Whether you’re scanning products, medicine, parts or shipping labels, your data capture needs are dramatically shifting. Traceability demands more data in smaller spaces; mobile payments are on the rise; scanning multiple barcodes consumes valuable time, and there’s less tolerance for inefficiency – capabilities only imaging technology can fulfill.

Accurate Scans on the First Try
READ ANY DATA IN ANY CONDITION
- First-time, every-time scanning
- 1D, 2D, GS1, high-density, Digi-Marc, mobile barcodes
- Tiny, curved, torn, damaged, poorly printed, under plastic

Double Up on Capabilities
GO BEYOND THE BARCODE
- Eliminate need for a flatbed scanner
- Capture pictures, signatures and documents
- Optimize images

Decrease Processing Time
EXTRACT IT ALL SIMULTANEOUSLY
- Scan it 1x vs. 5x
- A single trigger pull instantly captures multiple barcodes

Faster Scanning
READ IT FROM ANY DIRECTION
- Omni-directional imaging
- No need to align the device with the barcode

Extend Your Reach
- Scan codes at a distance
- Reads farther than traditional laser scanners

Implement Mobile Marketing
- 46% of U.S. shoppers made a mobile payment¹
- 92% of global consumers use mobile devices while shopping²
- Capture mobile coupons, loyalty programs, and mobile payment

Reduce Fraud and Errors
CAPTURE OCR
- Read the PDF417 barcode of drivers’ licenses
- Automatically parse data and populate forms
- Discourage theft and fraud
- Reduce liability

Keep Lines Moving
INSTANTLY VERIFY AGE
- Speed up processing
- Instantly capture checks, passports, invoices and bank statements

Zebra provides you with the most complete and advanced family of imagers – preparing you to handle every kind of barcode your organization will face.

Sources:
2. 2015 Global Mobile Consumer Survey, Deloitte