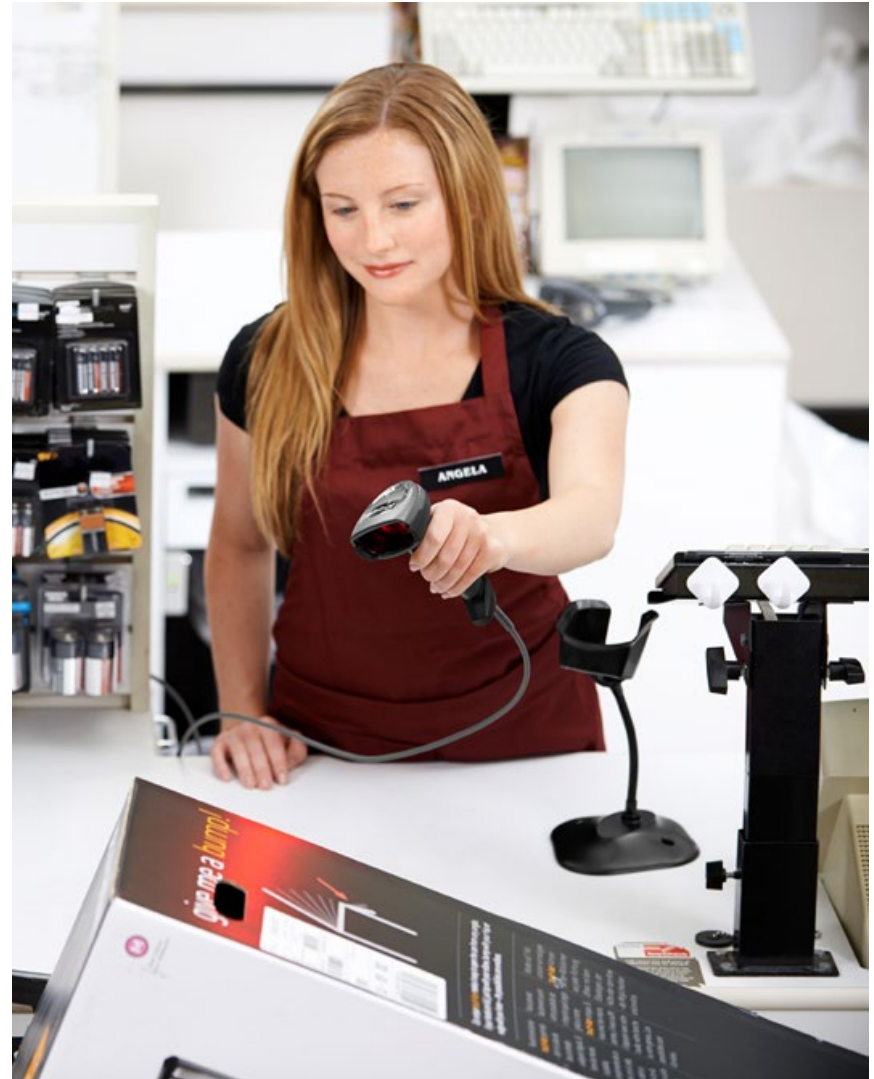


# DS4308

## 2D Handheld Corded Scanner

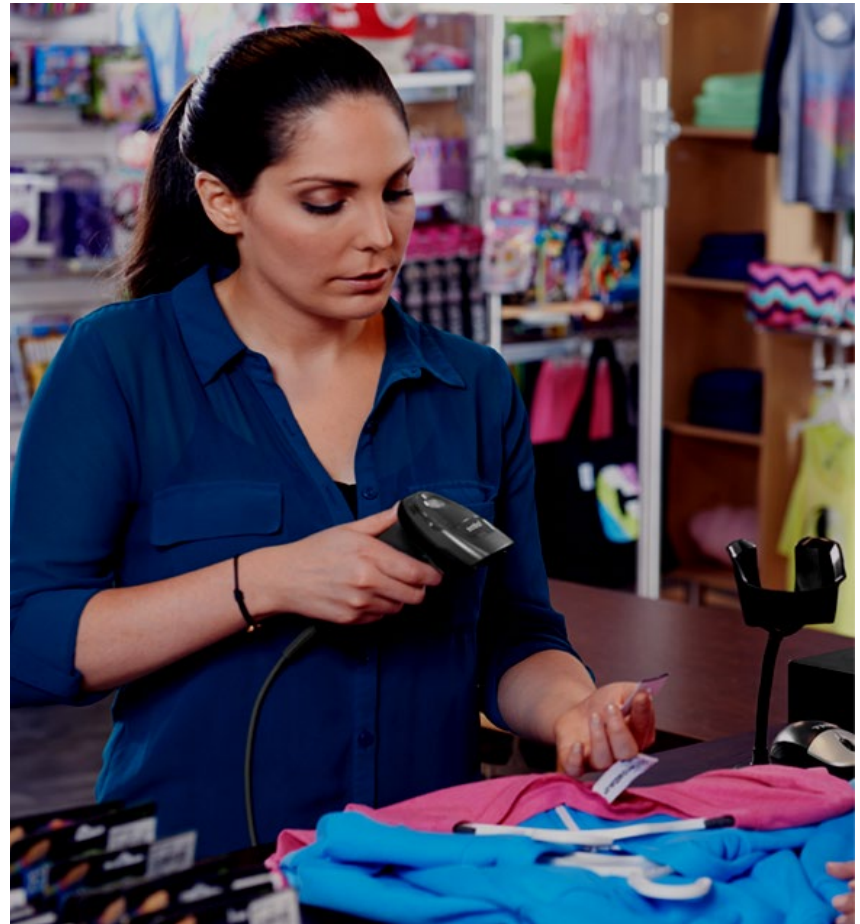
Product Presentation  
Suitable For All Audiences



# Introducing the DS4308

## A New Level of Performance and Versatility

The DS4308 – a feature rich next generation 2D imager that resets the bar for scanning performance, scanning range, versatility and ease-of-use



# Target Verticals



## Retail

- POS
- Mobile Loyalty
- Mobile Coupons
- Drivers License Parsing



## Hospitality

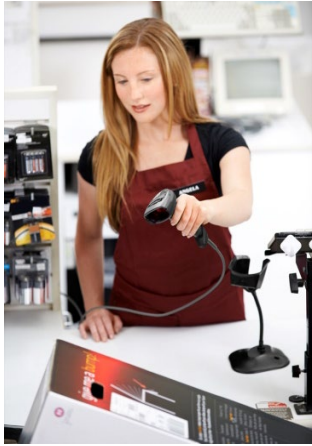
- Mobile Loyalty
- Mobile Coupons
- Event Check-In



## Light Industrial Manufacturing

- Error Proofing
- Quality Control

# Standard and High Density



## SR - Standard Range Variant

- Scans Out to 28" (71.1cm) on Standard UPC Codes
- Provides Extraordinary Range
- Does the Job of Two Scanners and Eliminates the Need to Purchase Both Standard and Extended Range Devices



## HD - High Density Range Variant

- Scans Out to 16.5" (41.9cm) on Standard UPC Codes
- Scans the Tiny, Dense Barcodes Commonly Found on Jewelry Tags, Consumer Electronics and Electronic Components
- Does the Job of Two Scanners and Eliminates the Need to Purchase Both Standard and High Density Devices

## Features and Benefits



### Enterprise-Grade Scanning

1D/2D on any medium – traditional and mobile barcodes

### PRZM Intelligent Imaging

This proprietary imaging enhancement technology resets the bar for 2D imaging by improving decode performance and snappiness, dramatically improving the user experience, user productivity, throughput and wait times

### Durability – Built for Business

Designed to operate reliably after multiple 6ft./1.83 m drops to concrete



## Features and Benefits



**Our Easiest to Use  
Scanner Yet!**

### **Omni-directional Scanning**

No need to align the barcode to the scanner

### **Largest “Sweet Spot”**

Versatile decode range allows user to scan any bar code type at any density nearer and farther than any other scanner in it's class, making scanning truly second nature

### **Brightest LED Aimer**

Crisp and bright aiming dot has the reach and brightness needed for long distance scanning as well as **picklist mode**

# Features and Benefits



## Adjustable Beeper Volume and Frequency Tone

Meet the needs of any environment – from a quiet boutique to a noisy light industrial manufacturing floor

## Advanced Ergonomics

- Small and lightweight (similar in size to the popular LS2208), it is easy to hold for all day scanning
- Light emitted with each scan is soft and unobtrusive, preventing eye fatigue and improving the environment for customers and workers

## Features and Benefits



### Superior Out-of-Box Experience

Smart auto-host detect cables automatically determine which interface is attached – no need to scan multiple barcodes

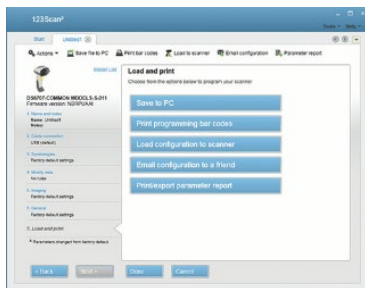
### Support for Over 90 International Keyboards

Keyboards are hosted within the scanner for easy set up all around the world



# Complimentary Tools

## 123Scan<sup>2</sup>



Programs scanner parameters, upgrades firmware, provides scanned bar code data and prints reports.

[zebra.com/123Scan](http://zebra.com/123Scan)

## Scanner Management Service SMS



Remotely manages your Zebra scanner and queries its asset information.

[zebra.com/sms](http://zebra.com/sms)

## Software Development Kit



Generates a fully-featured scanner application, including documentation, drivers, test utilities and sample source code.

[zebra.com/windowsSDK](http://zebra.com/windowsSDK)

## Device Overview



## Available Accessories



Gooseneck  
Intellistand











Desk Mount Cup



Wall/Desk Mount for P  
version

# Competitive Overview

	ZEBRA DS4308-SR-HD	XENON 1900	GRYPHON I GD4400	DATALOGIC QUICKSCAN QD2400
PHYSICAL CHARACTERISTICS				
Size	6.48 x 3.86 x 2.64 in. 16.5 x 9.8 x 6.7 cm	4.1 x 2.8 x 6.3 in. 10.4 x 7.1 x 16.0 cm	7.1 x 2.8 x 3.9 in. 18.1 x 7.1 x 10.0 cm	6.4 x 3.6 x 1.6 in. 16.3 x 9.1 x 4.1 cm
Weight	5.71 oz./162 g	5.2 oz/147 g	6.9 oz./195.0 g	5.11 oz./145.0 g
Environmental Specs	Multiple 6 ft./1.83 m drops to concrete; IP42	Multiple 6 ft./1.83 m drops to concrete; IP41	Multiple 5.9 ft./1.8 m drops to concrete; IP50	Multiple 5 ft./1.5 m drops to concrete; IP42
SCANNING PERFORMANCE				
Snappiness	Aggressive OOB Settings, USB Buffer	Aggressive OOB Settings, USB Buffer	Aggressive OOB Settings	N/A
Reads poorly printed, Out-Of-Spec and damaged bar codes	Most	Most	Some	Some
Sensor Resolution (Pixels)	1280 x 800 	838 x 640 	752 x 480 	752 x 480 
Standard (SR) decode range on 100% UPC	0 – 28 in./0 – 71.12 cm 	0.39 – 17.32 in./1 – 44 cm 	0.59 – 15.75 in./1.5 – 40 cm 	0.2 – 3.8 in./0.5 – 35 cm 
High density (HD) decode range on 100% UPC	0 – 16.5 in./0 – 41.9 cm	0.4 – 6.6 in./1.0 – 16.8 cm	0.4 – 6.8 in./1.1 – 17.2 cm	N/A
International keyboards	97	84	24	24
Illuminates bar code on good decode	YES	NO	Green Spot	Green Spot
List Price	\$338	\$449	\$406	\$302

Note: The above chart is based on publicly available information.

# Global Services

SERVICE	ENTITLEMENTS	TIME OF PURCHASE	TERM	PART NUMBER
Service from the Start Advance Exchange Support	Covers normal wear and tear, accidental damage, technical support, repair and software updates. Includes coverage for cradles.	Available at time of sale or up to 30 days after; Renewal can only be ordered once after Initial Service from the Start contract expires	3 year	SXB- DS4308-30
Service from the Start —Bronze			2 year renewal	SXB- DS4308-20-R
			3 years	SSB-DS4308-30
			5 years	SSB- DS4308-50
				2 year renewal
Software Support	Full access to technical support resources, software updates and technical documentation	Anytime	5 years	SWS-EMTS-10
			3 years	SWS-EMTS-30
			1 year	SWS-EMTS-50

Note: Please refer to [Solution Builder](#) for the most up-to-date information, including global pricing and the complete list of available service options.

\* Does not cover cradles.



## Also Available DS4308-HC



**All the Features of the DS4308  
Standard Offering PLUS:**

**Disinfectant Ready Plastics**

withstand frequent disinfecting of device  
to combat the spread of infection

**Night Mode With Vibrate Feedback**

avoids disturbing patients with beeps

**Plugged Screw and Speaker Holes**

are easy to clean and keep clean

## Also Available DS4308-P



**All the Features of the DS4308  
Standard Offering PLUS:**

### **Permanent Pedestal Base**

Enables the device to sit on the counter easily, leaving a very small footprint.

### **Switch Between Presentation and Handheld Mode on the Fly**

When the DS4308P is sitting on the counter, it will automatically scan any bar code in the “scan zone”. All users need to do is pick up the scanner to switch to triggered handheld operation.



**ZEBRA**

**THANK YOU**