ZEBRA

Maximize the Speed and Quality of the Checkout Experience in the Busiest Grocery Stores

NEXT GENERATION TECHNOLOGY FOR PEAK EFFICIENCY IN EVERY POS LANE

The Challenge: Maximizing Profitability and Customer Satisfaction in the Grocery Store

When shoppers are ready to checkout at the grocery store, the last thing they want is a long wait time at the cash register. In order to meet the high expectations of today's customer, you need to keep checkout lines moving with the most efficient handling of every transaction. This means that cashiers need to be able to instantly capture barcodes, even ones that are damaged or dirty. They need to quickly weigh produce without spending precious time positioning and repositioning it on the scale to ensure the capture of accurate weight — and cost. And they need to be able to handle whatever transaction request comes their way, whether it's scanning a mobile coupon or loyalty card, processing a utility bill or recording an item that is not on file.

New point of sale technology can maximize cashier productivity and sales. However, you may be concerned that upgrading your POS will be costly and time-consuming, forcing you to replace your existing checkstand furniture and dealing with a complex integration process. Furthermore, you don't want added overhead and management costs to reduce your profitability and the benefits of the new technology.

The Solution: the MP7000 Scanner Scale

When you choose Zebra's MP7000 Scanner Scale solution, you can meet the demands of your highest-volume POS lanes. The MP7000 is loaded with features that take scanning performance and the checkout experience to the next level, enabling faster-than-ever checkout in both cashier-manned and self-checkout lanes. You'll get maximum POS throughput to exceed your shoppers' service expectations every time. And the MP7000 offers an unmatched industry-best total cost of ownership (TCO) — lowering POS energy consumption by as much as 60 percent, while simplifying deployment, maintenance and day-to-day management.

All the features you need to minimize wait times — and maximize cashier productivity

The MP7000's next generation scanning performance and data capture features eliminate the exceptions and delays that lead to long wait times and frustrated shoppers.

- **Largest scan volume it its class:** Maximize scanning speed with true "swipe-and-go" simplicity — barcodes are captured as quickly as cashiers can slide items across the MP7000.

- **Integrated optional Customer Side Scanner for self-scanning:** Add a side scanner that makes it easy for shoppers to simultaneously scan any impulse buys, as well as their loyalty cards and coupons — whether they're printed on paper or displayed on their mobile phone. The result? Your store doesn't have to take on the liability of handling shopper's phones and cashiers can stay focused on completing the transaction without having to pause to scan the loyalty card or coupon.

- **Capture it all at the POS with lightning speed and simplicity:** With industry-leading imaging performance, the MP7000 can capture barcodes in any condition, images of a check, utility bill and items not on file, eliminating the time to enter exceptions.

  – Capture 1D and 2D electronic barcodes for instant capture of mobile coupons and loyalty cards.

  – Capture 1D and 2D printed barcodes on item labels — even if they are under plastic wrap, smeared or smudged, scratched, crinkled, faded, poorly printed, high density or low contrast.

  – Capture Digimarc® barcodes to maximize scanning simplicity — since the entire product is wrapped in invisible barcodes, cashiers don't need to spend time locating and positioning barcodes in the scanning zone.

  – Capture a photo of a check, utility bill, receipt, items that are not on file in your system and more with the press of a button.

- **Handheld companion scanners for easy in-cart scanning:** With Zebra's handheld scanners, your cashiers can remain in place behind the cashwrap yet easily capture bulky and large items in the cart. Cashier productivity is protected — there's no need to manually enter barcodes or step away from the register to capture the barcode on an item in the cart. Your shoppers don't need to lift heavy items, reducing your liability. And with Zebra's large grocery handheld scanner portfolio, there is a handheld scanner that will meet your feature needs and budget requirements.

The ultimate in TCO: the lowest operational cost in its class — and more

A smart investment, the MP7000 offers an unmatched industry-best TCO:

- **Minimal installation costs:** With three models to choose from — short, medium and long — there is an MP7000 that will drop right into your existing cashwrap, making it easy and cost-effective to upgrade your POS technology to achieve industry-best cashier productivity and customer satisfaction in your grocery stores.

- **Lowest cost to run:** Save money, reduce your operational costs and increase your 'green' score with the MP7000. Its Intelligent Illumination System activates only when an item is in the scan zone, reducing power by as much as 60% over competitive imagers, and up to 30% over competitive laser-based solutions.

- **Easy to service:** The MP7000 has been designed with fewer parts and components, reducing the number of parts you need to stock. And the upper housing can be removed without any tools, making it a snap to service.

- **Superior durability:** If the platter on your scanner scale is scratched, scanning performance erodes. That's why our platter comes standard with Sapphire glass, the most durable, scratch resistant glass available.

The second hardest material in the world, a 9 on the Mohs scale of hardness (used to test scratch resistance), offering the virtual scratch-proofing required to handle all-day everyday scanning. In addition, the MP7000 has no moving parts, providing the fewest failure points in this class, reducing repair requirements and increasing uptime.

- **Easy lifecycle management:** In addition, only Zebra offers powerful complimentary management tools with predictive diagnostics that make it easy to remotely manage every aspect of your solution: the MP7000 scanner and scale, the optional side scanner and the handheld Zebra scanner. And predictive diagnostics enable you to spot a burgeoning issue and proactively respond before it impacts productivity.

Deliver an Unsurpassed Checkout Experience for Customers and Cashiers

In order to deliver a superior checkout experience, you need to have the right combination of scanner features, performance and reliability. And with Zebra's MP7000 scanner scale, you will. The result? Peak efficiency in all of your POS lanes. Maximum cashier productivity. Shorter lines and wait times. And a great shopper experience at this last customer touchpoint, each time and every time.

IMPROVE CASHIER PRODUCTIVITY AND THE CUSTOMER EXPERIENCE IN EVERY CHECKOUT LANE.

FOR MORE INFORMATION PLEASE VISIT **WWW.ZEBRA.COM/MP7000**
OR ACCESS OUR GLOBAL CONTACT DIRECTORY AT **WWW.ZEBRA.COM/CONTACT**

A Complete Solution for the POS

When you choose the MP7000, you get the options you need to easily create a complete POS solution to meet all your POS needs — from a side scanner that allows your shoppers to scan electronic coupons displayed on their mobile phones and more, plus a handheld scanner to enable in-the-cart scanning flexibility. The result? Faster checkout and reduced liability — cashiers no longer need to handle shopper mobile phones and shoppers no longer need to lift heavy items out of the cart.
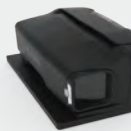
Choose the right-size model...

...and choose the options that best meet the needs of your store — and your budget.

Choose the model that drops right into your existing checkstand cutouts for easy installation. Scale options available for medium and long versions.

Optional Integrated Customer Side Scanner

The ultimate in self scanning at the manned POS.
Allows customers to simultaneously scan mobile coupons, loyalty cards, impulse buys and more — without slowing down your cashiers. This plug-and-play option can be easily added at any time. And complete integration into the MP7000 improves durability, deployment simplicity and your cashwrap aesthetics.

Value DS2200 Series Handheld Scanners

Affordability and simplicity delivered.
The corded DS2208 and the Bluetooth cordless DS2278 enterprise-class handheld scanners deliver the affordability your budget demands and the ease of use, simple deployment and painless management your business demands.

Premium DS8100 Series Handheld Scanners

The ultimate in performance, innovation and manageability.
Maximize cashier productivity and minimize device management time with this single premium class device. The corded DS8108 and the Bluetooth cordless DS8178 deliver unprecedented scanning performance, advanced data capture features — including Digimarc support — and unrivaled manageability. And an exclusive battery charge gauge, Wi-Fi Friendly mode and PowerPrecision+ battery provide workers with a superior wireless experience.