MaxiScan 2300 VS Sales Guide

MaxiScan™ 2300 VS

Intermec

A **UNOVA** Company

1. Introduction

The MaxiScan 2300VS is an innovative vertical food retail scanner, especially designed for supermarket, hypermarket, small and medium size grocery type stores scanning.

Main benefits of this scanner are:

- Exceptional omni-directional reading performances, thanks to an innovative scan pattern of 20 lines and 2,000 scan/s. It is adapted to both pass-through and presentation scanning.

- Very easy to integrate into P.O.S. systems: the M2300VS has one of the smallest footprints available and can be turned inside its housing for maximum adaptability.

- The M2300VS has been designed with the user in mind: this is why it benefits from a 30 cm depth of field and that the scan pattern is directed towards the flow of goods. The combination of these factors assures first time reading and maximizes user comfort.

- The M2300VS is extremely reliable: with an MTBF (Mean Time Between Failure) of 30,000 hrs, it is far ahead of the competition.

The following document aims to be a sales tool by providing information on the pros and cons of the M2300VS against our competitors.

Good Selling!

2. M2300VS vs. PSC VS 1200

	M2300VS	VS 1200

Performance		
Scan lines: total	20	18
Horizontal - lines	4	6
Vertical - lines	8	6
Diagonal - lines	8	6
Scan lines per second	2000	1350
Lines per second comparison	100%	68%
Scan depth of field (cm) UPC 100%	22	20
Scan depth comparison	100%	90%

Dimensions		
Dim. (L*W*D cm) *without stand*	21x18,3x7	15.2x16.5x10.8
Size (L*W*D cm)	2690	2709
Size Comparison	100%	100%
Weight (kg)	1.2	1.6
Weight Comparison	100%	133%

Optical Mechanical Inf.		
Wave length light source (nm)	670	670
Type source (VLD)	y	y
Round per minute	6000	4500
	100%	75%

Electrical		
Power supply (int./ext.)	External	External
Power (W)	7.2	9.7
Operating current	12V/600mA	12V/800mA
Supply voltage (VAC)	100 - 250	120 - 220
Number of service parts	2 board/ 1motor	3 boards/1motor
MTBF (hours)	30000	Unknown

PSC VS 1200		
FEATURES THEY CLAIM	**BENEFITS THEY CLAIM**	**OUR COUNTER ARGUMENTS**
True vertical scanner - specifically designed to increase productivity and profitability.	Ideal for high-volume food retail markets.	The M2300VS is especially designed for accurate and high throughput reading. Specific pattern creates ideal situation for the retail market.
The smallest high-performance scanner available.	The VS1200 can be installed with little or no modification.	The M2300VS is the flattest vertical scanner on the market place: therefore valuable space is saved at the check-out.
Peripheral port available.	Scans large, bulky items.	The M2300VS can also connect a handheld scanner: its peripheral port can also be used for other devices.
The design maximizes ergonomics with a large "sweet spot."	For easy scanning right-to-left or left-to-right, and its well defined read zone minimizes accidental scans.	Due to the innovative scan pattern *(see last section)* the M2300VS scan performance is unequalled.
Available with an optional, integrated EAS deactivation antenna.	Allows cashiers to scan barcode labels and deactivate EAS tags with one smooth motion.	The M2300VS offers an EAS integrated deactivation antenna and an optional Interlock (intelligent deactivation) Cable.

3. M2300VS vs. Symbol LS-5700

	M2300 VS	LS-5700

Performance		
Scan lines: total	20	16
Horizontal - lines	4	
Vertical - lines	8	
Diagonal - lines	8	16
Scan lines per second	2000	1600
Lines per second comparison	100%	80%
Scan depth of field (cm) UPC 100%	22	20
Scan depth comparison	100%	90%

Dimensions		
Dim. (L*W*D cm) *without stand*	21x18,3x7	15.2x15.2x9.8
Size (L*W*D cm)	2690	2264
Size Comparison	118%	100%
Weight (kg)	1.2	1.1
Weight Comparison	109%	100%

Optical Mechanical Inf.		
Wave length light source (nm)	670	670
Type source (VLD)	y	y
Round per minute	6000	6000

Electrical		
Power supply (int./ext.)	External	External
Power (W)	7.2	3.0
Operating current	12V/600mA	12V/600mA
Supply voltage (VAC)	100 - 250	120 - 220
Number of service parts	2 board/ 1motor	3 boards/1motor
MTBF (hours)	30000	Unknown

Symbol LS-5700

FEATURES THEY CLAIM	BENEFITS THEY CLAIM	OUR COUNTER ARGUMENTS
Aggressive first pass read rate for excellent performance on low contrast, damaged and poorly printed symbols.	Fast scanning speeds shopper through checkout	The M2300 reads bar codes simultaneously. Damaged and out of spec codes are decoded easily.
Omni-directional dense scan pattern reduces movement needed to scan bar codes.	Reduces need for manipulating items, increasing comfort while speeding scanning.	Innovative M2300VS scanning does the job resulting in a high read rate and higher throughput. Denser scan pattern.
Easy to use.	Minimizes costly time consuming training.	Because the M2300 anticipates user's reaction, minimized training is required.
Scanner goes into automatic sleep mode when not in use but wakes up in pass of a bar code.	Reduces power demands and extends scanner life.	The M2300 benefits from a programmable sleep mode, Enabling it to control the scanner waking-up, instead of constantly reviving it with a pass of a bar code.
Adjustable beeper volume and frequency.	Adjust to ambient noise levels.	This is a standard feature on the M2300VS.

4. M2300VS vs. Metrologic MS 700i

	M2300VS	MS700i

Performance		
Scan lines: total	20	20
Horizontal - lines	4	4
Vertical - lines	8	8
Diagonal - lines	8	8
Scan lines per second	2000	2000
Lines per second comparison	100%	100%
Scan depth of field (cm) UPC 100%	22	17.8
Scan depth comparison	100%	80%

Dimensions		
dim. (L*W*D cm) *without stand*	21x18,3x7	16.5x16.5x7.62
Size (L*W*D cm)	2690	2075
Size Comparison	177%	100%
Weight (kg)	1.2	1.13

Optical Mechanical Inf.		
Wave length light source (nm)	670	670
Type source (VLD)	y	y
Round per minute	6000	6000

| Electrical		
Power supply (int./ext.)	External	External
Power (W)	7.2	8,4
Operating current	12V@600mA	24V@350mA
Supply voltage (VAC)	100 - 250	120 - 220
Number of service parts	2 board/ 1motor	4 boards/1motor
MTBF (hours)	30000	Unknown

| FEATURES THEY CLAIM	OUR COUNTER ARGUMENTS
Available with handheld scanner option.	Unnecessary thanks to unique scanning concept that does the job.
Small size and footprint.	Smaller size and footprint.
Dense, high-speed scan pattern.	Denser scan pattern. Larger depth of field creating a high scan performance and high first read rate.
Simple installation.	Easy installation. Fits all scanner check-outs (with or without stand).
Auto-discriminates all common bar codes.	Reads bar codes simultaneously. Damaged and out of spec codes are decoded easily. Extensive programming options.
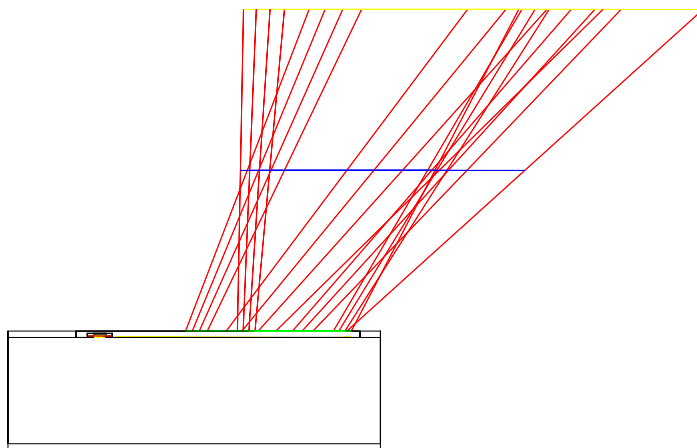
Bottom view
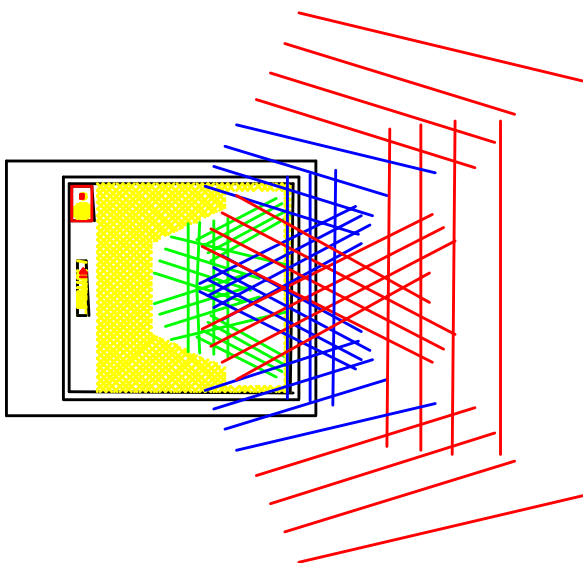
Pattern on window, 100mm and 200mm.

Why M2300VS comfort and productivity are maximized?

Designed for the food retail market, the scan pattern ensures cashiers an ergonomic and safe working area where wrist movements are brought down to a minimum. Finally resulting in less operator fatigue. Especially in those markets where cashiers work at least 5 days a week, 8 hours a day, it prevents from injuries provoked by inappropriate scanning techniques.
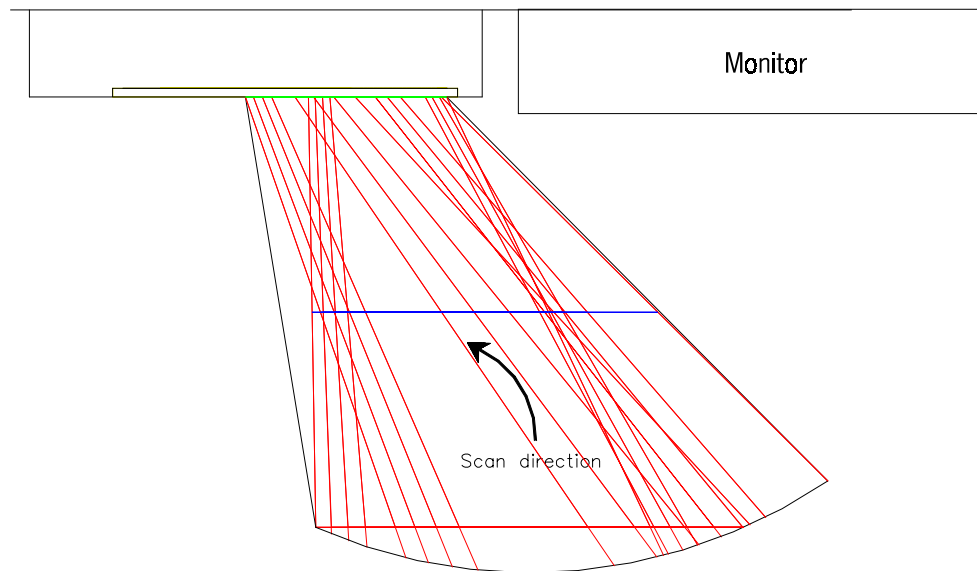
When the product flow is from right to left and the cashier sits in front of the monitor with the M2300VS scanner on his/her left side, the scan area also covers the area in front of the screen, facing the products. The scan direction is then from right to left.