KEY MESSAGES

Durable, single board construction; meets Zebra's stringent 5 ft. drop tests; scratch-resistant tempered glass exit window

Designed for continuous usage all day, every day; downtime and repair costs are essentially eliminated.

High performance 1D laser scanner

Accurate first time scanning; always ready for the next scan; increased productivity resulting in shorter check-out lines and better customer service
Wide working range: contact to 17 in./43 cm on 100% UPC/EAN symbols

Improves productivity

Multiple interfaces: RS232, USB, KBW (keyboard wedge), Wand, IBM 468X/9X, Synapse and Undecoded in one scanner
Simplifies installation and integration; future-proof solution helps ensure compatibility with your host/POS today and tomorrow
Plug-and-play; intuitive scanning

Rapid deployment; practically eliminates setup and training time for faster return on investment

Ergonomic and lightweight design

Reduces user fatigue with sleek, balanced form for maximum user comfort and productivity

Hands-free Intellistand

Enables presentation scanning and easy switching between hands-free and handheld modes

Advanced Data Formatting (ADF)

Enables users to modify data prior to sending to host computer, reducing costly modifications to the host software

TARGET MARKETS

Retail
• Point of Sale
• In Store Inventory Tracking

Healthcare
• Pharmacy
• Inventory Control

Education
• Book Checkout
• Inventory & Asset Tracking

SYMBOL LS2208

Handheld scanner

HIGH PERFORMANCE SCANNING AT A MODERATE PRICE POINT

The LS2208 handheld scanner from Zebra offers high performance scanning at a moderate price point. From the retail point-of-sale and backroom to the patient bedside or school book checkout, the LS2208 provides fast, reliable scanning in a durable, lightweight and ergonomic aim-and-shoot form factor. Plus, the LS2208 is engineered for continuous, heavy usage all day, every day with our patented single board construction eliminating a common point of failure — the interconnection between multiple boards. The liquid polymer scan element delivers integral shock protection to further ensure reliable operation.

VALUE PROPOSITION

Maximum Checkout Productivity

- Aggressive scan (decode capability) ensures faster, accurate first time scanning which shortens store lines and reduces keying and human error.

- Wide working range ensures intuitive reading for higher productivity even on poor quality bar codes.

- Hands-Free mode allows items to be quickly passed under the scanner when using the hands-free intellistand, leading to high throughput and maximum productivity.

- Ergonomic design reduces user fatigue and maximizes productivity.

Lower Total Cost of Ownership (TCO)

- Single board construction and the patented, frictionless Liquid Polymer Scan Element with lifetime warranty provide unmatched reliability.

- Deeply recessed and scratch resistant glass window ensures performance never degrades.

Future proofing

- On board support for multiple interfaces guarantees seamless integration in today's and tomorrow's systems.

Reduced end user training

- Particularly critical for retailers that face high employee turnover rates, the LS2208 is user-friendly and highly intuitive, enabling users of all skill levels to start scanning proficiently and productively right away with little to no training.

QUALIFYING SALES QUESTIONS

- Are you buying a new Point-of-Sale system?
- Are your current scanners out of warranty resulting in increased repair costs?
- Are increased throughput, increased productivity and improved customer service important to your bottom line?
- Do you require both handheld & hands-free scanning?
- Will your business margins increase with faster scanning and inventory control?

COMPETITIVE ADVANTAGES

NOTE: Shaded Areas In The Chart Below Represent Product Weaknesses.

FEATURE	SYMBOL LS2208	HONEYWELL MS9520 VOYAGER	HONEYWELL 3800G	DATALOGIC QUICKSCAN L	LS2208 ADVANTAGE
Handheld working range, 100% UPC	0 - 17 in.	0 - 6.5 in	.5 - 18 in.	0.2 - 9.8 in.	Wide working range from point of contact to 17 in. enables users of all skill levels and reduces the need to move heavy or bulky items.
Read Rate	100 scans per second	72 scans per second	Up to 270 scans per second	100 scans per second	Aggressive scan (decode capability) ensures faster, accurate first time scanning which shortens store lines, reduces keying and human error; scans and decodes at 100/second.
Reliability	Single PCB with no ribbon cables or connectors	Multi-board PCB with ribbon cables and connectors	Single PCB with one ribbon cable and one connector	Single PCB with no ribbon cables or connectors	Single board construction has no ribbon cables or connectors that can unplug if scanner is dropped, maximizing reliability.
Exit window	Glass exit window	Plastic exit window	Plastic exit window	Plastic exit window	Glass, recessed exit window protects the device from scratches, ensuring that performance never degrades.
Warranty	5 year factory warranty plus lifetime warranty on liquid polymer scan element	5 year factory warranty	5 year factory warranty	3 year factory warranty	The 5 year factory warranty plus the lifetime warranty on the liquid polymer scan element lowers the total cost of ownership.
You should know...	N/A	Software can cause multiple decodes if two bar codes are close together (often seen on pick-lists); may result in customer being charged multiple times; wasted time to void duplicate entry	Linear imager scan line is fuzzy which makes it difficult to aim at truncated bar codes.	Uses the LS1203 engine and board, so it has LS1203 performance (less range, reduced performance on damaged and poor quality bar codes) at an LS2208 price	N/A

ENTERPRISE MOBILITY SERVICES

The following Enterprise Mobility Services are available to keep the LS2208 operating at peak performance throughout its lifecycle:

SERVICE	TIME OF PURCHASE	LENGTH OF COVERAGE	PART NUMBER
Service from the Start Advance Exchange Support	Upfront with the hardware (prepaid) or within 30 days thereafter	Five years	SXB-LS2208-50
Advance Exchange Support	Any time	One year	AXB-LS2208-10
Service Center Support - Bronze	Any time	One year Three years	SCB-LS2208-10 SCB-LS2208-30

NOTE: please refer to Solution Builder for the most up-to-date information, including global pricing.

Sell Service from the Start Advance Exchange Support up front with every LS2208

- Selling service upfront provides more value to the customer, is much easier and results in a higher success rate than just selling the hardware
- Service from the Start Advance Exchange Support is a multi-year prepaid program that:

  – Provides fast response time with next-business-day delivery of replacement scanners

  – Includes Comprehensive Coverage for no additional charge

  – Covers normal wear and tear, along with internal and external components damaged through accidental breakage

  – Entitles customers to the technical software support and software downloads they need to help keep their devices operating at peak performance levels

ZEBRA