciate the well designed interface, which enables easy access to all functions and minimal clicks to create and run jobs.

Software upgradeable

Easy upgrades. Your customers can purchase the model that supports the barcodes and the scanning speed needed today, and easily upgrade to support more symbologies, faster scanning speeds and machine vision tools tomorrow — all with the simple purchase of a software license.

Unsurpassed return on investment. Your customers can count on the device they buy today to meet their needs in the future — the FS10 can adapt as business needs change.

Applications

Easily enable track and trace and more in:

Logistics
- Warehouse/distribution center

Manufacturing
- Production line/warehouse

Competitive Highlights

The following chart provides general hardware specifications for the FS10 and its key competitive devices.

	Zebra FS10	Cognex DataMan 70	Datalogic Matrix 120	Keyence SR-700	Omron MicroHAWK F420	Why it matters/the FS10 advantage
Hardware Features: GENERAL						
Dimensions	**mm:** 25.4 x 51 x 43 **in.:** 1.0 x 2.0 x 1.7	**mm:** 42.4 x 22.2 x 38.7 **in.:** 1.6 x .87 x 1.5	**mm:** 23.5 x 36.5 x 35.4 **in.:** .93 x 1.44 x 1.4	**mm:** 27.8 x 36.5 x 24 **in.:** 1.1 x 1.4 x 0.94	**mm:** 44.5 x 38.1 x 25.4 **in.:** 1.75 x 1.5 x 1	Size is not a crucial metric for this product. Sizes are provided for your convenience should the customer ask — and to illustrate that all devices in this category are similarly sized.
Monochrome/ Color	Monochrome	Monochrome	Monochrome	Monochrome	Monochrome and Color	Monochrome sensor is standard for this product class, sufficient for 99% of the barcodes in this product class.
Lens Type	Liquid lens	S-mount	CMOS sensor with global shutter	Adjustable focus	Liquid Lens (upcharge) or Fixed Focus	Liquid lenses offer several technology advantages. Moving parts typically found in mechanical lenses are eliminated, and the lenses are designed to focus across a variable working distance. Despite these advantages, many of your customers will likely have a personal preference for lens type, but what is most important about lens type is how the lens technology is used. Liquid lens technology is key in enabling ImagePerfect, which is a major competitive differentiating feature that delivers dependably high read rates.

NOTE: The information in this chart is obtained from publicly available information.

Competitive Highlights

The following chart provides general hardware specifications for the FS10 and its key competitive devices.

	Zebra FS10	Cognex DataMan 70	Datalogic Matrix 120	Keyence SR-700 Series	Omron MicroHAWK F420	Why it matters/the FS10 advantage
Hardware Features: GENERAL (continued)						
Lens Options	Standard range lens: 6 mm	6.2 mm f 7.0, 3 position lens with standard or long range focus setting — or 16 mm f 7.0 manual focus lens	Single lens (estimated 7 mm)	High resolution (SR-700HA) Close range (SR-700) Mid range (SR-710)	Wide 5.2 mm Medium 7.7 mm Narrow 16 mm L 16 mm	This product offers a single lens with a wide working range of 4 in. to 24 in. that is capable of handling the majority of applications. This purposeful single-lens design delivers two benefits — cost-effective pricing and upsell opportunities. By eliminating multiple models and the need to accommodate interchangeable lenses, the FS10 achieves a cost-effective price point to help close the sale with cost-sensitive customers. And if the FS10 doesn't meet application needs, you can upsell the FS20, FS40 and FS70 models. Just test the FS10 in your customer's application to determine if the FS10 is a prospective fit — or if one of our more fully featured cameras is a better fit.
Aimer	Amber LED. circular pattern	2 green LED aimer spots	Red laser, crosshair	Red laser	2 blue LED aimer spots	The FS10's highly visible LED aimer enabled the creation of the most compact model and the lowest pricing in the Zebra Fixed Industrial Scanner portfolio. Lasers allow for better power and visibility to best support performance, but some companies and users may have safety concerns. While LEDs are safer, they tend to be much less visible and powerful, potentially impacting performance. But since most applications for the FS10 are within 2 feet, the LED aimer will work fine.

NOTE: The information in this chart is obtained from publicly available information.

Competitive Highlights

The following chart outlines the key differences between the FS10 and its main competitors. Blue shading indicates a best-in-class feature.

	Zebra FS10	Cognex DataMan 70	Datalogic Matrix 120	Keyence SR-700	Omron MicroHAWK F420	Why it matters/the FS10 advantage
Hardware Features: COMPARISONS						
Sensor	1.2 MP 1280 x 800 pixels with Global Shutter	0.41 MP 752 x 480 1/3 in. CMOS sensor with Global Shutter	1.2 MP; CMOS sensor with Global Shutter	SR-700HA SR-700 SR-710	Varies by model: 752 x 480 (.36 MP) 1280 x 960 (1.2 MP) 2592 x 1944 (5 MP)	The higher the resolution, the smaller the code you can read in the field of view. While other sensors appear to be comparable to the FS10 in terms of resolution, the quality of the decode algorithm also plays a role in how one device will perform over another — and Zebra's decode algorithms are known all over the world for their superior performance and are why Zebra owns many global markets, such as retail. In addition, the FS10's optical quality is top of the line. Special attention was given during design to ensure that image quality at the edges is superior to that of the competition. This factor could play a big role in winning opportunities. Put the FS10 to the test in your customer facility to showcase how its superior software and hardware technologies deliver superior performance on the production line.
Frames/ Second	60	2 or 60	WVGA: 57 MP: 36	60	60 (0.3 MP) 42 (1.2 MP) 5 (5 MP)	Higher frame rates support higher speed conveyor systems. But just because a product has the fastest frame rate doesn't mean it will deliver superior performance on a fast conveyor. In addition to a high frame rate, the system must be capable of capturing the image AND decoding the barcode at high speed. The Zebra FS10 offers all three capabilities. It offers the fastest frame rate in its class — 60 fps. It offers great image quality at high speeds, thanks to Zebra-only features, including ImagePerfect and PRZM Intelligent imaging. And as the world's leader for many decades in barcode scanning, Zebra is known for superior decoding technology that can keep pace with the fastest conveyors. If you find yourself in a sales opportunity with faster conveyors, the best way to address any competitive products in the running and put the FS10 in the lead is to put the FS10 to the test on the customer's conveyor. And if the FS10 doesn't deliver the desired performance, upsell the FS40 or FS70.

NOTE: The information in this chart is obtained from publicly available information.

Competitive Highlights

The following chart outlines the key differences between the FS10 and its main competitors. Blue shading indicates a best-in-class feature.

	Zebra FS10	Cognex DataMan 70	Datalogic Matrix 120	Keyence SR-700	Omron MicroHAWK F420	Why it matters/the FS10 advantage
Hardware Features: COMPARISONS (continued)						
USB	USB	USB	USB	USB	USB	The USB port enables plug-and-play easy deployment - just plug the FS10 into any host device — such as a desktop computer, laptop or tablet — and your customers are up and running.
Ethernet	No	Requires purchase of an optional external communication module	Customer must specify which option they want: Ethernet, Serial or USB	RS232 and USB	Yes, over USB/HID	The FS10 is a USB device, designed specifically to maintain a small form factor and cost advantage. If your customer requires Ethernet connectivity, upsell to the FS20. The FS20 offers the same imager and sensor as the FS10, and includes Ethernet.
IP Rating	IP65	IP65	IP65	IP65	IP54	Sealing is crucial to ensuring reliability in the challenging environments found in warehouses, distribution centers and manufacturing plants — that's why the FS10 is dust tight and built to handle washdowns.
Operating Temperature	32° F to 113° F 0° C to 45° C	32° F to 104º F 0º C to 40º C	32° F to 113° F 0° C to 45° C	32° F to 113° F 0° C to 45° C	32° F to 113° F 0° to 45° C	The operating temperature range for the FS10 appears to be on par with two other competitors, but when you dig into the details, you may discover that safe operation at the higher temperatures in some competitive products requires additional accessories, such as heat sinks. The operating temperatures listed for the FS10 do not require the purchase and management of any additional components. Application requirements are also a consideration. A different heat profile is required for devices that are triggered once every 10 seconds versus devices that are triggered constantly.

NOTE: The information in this chart is obtained from publicly available information.

ZEBRA

Competitive Highlights

The following chart outlines the key differences between the FS10 and its main competitors. Blue shading indicates a best-in-class feature.

	Zebra FS10	Cognex DataMan 70	Datalogic Matrix 120	Keyence SR-700	Omron MicroHAWK F420	Why it matters/the FS10 advantage
Software Features: COMPARISONS						
Barcode Quality Metrics	Yes	Yes	Yes	Yes	Yes	Tablestakes for this class of products – compares the barcode to industry standards to a) determine the quality of the barcode and b) help assess whether barcode quality is impacting the ability to scan and eroding throughput.
OCR	Yes	No	No	No	Yes	Unique feature for this class of product that is crucial in healthcare and food & beverage. Enables verification that expiration/and lot code are present, printed properly and legible on products to protect patient and consumer safety. Can be purchased with OCR out of the box or added later via a simple software license.
Single Unified Software Platform	Yes	No	No	No	No	Zebra Aurora™ is the easiest to use tool in the industry, heavily driven by wizards for foolproof management, designed for beginners as well as experts. The FS10 and Zebra's complete portfolio of Fixed Industrial Scanners and Machine Vision Smart Cameras are all managed by the Zebra Aurora™ unified software platform, eliminating the complexities, time and cost associated with using different management tools for different devices.
Upgradeable	Yes	No	No	No	Yes	Customers can choose the FS10 with the software features they need now, and simply purchase a software license to upgrade to add support for new symbologies and faster scanning speeds. The result? The device your customers buy today can adapt to meet new business needs tomorrow, delivering a superior return on investment.

NOTE: The information in this chart is obtained from publicly available information.

Competitive Highlights

The following chart outlines the key differences between the FS10 and its main competitors. Blue shading indicates a best-in-class feature.

	Zebra FS10	Cognex DataMan 70	Datalogic Matrix 120	Keyence SR-700	Omron MicroHAWK F420	Why it matters/the FS10 advantage
Software Features: COMPARISONS (continued)						
ImagePerfect	Yes	No	No	No	No	Additional cameras, external lights or complex custom code are often required when lighting is uneven or barcodes are at varying distances from the camera. Zebra eliminates this expense with a ground-breaking new software feature, ImagePerfect, which takes up to three (3) different images in one trigger event, each with their own definable setting for focus, exposure gain, illumination control and more.
Golden Image Compare	Yes	No	No	No	No	If a barcode read fails, this Zebra-only tool allows you to compare the failed barcode to a golden 'perfect' image created at setup to quickly and easily identify and resolve the source of image degradation — from a dirty lens or lighting problem to misalignment of the camera.
Job Compare	Yes	No	No	No	No	This unique Zebra-only tool compares current settings in the job and camera to all initial settings. If settings were inadvertently changed, just one click restores all initial settings, enabling rapid troubleshooting and issue resolution.

NOTE: The information in this chart is obtained from publicly available information.

ZEBRA

Qualifying Questions

Q **Are your workers manually capturing barcode data on items and packages moving on conveyors or through portals in your warehouse or distribution center?**

A If your workers are using a handheld scanner or manually keying in data to capture barcodes, you're injecting unnecessary time and steps into your processes — reducing operational efficiency and increasing the opportunity for costly errors. Incorrectly sorted packages can translate into late deliveries and missed scans can result in missing items in an order — and with your competition just a handful of keystrokes away, these errors can easily result in lost customers. Now, you can eliminate these issues with the FS10. Automatically capture barcodes as they pass by the FS10 — no more opportunity for missed scans or keying errors. The time required to pick up handheld scanners to capture barcodes or manually key in barcodes is eliminated. Since the FS10 can connect to any device with a USB port — such as a tablet or a PC — the barcode data is instantly entered into your backend application, enabling the automatic tracking of every package traveling in, out and through your facility. The result? Fewer errors. Increased workforce productivity. And the consistent customer service quality required to increase customer satisfaction and retention.

Q **How are you enabling track and trace as well as compliance on your manufacturing production line?**

A Capturing the barcodes on the items coming down your production line enables better inventory management and rapid cost-effective recalls that increase customer safety. But if workers are manually scanning or keying in barcodes on the items coming down your production line, you're increasing your production cycle times and introducing the opportunity for errors. The FS10 eliminates both issues by automatically capturing all the barcodes required on all items as they pass by. Workers are more productive and all barcodes on items are always captured. The result? Flawless track and trace and compliance assurance — without adding time and cost into your operations.

Q **Are your current fixed industrial barcode scanners easy to manage — and dependably capturing every barcode?**

A Thanks to the powerful Zebra Aurora™ software, the FS10 couldn't be easier to set up, deploy and run. The modern and intuitive interface is perfect for beginners with no experience — while experts will appreciate easy access to all functions with minimal clicks to create and run jobs.

When it comes to capturing barcodes, you can expect the best. PRZM Intelligent Imaging and superior optics work together to capture virtually any barcode in practically any condition, first time, every time — including codes that are poorly printed or damaged. When you choose Zebra, you choose the world's leader in barcode scanning. You get the same technologies that businesses of all sizes, in all markets, all around the world count on every day to drive key business processes — from manufacturing production lines, warehouses, retail stores and hospitals to field service, delivery and sales operations.

Sales/Reference Materials

The Source (for internal Zebra only):
https://zebra.showpad.biz

FS10 Product Page:
www.zebra.com/fs10

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

Services:
www.zebra.com/zebraonecare

Support pages:
www.zebra.com/support

Accessories

Accessories for the FS10 include:

- Power supplies
- Power cords
- USB cables
- External lighting

Ζ **ZEBRA**

Objection Handling

Services

Plant Engineer	Maintenance Manager	IT Manager
"Our processes are working fine today — and we can't afford any downtime to integrate new technology."	**"We need to understand future needs before we invest in technology."**	**"We're concerned about the fact that Zebra is new to this market. We want to buy tried and proven technology."**
RESPONSE:	**RESPONSE:**	**RESPONSE:**
Your manual processes may be working fine today, but they are inserting time and cost into your processes, actually reducing your competitive advantage — and impacting your bottom line. You can automate barcode capture and get a competitive edge quickly and easily with the FS10, improving productivity and throughput, while reducing errors — all with virtually no disruption to your day-to-day business: • With the integrated USB port, the compact FS10 can be deployed in seconds — just plug it into any laptop, tablet, PC or other host device with a USB port and send the data right to your application, eliminating the time and errors associated with manual data entry. • Superior barcode scanning technology means first-time every time dependable barcode capture — so workers won't lose time manually capturing exceptions. • The Zebra Aurora software is so easy to use, even beginners can set up, deploy and manage the FS10.	Unlike competitive devices, when you purchase the FS10, you get built-in adaptability. The device you purchase today can easily meet tomorrow's needs too. You can add support for new symbologies,and faster scanning speeds with the simple purchase of a software license. And since you can add new features right on site, there's no need to send the FS10 to the service depot — and no extended downtime.	While Zebra is new to this line of products, Zebra is the #1 market leader in many of the technologies that are in these products. That's why Zebra decided to enter this market — all the foundational technologies in the devices represent Zebra's core competencies, proven all over the world: companies of all sizes in virtually every vertical market count on Zebra barcode scanning and imaging technologies to streamline their business processes for a competitive edge. Zebra offers: • Global leadership: #1 in data capture, mobile computing, barcode printing and mobile RFID hardware.[1] • Zebra's Fixed Industrial Scanner and Machine Vision portfolio expands upon a 50+ year legacy of data capture innovation and intelligent edge solutions that leverage computer vision, AI and more into traditional line-side industrial automation applications. The unique unified software-led approach is driven by a deep understanding of workflows and customer needs that enable enterprises to do business better, smarter and faster than ever before. • Highly qualified channel partners chosen for their comprehensive FIS/MV expertise and experience, working together with Zebra to bring you the breadth and depth of knowledge required to deliver highly successful industrial automation solutions. • 4,900+ US and international patents issued and pending — Zebra creates core technologies that drive business efficiency • $4.5 Billion in revenue (2019) • Global offices in 45 countries

1. Source: VDC Research and Zebra analysis

The FS10 and all Zebra Fixed Industrial Scanners and Machine Vision Smart Cameras are backed by a standard 2-year warranty. **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 get repair, technical and software support; options such as on-site service and next-day shipping of replacement devices; and access to VisibilityIQ™ OneCare to easily track devices in the repair cycle.

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:

All Zebra OneCare Essential features, plus:

• Advance device replacement

• 24/7 Level I support

• 3- or 5-year coverage

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

Ζ **ZEBRA**