DESIGNED FOR DISCRIMINATING TASTES

The scanner with both looks and performance

The retail industry is all about perception. According to a recent study by KRC research, executives estimate that, on average, 60% of their market value is attributable to reputation.[1] Basically, the better a brand is received, the more likely people are to buy, and store design plays a crucial role. From the moment shoppers walk through the doors, to the point of purchase, aesthetics are affecting sales, so it is crucial to capitalize on every interaction, particularly at the POS. Cu rrent scanner technology, however, is limited: most high-performing, enterprise models are industrial looking, while more attractive, consumer-based technology is not built for commercial use. With Zebra, your prospects no longer have to settle for one or the other. Introduce them to the DS4800 Series and offer the best of both worlds.

---

[1] The Company Behind the Brand: In Reputation We Trust. Rep. N.p.: n.p., n.d. Friday Five: Corporate Reputation and Brand Perception - Two Sides of the Same Coin. Weber Shandwick. Web. 3 Sept. 2013.
<http://prsay.prsa.org/index.php/2012/08/03/friday-five-corporate-reputation-and-brand-perception-two-sides-of-the-same-coin/>.

YOUR PROSPECT'S OBJECTIVE: MAKE A LASTING IMPRESSION

Barriers to reaching objective

- Current commercial or industrial-looking scanners may affect the overall customer experience in retail locations for whom brand and ambiance are important.

- Traditional scanner beep tones may negatively impact the customer experience rather than enhance the environment.

Solution

- Sleek, contemporary form factor

- Melodic tones

- Alpine white or midnight black options with modern Intellistand

NEGATIVE IMPACT

TODAY'S CUSTOMER POS EXPERIENCE IS NOT CONSISTENT WITH THE REST OF THE STORE

POSITIVE IMPACT

COHESIVE, COMPLEMENTARY CHECKOUT APPEARANCE

SUPPORTING STATISTICS

There's a positive correlation between store design/atmosphere and customer sales.[2]

TALKING POINTS

In an increasingly competitive retail environment, a customer's perception can be the difference between a lost or a made sale. The DS4800 Series allows retailers to refine their POS with a modern, attractive scanner: the finishing touch on the store atmosphere they work so hard to perfect.

COHESIVE, COMPLEMENTARY CHECK-OUT EXPERIENCE — With the DS4800 Series, your prospects' POS becomes a part of the overall brand and customer experience. The sleek, contemporary form factor is different than anything else on the market, and when combined with the modern Intellistand, it's sure to catch every customer's eye. Since it comes in both alpine white or midnight black, retailers can match the scanner to the look of their store. Combined with unique, melodic tones in place of the traditional beep tones shoppers are used to, the DS4800 Series is the perfect complement for a store atmosphere that must deliver a higher standard.

[2] Banat, Aghnia, and Harimukti Wandebori. Store Design and Store Atmosphere Effect on Sales Per Visit. Rep. 2nd International Conference on Business, Economics, Management and Behavioral Sciences, 14 Oct. 2012. Web. 4 Sept. 2013. <http://psrcentre.org/images/extraimages/1012545>.

Your prospect's objective: exceed customers' service expectations

BARRIERS TO REACHING OBJECTIVE

Available enterprise scanners are commonly industrial looking and consumer-based technology, while attractive, is not usually built for commercial use.

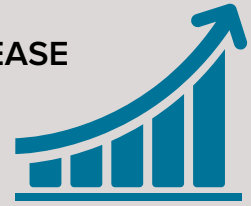## SOLUTION

Exceptional performance, reliability and lifecycle

NEGATIVE IMPACT

TODAY'S RETAILERS ARE OFTEN MADE TO CHOOSE BETWEEN LOOKS AND PERFORMANCE

POSITIVE IMPACT

INCREASED SPEED, PRODUCTIVITY AND EASE

SUPPORTING STATISTICS

If they feel it isn't moving fast enough, shoppers are likely to abandon a line after the first two or three minutes.[3]

If a line moves slowly, customers will be dissatisfied not only with the wait but sometimes, the store itself.[3]

Faster checkouts boost customer loyalty, cited as one reason for increased earnings.[4]

TALKING POINTS

While an attractive store has its advantages, a fast, accomodating checkout helps keep retailers in business. The DS4800 Series features all the high-performance capabilities your prospects expect of a Zebra scanner, without compromising their store aesthetics. Retailers can satisfy customers' service expectations as well as their discriminating tastes, keeping the checkout line moving quickly and sales up.

INCREASED PRODUCTIVITY AND EASE — The DS4800 Series has both 1D and 2D bar code capabilities with exceptional performance on paper, mobile and even poorly printed or overwrapped bar codes. The capacitive-touch trigger enables quick, simple handheld functionality, while the Intellistand provides an equally effective hands-free option. A faster checkout is only one of the benefits, however. With its enterprise-grade design, the DS4800 Series is also reliable, so your prospects can expect the added savings of a longer lifecycle.

[3] Smith, Ray A. "Find the Best Checkout Line." The Wall Street Journal. N.p., 8 Dec. 2011. Web. 3 Sept. 2013. <http://online.wsj.com/article/SB10001424052970204770404577082933921432686.html>.
[4] Coolidge, Alexander. "New Technology Helps Kroger Speed Up Checkout Times." USA Today. N.p., 20 June 2013. Web. 3 Sept. 2013. <http://www.usatoday.com/story/money/business/2013/06/20/new-technology-helps-kroger-speed-up-checkout-times/2443975/>.

Your prospect's objective: brand every encounter

BARRIERS TO REACHING OBJECTIVE

- Inability to add logo and colors to generic scanners

- Feedback tones are not customizable

SOLUTION

- Customizable bezel which can be branded with logo and colors

- Customizable feedback tones with brand-related options (e.g. jingle)

NEGATIVE IMPACT

TODAY'S POS DOES NOT LEVERAGE THE RETAILERS' BRAND EQUITY

POSITIVE IMPACT

INTEGRATED BRAND AND CHECKOUT EXPERIENCE

SUPPORTING STATISTICS

Marketers cannot motivate sales without first establishing brand awareness.[5]

Exposure to a brand at checkout has a direct, positive correlation to a customer's likeliness to purchase.[6]

TALKING POINTS

The POS is the most common point of interaction between sales associates and customers, and where shoppers are most likely to be watching that associate's every move. To capitalize on this critical moment, the DS4800 Series allows retailers to brand their scanner, increasing brand awareness throughout the POS experience.

INTEGRATED BRAND AND POS – Now your prospect's brand can be integrated into every element of the store experience. Depending upon order size, the DS4800 Series can be customized with a retailer's logo, store colors and feedback tones, adding to brand awareness at the POS and your prospect's overall cohesive store experience.

---

[5]   Lenskold, Jim. "Can Brand Awareness Generate Measurable ROI?" Lenskold Group, Jan. 2011. Web. 3 Sept. 2013.
<http://www.lenskold.com/content/articles/lenskold_jan11.html>.
[6]   Chandon, Pierre, J. W. Hutchinson, Eric T. Bradlow, and Scott H. Young. "Does In-Store Marketing Work?" Journal of Marketing 73 (2009): 1-17. American Marketing Association, Nov. 2009. Web. 3 Sept. 2013. <http://bear.warrington.ufl.edu/weitz/mar7786/Articles/instore%20marketing>.

FOR MORE INFORMATION, VISIT WWW.ZEBRA.COM/DS4800.