Magellan™ 9800i

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TABLE OF CONTENTS

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Marketing Information Guide   ✪DATALOGIC

1. Introduction

The Magellan™ 9800i imaging scanner is a revolutionary bar code scanner from Datalogic ADC. It is the first total digital imaging scanner on the market. Datalogic ADC leverages experience gained as the worldwide leader in the bi-optic bar code scanning market to create the first fully digital imaging scanner.

2. Positioning Statements

2.1. Family Positioning

The Magellan 9800i scanner will replace the Magellan™ 8500Xt scanner. The Magellan 8500Xt scanner is the top end of the fixed-position scanning offerings with the highest performance and throughput available in the Magellan family.

Other offerings from Datalogic are the Magellan™ 8300 and the Magellan™ 8400 scanner, a five-sided reader designed for seated cashiers and slightly lower throughput demands.

For medium throughput, Datalogic offers the single plane models: the Magellan™ 3200VSi vertical scanner and the Magellan™ 3300HSi horizontal scanner.
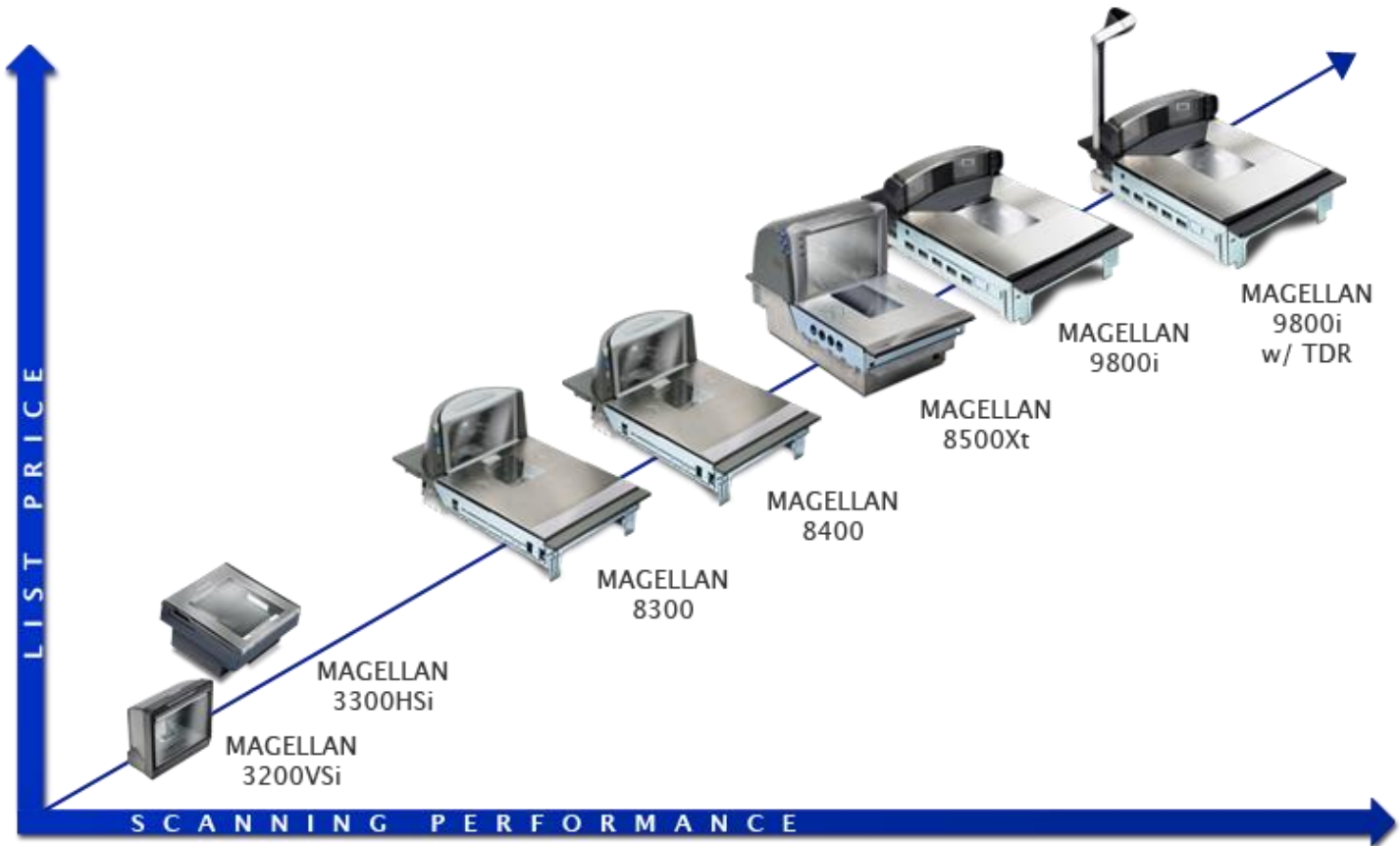
For presentation-type scanning or for reading 2D bar codes such as PDF codes on a driver's license or Data Matrix bar codes, the Magellan™ 800i, 1000i,1100i and 1400i on-counter digital imaging scanners are ideal for applications with reduced counter space and low item count per transaction.

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2.2. Product Positioning

3. General Description

3.1. Description

The Magellan 9800i scanner is a new 'higher class of bar code' scanner and scanner/scale. It is the world's first total digital imaging, high performance scanner for retail point-of-sale (POS). The 9800i scanner is designed to provide maximum scanning throughput for both 1D and 2D bar codes with high reliability and is offered with many value-added features to improve a retailer's bottom line.

The 9800i scanner is also designed to be used worldwide in grocery stores, supermarkets, hypermarkets, wholesale clubs, DIY and any retail environment requiring maximum scanning throughput.

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3.2. Product Overview

The Magellan 9800i scanner reflects Datalogic ADC's leadership in the fixed-position POS scanner market. It is a culmination of the lessons learned, beginning with the 2006 release of the Magellan 1000i, the world's first fixed-position digital imaging scanner, to the release of the 3200VSi / 3300HSi scanners in 2010.

The knowledge gained from these predecessors positioned Datalogic to be able to develop a high speed digital imaging system while other manufacturers are only capable of building hybrid scanners that only have 2D reading in one plane and in one specific area.

Datalogic made the decision to bypass a hybrid design when initial planning began in 2009. The key determination was the fact that in a few years, the market will see a large growth in 2D bar codes and those will be showing up at the POS more frequently. Cashiers should not have to slow down their scanning to identify which type of bar code is on an item and then have to orient it based on whether or not it is a 1D or 2D bar code.

From 'day one' of product development, the goal was to have all reading planes capable of reading 1D and 2D bar codes at full sweep scanning speeds without orientation based on code type.

Industrial Design

In addition to changing the way bar codes are scanned, the Magellan 9800i scanner was able to take advantage of the flexibility afforded by digital imaging technology and release a sleek, modern design that offers many new benefits.

The bonnet height on the scanner was lowered to an amazing 6.85 cm / 2.7 in, eliminating the barrier between the cashier and the customer and providing the ability to lower touchscreens to a more ergonomic position.

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This advantage is also reflected in self-checkout systems where the touchscreen can be lowered so that customers in wheelchairs can also reach the touchscreen easily.

Because cashiers listen for the good read tone for final acknowledgement of a good read, the audio speaker has been centrally mounted to improve audio ergonomics. At this ideal location, the output is directly towards the user. This allows the speaker to be heard with a lower volume setting and works better for those with hearing loss on one side or the other.

The bonnet has also been moved towards the back edge of the scanner, which increases the size of the platter by 20%. This gives cashiers more room to place long variable weight items on the scanner and for scanning larger bulk packs that are becoming more common. Finally, the depth below the counter was reduced to 10.0 cm / 4.2 in to allow for better ergonomics for seated scanning comfort.

Bar Code Scanning Performance

The Magellan 9800i scanner inherits the Magellan™ family's renowned reputation for performance and reliability which has made Magellan the number one high-performance retail scanner in the world.

Performance is maximized by utilizing <u>multiple</u> digital imagers with global shutters and Datalogic's patented Illumix™ illumination to perform high speed stop-action imaging without causing irritation to the cashier with bright lighting.

Digital imaging improves the ability to read highly truncated and damaged bar codes which can severely affect first-pass read rates and overall scanning throughput in a laser scanner.

The 9800i scanner reads all sides of an item as it flows through the large 15.4 x 10.1 cm / 6 x 4 in horizontal window that is ergonomically positioned for maximum cashier comfort. The full power of digital imaging is applied to all reading planes to improve 1D scanning of truncated and damaged bar codes as well as the ability to easily read 2D bar codes. Additionally, label stitching combines pieces of labels from different views into a single label, greatly improving first pass read rates.

Past laser scanner designs were only mediocre in reading items with bar codes on top. Due to laser system design restrictions, the top down reading function was restricted to a small volume close to the vertical window. The 9800i scanner has an optional supplementary 'Top Down Reader' that provides a large scan volume centered in the middle of the horizontal window. This virtually eliminates the need to orient top-marked items towards the vertical window. This provides for maximum speed when scanning and a minimum orientation for top-marked items, leaving cashiers fresher towards the end of a shift.

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The bottom line is that overall scanning throughput is maximized using the 9800i scanner for these key reasons:

- Total digital imaging provides higher first pass read rates than laser scanners.
- The 9800i scanner has digital imagers in all reading planes.
- The optional 'Top Down Reader' provides for seamless scanning of top–marked items.

Product Reliability

Datalogic ADC is known for having the most reliable laser bar code scanners in the industry. However, reliability is further increased with the 9800i scanner by the elimination of the spinning motor and laser diode that are resident in a laser or hybrid scanner. The 9800i scanner uses only solid state devices and has absolutely no moving parts. This means a reduction of in–lane down time and results in a lower total cost of ownership (TCO).

Magellan Scale Technology

The Magellan Scale Technology integrated scale uses a Mettler™ digital load cell for accurate weighing and high durability. The scale has several key features. Datalogic offers two weights / accuracy ranges. The **standard single interval scale** is applicable to standard grocery produce items. The **optional dual interval scale** is designed to allow a retailer to legally weigh low weight, high price–per–pound items such as specialty herbs and rare teas for increased revenues.

Single / Dual Interval (higher accuracy) weighing:

- Single Interval Scale
  - o Minimum Increment: 0.005 kg / 0.010 lb
  - o Scale Capacity: 0 – 15.0 kg / 0 – 30.0 lb

- Dual Interval Scale
  - o Minimum Increment
    - ▪ Range 1: 0.002 kg / 0.005 lb; Range 2: 0.005 kg / 0.010 lb
  - o Scale Capacity
    - ▪ Range 1: 0 – 6.0 kg / 0 – 13.2 lb; Range 2: 6.0 – 15.0 kg / 13.2 – 30.0 lb

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For installations in Europe, the Magellan 9800i scanner offers 'Price X Weight' adaptive scale options from Mettler, Bizerba, Herbert's and others. A second option is a 'Weight–only Scale' that works in conjunction with certified POS applications that perform the 'price x weight' function in the POS terminal. These weight–only scales are available as pre–verified scales from our certified factory and eliminate the additional cost and time of on–site calibrations in all EC countries.

Loss Prevention

Loss prevention is a key to restoring lost profits. The Magellan 9800i scanner addresses produce shrink at the POS with the patented, standard **All–Weighs™ scale platter** which provides an optional way for cashiers to place long produce without hanging off the scale, causing shrink / loss.

In the busy world of retailing (often with high cashier turnover), proper training does not always occur as it should. Datalogic recognized this and developed a way to use technology to automatically identify when produce is misplaced and extends beyond the scale platter onto adjacent surfaces, therefore causing shrink. This new technology is called **ScaleSentry™**.

ScaleSentry™ monitors the 2 primary sides of the scale platter with an infrared (invisible) beam for variable weight produce that is misplaced on the platter. If a cashier misplaces the produce, an alert will flash and the weight will not be transmitted to the POS until the issue is corrected. Correction is as simple as moving the produce so it rests only on the weigh scale platter. The transaction is then instantly processed and the cashier is ready for the next transaction.

With only a 0.5% reduction in variable weight shrink, a retailer can gain an average savings of $378,500 per year for every $1B in enterprise sales with the ScaleSentry™ monitoring system!

The 9800i scanner is designed to accept aftermarket EAS antennas from Checkpoint®, Nedap and Sensormatic®. Integrated EAS software reduces 'sweethearting' shrink at the POS by requiring a bar code to be read before the EAS tag deactivation function is activated. Performing EAS tag deactivation at the point–of–scanning reduces 'failure to deactivate' events at the exit doors, creating a friendlier atmosphere for customers.

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Mobile Commerce

Mobile commerce is increasing at a very high rate throughout the world. Much of this growth is powered by mobile coupons, downloaded and displayed on mobile phones and tablets.

The 9800i scanner provides a quick and easy solution to enable retailers to read and transmit this 1D or 2D data to their point-of-sale terminal. The optional mobile reader, mounted on the back side of the Top Down Reader, faces the customer for convenience. It has a dedicated 1.3 megapixel imager capable of reading digital coupons from illuminated mobile devices and paper based coupons with ease. It has a separate good-read indicator to notify the customer when a good read has occurred. This allows the customer to scan loyalty cards, gift cards and mobile coupons in parallel with the cashier scanning which maximizes throughput. To control false reads, an On/Off switch is placed on the face of the main scanner which the cashier can control when the e-commerce reader is activated. This reader can also be enabled / disabled by the POS.

This integrated reading system provides real value as it eliminates the need for an additional scanner with an enclosure, mounting hardware, power supply, interface cable and POS port. Just order the optional Top Down Reader with the e-commerce reader with your 9800i scanner and you are ready to begin reading mobile coupons!

Image Capture

Digital imaging not only brings higher first-pass read rates to bar code scanning, it brings the ability to do full image capture at the POS. Forward thinking opens up a lot of opportunities. Imagine when a cashier gets a 'not on file' message having the ability to image the item and send it to the back office to have the issue immediately corrected. Or imagine an image of a return receipt for a validation record of original purchase.

All of this and more will be available with the Top Down Reader module with its 1,280 x 1,024 pixel imager focused directly down over the horizontal window. A simple push of the button on the face of the scanner initiates an image capture and the file is saved on an SD card. File formats include .bmp and .jpeg with selectable grey scale.

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Data Management

Data management is essential for managing POS operations. The Magellan 9800i scanner has a 'label editing' feature that allows easy pre-formatting of data before delivery to the POS. Value-added features such as Diagnostics Reporting, Cashier Training™ and Productivity Index Reporting™ allow management to use additional data from the scanner to improve throughput and manage maintenance. Special EAS Reporting features provide immediate feedback on EAS management, including the ability to track EAS tagging compliance on a per item basis.

Remote management is fully supported with OPOS and JavaPOS compliant drivers. Interaction with Avalanche™ and IBM Director™ provide a simple means of gathering equipment record information as well as the ability to perform individual or enterprise wide host downloads of both application code and new configurations.

For smaller operations, Datalogic ADC offers two methods for easy lane-by-lane upgrading.

First is by utilizing the SD card port. Upgrading a scanner's application code and/or configuration is as simple as inserting an SD card into the conveniently mounted SD port under the platter and re-booting the scanner. You no longer have to remove the scanner from the check stand. This also eliminates the need to re-calibrate scanners with scales reducing your TCO.

Secondly, new files can be uploaded by connecting to the easily accessed micro USB port below the platter using Datalogic's OSP (On-Screen Programming). Datalogic OSP also allows you to generate your own configuration files to configure the scanner to your operational needs.

Serviceability

Although rarely needed, the 9800i scanner was designed to be easily serviced. Convenient lift handles are mounted under the platter for lifting the scanner out of the check stand. Cable connections are color coded to eliminate damaging misconnections, and the micro USB port and SD card port provide flexibility for connecting directly to the scanner.

The Magellan is the world's number one retail high performance scanner in performance, reliability and high-value features. And the Magellan 9800i scanner is a new class of high performance readers that set a new standard for digital imaging.

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4. Features and Benefits

4.1. Key Features and Customer Benefits

PRODUCT FEATURES	CUSTOMER BENEFITS
Maximum Scanning Throughput	Total digital imaging provides maximum throughput, resulting in more revenue per POS lane, reduced queues and better customer satisfaction
Magellan™ Scale Technology	- Fast scale settling time increases throughput on weighed items which account for 6% of all items sold in a standard grocery store - Adds the option of 'Dual Interval Weighing' to allow for the legal weighing of small, high-priced per weight items, increasing profits - Pre-verified scales that do not require calibration at installation in EC countries

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PRODUCT FEATURES (CONT.)	CUSTOMER BENEFITS
All–Weighs™ Scale Platter	The patented All–Weighs scale platter reduces produce shrink (sales loss) at the POS by providing two surfaces for cashiers to lay long produce such as celery, squash, cucumbers, etc., without having them touch adjacent surfaces, thereby getting an accurate weight
User Label Editing	This feature allows the end user to modify the transmission of the label data, such as GS1 DataBar™ Expanded, to fit specific applications by parsing the data as needed prior to transmitting to the POS
Multiple EAS Antenna Options	• Integrated Checkpoint and Nedap antenna • Jointly developed Sensormatic® after–market antenna • Interlock reduces shrink by ensuring that a good read occurs prior to tag deactivation • SmartSentry™ bi–directional EAS software enables configurable control over deactivation process
Space Savings Below the Counter Design	• Provides easy replacement of competitive scanners without any costly check stand modifications • More room below the counter for other equipment or seated checker
'Finger Friendly' Lift Handles	Makes it easier to install and remove the scanner from the check stand, reducing installation time
Contoured Enclosures	Eases daily cleaning below the platter and directs liquid spills away from sensitive electronics
Optional PreScan™ Queue–Busting Application Software	When paired with a Datalogic handheld wireless scanner, reduces queues by allowing cashiers to scan customers' items while they are waiting in line, thereby improving front end productivity

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5. Market Trends

5.1. Technology Trends

Over the past few years, 2D bar codes have seen an explosion in use. Everything from pharmaceuticals to bubblegum is being labeled with a 2D bar code. To be able to exploit the additional data that these labels contain, an imager-based scanner is the only solution.

Mobile couponing is becoming increasingly prevalent as social media connections lead to personalization of the shopping experience. Customers can load coupons onto their phone through a mobile app or web site, or they can even be offered instantly as a customer browses the aisles of a store. While there are many advancements being made in the distribution of mobile coupons, the bottom line is that retailers must have a way to redeem them. The customer-facing imager on the Top Down Reader provides a clean, elegant solution to the mobile couponing challenge.

Packaging design changes have resulted in truncated and small element size bar codes, which laser scanners are unable to read with great precision. Digital imagers are able to read these smaller bar codes with ease because the bar codes do not fall in the 'dead zones' between laser lines. An imager sees everything in the volume, not just what happens to fall under a scan line.

EAS continues to grow because of the reduced failure to deactivate occurrences and space savings

Scale technology continues to be extremely important to a store's bottom line. Approximately 6% of all items in a typical U.S. store are weighed, which makes this an ideal area to increase accuracy, throughput and sales.

6. Sales and Marketing Information

6.1. Product Ad Builders

Ad Builders are modular blocks of pre-approved copy which are provided to the channel for their individualized use. Examples include: Sales Catalogs, Newsletters, Presentations and localized Promotions. The text could also be used when making prospecting calls.

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100 Word Product Copy

Datalogic's Magellan™ 9800i scanner is a new class of scanner with digital imaging in all reading planes which provides for seamless reading of 1D and 2D labels. Digital imaging provides maximum scan pattern density that improves first-pass read rates on all types of labels. ScaleSentry™ and the All-Weighs™ scale platter reduce shrink on variable weight items and interactive connections with EAS systems help reduce loss at the POS. An integrated customer-facing mobile device reader supports reading of customer-generated data. A striking new design improves ergonomics with improved remote management and serviceability features. Magellan quality and reliability!

50 Word Product Copy

Datalogic's Magellan™ 9800i scanner is a new class of scanner with digital imaging in all reading planes providing seamless reading of 1D and 2D labels. An innovative, integrated, customer-facing mobile device reader, with SmartSentry™ and EAS for reducing shrink at the POS. Improved ergonomics and remote management support provide Magellan quality and reliability!

25 Word Product Copy

Magellan 9800i scanner is the first scanner with digital imaging in all planes, providing seamless reading of 1D and 2D labels. ScaleSentry™ and EAS help reduce shrink.

15 Word Product Copy

Magellan™ 9800i scanner with digital imaging in all reading planes with SmartSentry™ scale and Magellan reliability.

6.2. Channel Bullets

Target Audience: (Distributors, Channel or End User)

- Achieve maximum first pass read rates with digital imaging in all reading planes for seamless reading of 1D and 2D bar codes with the Magellan™ 9800i scanner. Get the full power of digital imaging for all bar codes read with a total digital imaging scanner from Datalogic ADC.
- With the ScaleSentry™ Shrink Monitoring / Prevention system activated and the All-Weighs™ platter design, produce shrink caused by oversized items incorrectly placed on the scale platter are virtually eliminated, providing a generous ROI for your Magellan™ 9800i scanner. The reduction of variable weight item shrink can enhance your bottom line.
- The Magellan 9800i scanner supports Electronic Article Surveillance (EAS) at the POS with either an integrated antenna or a design supporting an aftermarket EAS antenna. Interactive software / hardware includes Interlock or SmartSentry™ which allows control of EAS tag

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deactivation only when a bar code has been read and the sale has been captured. The 9800i scanner supports Checkpoint™, Sensormatic™ and Nedap™ EAS systems.

- An integrated customer-facing reader can read 1D and 2D mobile and paper coupons, customer loyalty cards and gift certificates. This provides real value by eliminating the need for an additional power supply and power plug-in, interface cable, mounting hardware and an additional port on your POS. Customer scanning can be done in parallel with your cashier scanning allowing for parallel processing to reduce total transaction times.
- The 9800i scanner class-leading design improves ergonomics with a lower bonnet height to allow for peripheral devices to be moved down to support ADA customers, a centered speaker for more balanced audio feedback and large, flush mounted control buttons to make interaction with the scanner easier and more intuitive. Diffused LED lighting eliminates harsh illumination hot spots for greater cashier comfort.
- Remote management is critical for efficient, enterprise wide management of peripheral devices. The Magellan 9800i scanner supports IBM™ Director and Wavelink™ Avalanche to gather asset data and health information from the scanner as well as the downloading of update firmware or scanner configurations.

To address the TCO from the service perspective, the Magellan 9800i scanner has the following features:

- A top side accessible Micro USB service port which means the scanner stays in the check stand for most service calls, including software upgrades, thereby reducing service time and scale re-calibration costs.
- The high speed USB service port increases data transfer times for faster retrieval of information and quicker firmware upgrade times.
- A top side accessible micro SD card slot enable the storage of problem label information, statistics on cashier performance, error codes and image capture files for later retrieval.

6.3. Elevator Pitches

Target Audience: Distributors, Channel and End Users (one pitch for each of these)

Distributors: The Magellan™ 9800i scanner is a new, higher class of high performance POS scanner. With digital imaging in all reading planes, the 9800i scanner eliminates any cashier confusion as to which plane to present an item with a 2D bar code. This unique feature will reduce a retailer's total transaction time. With the 9800i scanner the cashier can seamlessly scan both 1D and 2D bar coded items without forced orientation. In addition to this, the 9800i scanner has features that reduce shrink at the POS, an integrated customer facing mobile phone reader and comes in 3 lengths to fit any application.   The 9800i family of scanners and scanner/scales covers the Supermarket, Hypermarket, Tier 2-3 grocery and any other high volume verticals with a

flexible design that provides 5 or 6-side reading and options that allow you to fit the product to the customer's needs. And the Magellan 9800i scanner continues the Magellan reputation for quality and reliability.

Channel: The Magellan™ 9800i scanner is a new, higher class of high performance POS scanner. With digital imaging in all reading planes, the 9800i scanner eliminates any cashier confusion as to which plane to present an item with a 2D bar code. With the 9800i scanner, the cashier can seamlessly scan both 1D and 2D bar coded items without orientation. This will improve a retailer's total transaction time. The 9800i scanner comes in 3 lengths, a 5-side reader or a 6-side reader. For future upgrades it has a conveniently positioned, under the platter SD card port for downloading new application codes or various other host download options. This gives resellers options to fit a customer's needs. The 9800i scanner has features that reduce shrink at the POS, an integrated customer-facing mobile phone reader and comes in 3 lengths to fit any application. The Magellan 9800i scanner continues the Magellan reputation for quality and reliability, thereby reducing after-sale service support.

End User: If you want a next generation bar code scanner that will not become obsolete anytime in the near future, look at Datalogic's Magellan™ 9800i scanner. It is the only bar code scanner that can read 1D and 2D bar codes in all reading planes. With digital imaging in all reading planes, the 9800i scanner eliminates any cashier confusion as to which plane to present an item with a 2D bar code. With the 9800i scanner the cashier can seamlessly scan both 1D and 2D bar coded items without orientation. This will improve a retailer's total transaction time. In addition to this, the 9800i scanner has features such as ScaleSentry™ to monitor produce placed off the scale platter during weighing transaction and multiple EAS features, all of which can contribute to shrink reduction at the POS. Additionally, there is an integrated customer-facing mobile phone reader that sets you up to engage in mobile commerce and the scanner comes in 3 lengths to fit any application. The refreshing, bold new design of the 9800i scanner conveys that your store is investing in the best technology to provide a good customer experience. The Magellan 9800i scanner continues the Magellan reputation for quality and reliability!

6.4. Email Template Copy

Use the 50 or 100 word product copy.

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7. Warranty and Service Information

7.1. Factory Warranty

The factory warranty on the Magellan 9800i scanner is 1 year for end users and 15 months for value–added resellers or OEM's.

7.2. Maintenance Agreements

The same standard maintenance agreements available on the Magellan™ 8500Xt scanner will be available on the 9800i scanner. Those options are shown below.

EASEOFCARE 5 Day Program

The EASEOFCARE 5 Day program will uplift the factory warranty. EASEOFCARE 5 Day will be available in three and five–year terms with 1 year renewal. Availability in each region is to be determined by Service Operations in conjunction with Service Marketing and the region's Service or Country Manager. Target turnaround time for this program will be within five Datalogic ADC business days after receipt of the device to be repaired at a Datalogic ADC Repair Depot.

EASEOFCARE 2 Day Comprehensive Program

The EASEOFCARE 2 Day Comprehensive program will uplift the factory warranty. EASEOFCARE 2 Day Comprehensive will be available in three and five–year terms with 1 year renewal. Availability in each region is to be determined by Service Operations in conjunction with Service Marketing and the region's Service or Country Manager. Target turnaround time for this program is within two Datalogic ADC business days after receipt of the device to be repaired at a Datalogic ADC Repair Depot. Datalogic ADC pays Express air freight both from and to our customer in most regions.

EASEOFCARE Overnight Replacement Comprehensive

The EASEOFCARE Overnight Replacement Comprehensive (next day replacement) program will be available in three and five–year terms with 1 year renewal. Availability in each region is to be determined by Service Operations in conjunction with Service Marketing and the region's Service or Country Manager. EASEOFCARE Overnight Replacement Comprehensive for European markets will be developed if deemed necessary per the V.P. of European Sales with the assistance of Service Operations. Datalogic ADC pays overnight air freight to our customer and ground freight for the return.

7.3. Technical Support

Datalogic ADC's worldwide technical support will be available for the Magellan 9800i scanner.

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8. How to Order

The product numbering on the Magellan 9800i scanner is different than previous products because of the significant technology differences and because of the availability of new options.

8.1. Scale Definitions

As Datalogic expands its scale offerings, you will be exposed to new terms for different capability scales.

SCALE TYPE	CAPACITIES AND INTERVALS	APPLICATIONS
Single Interval	.2 lb (100 g) – 30 lb (15kg) x .01lb (.005 kg)	Standard POS scale application
Dual Interval (increased price option)	0.1 lb (40 g) – 13.2lb (6kg) x .005 lb (.002kg) 13.2 lb (6kg) – 30lb (15kg) x .01lb (.005 kg)	Legal weighing of small/high priced items weighing between 0.1lb (40 g) and 0.2 lb (100 g) allowing for increased sales and profits

To make your Magellan 9800i scanner ordering easier, follow the steps below to develop your top level product number.

8.2. Product Configurations for Scanners / Scales

- Scanner–scales are now 'Class 982' for non pre–verified scales and 'Class 984' for scales that are factory pre–verified per EC standards.
- Determine if you want ScaleSentry™. Please note that this feature is only available on **scale / adaptive scale systems**. It is not available on scanner only systems.
- Determine if you want a Top Down Reader and which height (7 in or 12 in) best suits the application.

Scanner / Scale Matrix

Top Level Part Number Breakdown: AAABBCCDDEE–FFGHII

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IDENTIFIER	DESCRIPTION
AAA	**CLASS CODE (SCALE TYPE)** • Non Pre-Verified (982) • Pre-Verified per EC Standards (984)
BB	**SELECT THE SOFTWARE CONFIGURATION FOR THE UNIT** • Scale Display • No Scale Display
CC	**LENGTH / MOUNT TYPE / GLASS** • Medium and Long Configurations • Shelf and Flange Mounts • Sapphire (LLT) and Datalogic Clear™ Glass
DD	**SELECT THE SCALE SOFTWARE AND REGULATORY LABEL MARKINGS FOR A SPECIFIC COUNTRY**
EE	**SOFTWARE FEATURES** • ScaleSentry™ • EAS
-FF	**SELECT THE DISPLAY NEEDED BY THE CUSTOMER (ENGLISH OR METRIC)** • No Display • Single Head Display / Single Interval • Dual Head Display / Single Interval • Single Head Display / Dual Interval • Dual Head Display / Dual Interval **Note: Selection must match software configuration selection made in BB**
G	**TOP DOWN READER WITH MOBILE COMMERCE** • 7.0 inch (short) • 12.0 inch (tall)
H	**SELECT THE STYLE OF POWER BRICK AND CONNECTOR**
II	**SELECT THE POS INTERFACE AND CABLE TYPE (SCANNER AND SCALE DATA) CALL TECHNICAL SUPPORT FOR HELP** • RS-232 Standard • RS-232 Wincor Nixdorf • RS-232 Single Cable • IBM Port 17 • Retail USB

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8.3. Ordering a Scanner Only

- Scanner Only is 'Class 981'.
- Determine if you want ScaleSentry™. Please note that this feature is only available on **scale / adaptive scale systems**. It is not available on scanner only systems.
- You will need to determine if you want a Top Down Reader and what height best suits the application.

Scanner Only Matrix: Top Level Model Number Breakdown: AAABBCCDEE–FGHII

IDENTIFIER	DESCRIPTION
AAA	**CLASS CODE** • Scanner Only (981)
BB	**SELECT THE SOFTWARE CONFIGURATION** • Standard Scanner Only • Adaptive Scale • Other (Custom)
CC	**LENGTH / MOUNT TYPE / GLASS** • Short, Medium, and Long Configurations • Shelf and Flange Mounts • Sapphire (LLT) and Datalogic Clear™ Glass
D	**SCALE TYPE** • None; Adaptive Scale
EE	**SOFTWARE FEATURES** • ScaleSentry™; EAS
–F	**RESERVED FOR FUTURE ENHANCEMENTS**
G	**TOP DOWN READER WITH MOBILE COMMERCE** • 7.0 inch (short) • 12.0 inch (tall)
H	**SELECT THE STYLE OF POWER BRICK AND CONNECTOR**
II	**SELECT THE POS INTERFACE AND CABLE TYPE (SCANNER AND SCALE DATA) CALL TECHNICAL SUPPORT FOR HELP** • RS–232 Standard • RS–232 Wincor Nixdorf • RS–232 Single Cable • IBM Port 17 • Retail USB • USB Keyboard

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8.4. Sample Product Configurations

PART NUMBER	DESCRIPTION
98202040120–003213	Scanner Scale, Long Datalogic Clear™ Glass Platter, US/PR Scale, No Display, Single Interval, Short TDR with Mobile Commerce, US Standard Brick/Cord, RS–232 Standard Cables
98202040122–000242	Scanner Scale, Long Datalogic Clear™ Glass Platter, US/PR Scale, No Display, Single Interval, US Standard Brick/Cord, IBM Port 17 Cable, EAS
98201030420–014231	Scanner Scale, Long Sapphire Platter, Canada Scale with Single Display, Single Interval, Tall TDR with Mobile Commerce, US Standard Brick/Cord, RS–232 Single Cable
98201030122–013231	Scanner Scale, Long Sapphire Platter, US/PR Scale with Single Display, Single Interval, Short TDR with Mobile Commerce, US Standard Brick/Cord, RS–232 Single Cable, EAS
98201030120–014212	Scanner Scale, Long Sapphire Platter, US/PR Scale with Single Display, Single Interval, Tall TDR with Mobile Commerce, US Standard Brick/Cord, RS–232 Cables
98202030120–000251	Scanner Scale, Long Sapphire Platter, US/PR Scale, No Display, Single Interval, US Standard Brick/Cord, Retail USB Cable
98401023220–114331	Scanner Scale, Medium Datalogic Clear™ Glass Platter, EU Pre–Verified Scale with Single Display, Dual Interval, Tall TDR with Mobile Commerce, EU Standard Brick/Cord, RS–232 Single Cable
98201020220–103331	Scanner Scale, Medium Datalogic Clear™ Glass Platter, EU Scale (non pre–verified) with Single Display, Single Interval, Short TDR with Mobile Commerce, EUR Power Brick/Cord, RS–232 Single Cable
98401013220–134312	Scanner Scale, Medium Sapphire Platter, EU Pre–Verified Scale with Dual Display, Dual Interval, Tall TDR with Mobile Commerce, EUR Standard Brick/Cord, RS–232 Cables
98202010222–000351	Scanner Scale, Medium Sapphire Platter, EU Scale (non pre–verified), No Display, Single Interval, EUR Standard Brick/Cord, Retail USB Cable, EAS

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Marketing Information Guide ❖DATALOGIC

PART NUMBER (CONT.)	DESCRIPTION
9810120121–03513	Scanner Only, Long Sapphire Platter, Short TDR with Mobile Commerce, IT/CHI Power Brick/Cord, RS–232 Standard Cable, EAS
9810120120–04242	Scanner Only, Long Sapphire Platter, Tall TDR with Mobile Commerce, US Power Brick/Cord, IBM46XX Cable
9810110121–04321	Scanner Only, Med Sapphire Platter, Tall TDR with Mobile Commerce, EUR Power Brick/Cord, RS–232 WN Cable, EAS
9810110120–03242	Scanner Only, Medium Sapphire Platter, Short TDR with Mobile Commerce, US Power Brick/Cord, IBM46XX Cable
9810110120–00250	Scanner Only, Medium Sapphire Platter, US Power Brick/Cord, Retail USB I/F, No Cable
9810101121–00351	Scanner Only, Short Sapphire Platter, EUR Power Brick/Cord, Retail USB Cable, EAS
98202040120–003213	Scanner Scale, Long Datalogic Clear™ Glass Platter, US/PR Scale, No Display, Single Interval, Short TDR with Mobile Commerce, US Standard Brick/Cord, RS–232 Standard Cables
98202040122–000242	Scanner Scale, Long Datalogic Clear™ Glass Platter, US/PR Scale, No Display, Single Interval, US Standard Brick/Cord, IBM Port 17 Cable, EAS
9810101121–04421	Scanner Only, Short Sapphire Platter, Tall TDR with Mobile Commerce, AUS Power Brick/Cord, RS–232 WN Cable, EAS
9810211220–04313	Adaptive Scale, Medium Datalogic Clear™ Glass Platter, Tall TDR with Mobile Commerce, EUR Power Brick/Cord, RS–232 Standard Cable
9810210220–00310	Adaptive Scale, Medium Sapphire Platter, EUR Power Brick/Cord, RS–232 Standard I/F, No Cable
9810210221–00321	Adaptive Scale, Medium Sapphire Platter, EUR Power Brick/Cord, RS–232 WN Cable, EAS
9810210220–03313	Adaptive Scale, Medium Sapphire Platter, Short TDR with Mobile Commerce, EUR Power Brick/Cord, RS–232 Standard Cable

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8.5. Accessories

PART NUMBER	DESCRIPTION
11–0209	Checkstand Fill Kit: Model 8501 & 8502 from NCR 7870/7875
90ACC0085	Short (7") Top Down Reader with Mobile Commerce
90ACC0079	Tall (12") Top Down Reader with Mobile Commerce
90ACC0078	Universal Power Supply (requires power cord)
6003–0927	Power Cord, 100V, Japan
6003–0932	Power Cord, 110V, US T&L
6003–0941	Power Cord, 110V, US Standard
6003–0925	Power Cord, 220V, Australia/Argentina
6003–0940	Power Cord, 220V, Europe
6003–0924	Power Cord, 220V, Italy/Chile
6003–0923	Power Cord, 240V, UK
6003–0942	Power Cord, Brazil
90ACC0084	US Power Supply Kit (includes supply and standard power cord)

9. Frequently Asked Questions

Q: What is unique about the Magellan 9800i scanner?

A: The Magellan 9800i scanner is the world's first high performance, digital imaging scanner that has digital imaging in all reading planes, unlike a 'hybrid' scanner that only has digital imaging in the vertical plane.

Q: What is the advantage of digital imaging in all reading planes compared to a 'hybrid' scanner?

A: First of all with a full digital imager you get the reading power of digital imaging in every plane and that greatly improves the reading of truncated and poorly printed labels thereby increasing first pass read rates on both 1D and 2D bar codes. If you can read 2 hard–to–read items on the first pass out of 100 items read, that is a 2% increase in throughput!

In addition, the fact that you have 2D reading in all planes eliminates the problem with a hybrid scanner where the cashier must always think about what label is on an item and then orient any 2D label to the vertical window. This slows down scanning speed and causes poor ergonomics.

Datalogic ADC, Inc.
REVISION A

Confidential Proprietary Information

MIG–MAGELLAN9800i–EN
Page 23 of 26

www.globalvision.com.vn

Marketing Information Guide   ✛DATALOGIC

Q: What else has Datalogic done to the 9800i scanner to reduce scanning times?

A: Past laser scanners required the associate to tilt top marked items to get a good read. With the innovative optional Top Down Read module, the 9800i scanner has eliminated the need to orient top marked items to the vertical window. This again improved the First Pass Read Rate and improved ergonomics.

Additionally, with the 9800i 'Targeted Scan Zone' concept associates are encouraged to use good scanning technique and pass the items directly through the scan volume of the scanner instead of orienting to the vertical window while missing the horizontal window.

Q: What other innovations does the Magellan 9800i scanner have?

A: First there is the optional customer-facing reader that can read 2D bar codes from mobile devices such as mobile phones and tablets as well as customer loyalty cards, paper coupons and impulse purchase items. The customer-facing reader can be used in parallel with the cashier scanning to reduce total transaction time. This is a very quick and effective way for a retailer to get into the fast growing mobile commerce trend. This eliminates the need to purchase a separate scanner with another power supply, interface cable and use another port on the POS. And it eliminates the cost of designing mounting hardware and the expense of installing it. This is significantly better than a 'hybrid' scanner that requires you to choose where you want to read 2D codes. You have to choose between the cashier or the customer. With the Magellan 9800i scanner, you can have both!

The Top Down Reader module can also perform image capture on items as needed. This function takes a full 1.3 megapixel image in 256 grayscale in .jpg, .bmp or .tiff file formats and can send it to the POS. The function is controlled by either a command from the POS host or a press of the button on the face of the scanner.

Examples of what can be imaged and sent to the POS are as follows.

- Driver's License for age validation on alcohol sales
- Boarding cards in Duty Free stores
- Return receipts
- Photo of damaged goods

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Q: What have you done to lower the total cost of ownership (TCO)?

A: In order to reduce the time to service a product, the Magellan 9800i scanner has a Service Port and a Micro SD card conveniently located under the platter to allow access without removing the scanner from the Checkstand. These features provide an easy access way to do service diagnostics or perform upgrades to the application software and scanner configuration.

Diagnostics and upgrades can be performed by plugging a portable computer into the micro USB port and using the Magellan™ On Screen Programming (OSP) application. If only a software application update or configuration change is needed, simply plug in a prepared Micro SD card, boot up the scanner and it will automatically update software and configuration.

In many cases it is not possible for service personnel to get to a store to do service immediately. To allow for store level personnel to change the scanner out themselves, all of the connection ports and cable are color matched. This means you simply plug the cable with the red marking into the port with the red marking or green to green, etc. This reduces down time in the store and minimizes queues.

Q: Will this product have the Magellan All-Weighs™ scale platter to reduce produce shrink at the POS?

A: Yes, and in addition to that, the bonnet has been moved back to provide more room for long produce and was lowered to 6.8 cm / 2.7 in to make it easier to use the patented All-Weighs platter.

10. Summary

The Magellan™ 9800i imaging scanner from Datalogic is the world's first digital imaging, high-performance scanner for retail point-of-sale. This new class of bar code scanners and scanner / scales is designed to provide maximum throughput for both 1D and 2D bar codes at full sweep-scanning speeds without item orientation based on code type.

The full power of digital imaging is applied to all reading planes and improves 1D reading of truncated and damaged bar codes as well as the ability to read 2D bar codes in any location. Label stitching combines pieces of labels from different views into a single label, which greatly improves first pass read rates.

In addition to revolutionizing the way bar code data is captured, the Magellan 9800i scanner was able to take advantage of the flexibility afforded by digital imaging technology and release a sleek new modern design that offers many new benefits to resellers.

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