



 **DATALOGIC**
AUTOMATIC DATA CAPTURE

Magellan™ 2300HS

High Performance Single Plane Horizontal Scanner

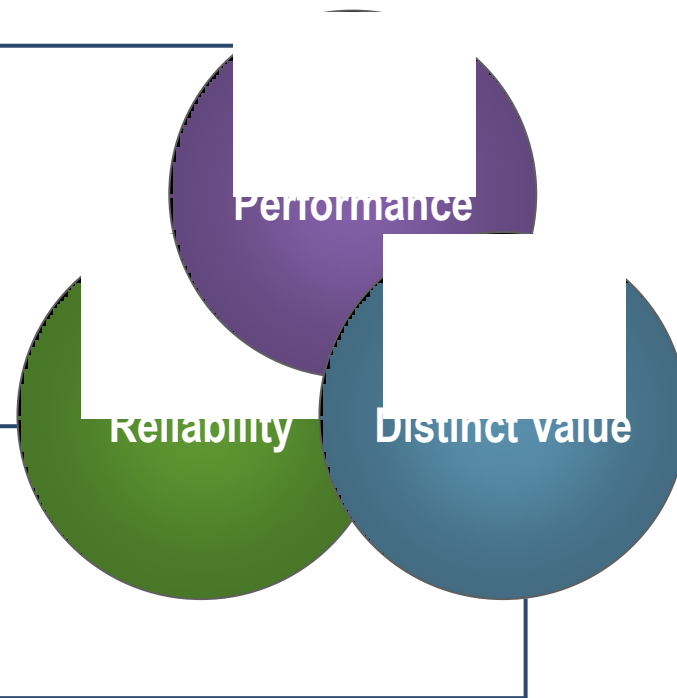
- January, 2012



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Magellan Brand Values - Every Magellan Starts Here

- High performance scanners for high volume environments:
 - Magellan performance is the core product value
 - Tested in real retail environments
 - When every second counts
- Datalogic delivers technology that lasts:
 - Datalogic thoroughly tests its products
 - Use our own life accelerating test facilities
 - Future-proof technologies for tomorrow
- Magellan offers distinct and differentiated features
 - Real benefits not just features
 - Provide quantifiable value to the retailer



Magellan™ 2300HS

Target Markets



Targeted Markets for the Magellan™ 2300HS

Targeted Markets:

Small Counter Retail

- C-Stores
- Pharmacies
- Drug Stores
- Specialty
- DIY (Do-It-Yourself)



Targeted Use Environments

Ideally suited for...

- Small counter point-of-service
- Low to medium item count transactions
- Presentation or sweep scanning
- Identity or age verification applications
- Service points using 1D, PDF or 2D codes

Most Applications...

High Volume, Small Space, Retail:

- Pharmacy/Drug Stores
- DIY Stores and other specialty
- Convenience Stores
- Courtesy/Service Counters
- Grocery and General Merchandise Stores



Magellan™ 2300HS

Features and Benefits



Highlights of the Magellan™ 2300HS

Compact horizontal plane scanner with market leading performance

- **Product Highlights:**
 - Best-in-class throughput and First Pass Read Rate
 - GS1 DataBar™ Capable
 - Leverages Magellan 8000 series technology
 - Scanner will power directly off many POS terminals by NCR, IBM and Wincor
 - Easy installation
 - Aggressive horizontal scan volume
 - Host diagnostics reporting
 - Optional Productivity Index Reporting™
 - Auxiliary port for connecting Handheld scanner or EAS controller
 - Three platter options



Aggressive Horizontal Scanning

- 6,000 RPM motor speed as in the Magellan 8500 and 8200 models
- 18 scan lines provide 1,800 scan lines per second
- Optimized for sweep or presentation (e.g. coupons) scanning
- **Benefits:**
 - Easier for cashiers to use
 - 5% to 15% productivity improvement vs. competitors

High Performance Decoding Software

- Improved edge detection
- Character correlation
- Fixed length stitching
- Variable length stitching
- **Benefits:**
 - Higher read rate with truncated and hard-to-read labels
 - Better performance on Industrial and add-on symbologies



Bar Code Stitching

Productivity Enhancement Tools

- **Magellan Advanced Data Editing:**
 - Extends POS product life
 - Improves operations
- **Remote Management/Host Download:**
 - Lowers service cost and improves operations
- **Diagnostics Reporting:**
 - Lowers costs to service and manage assets
- **Productivity Index Reporting™**
 - Identifies bad and problem bar code labels



Compatible with IBM Director/RMA using WMI

Host Diagnostic Reporting

Supports host commands to query operating statistics and status

- **Scanner Health**

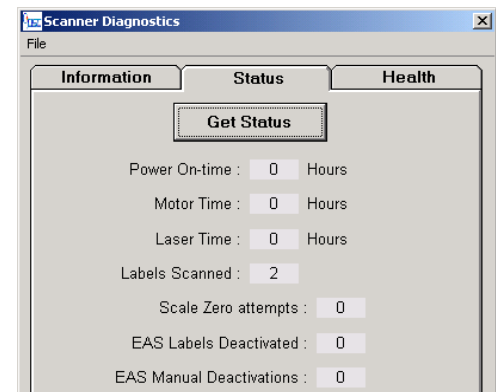
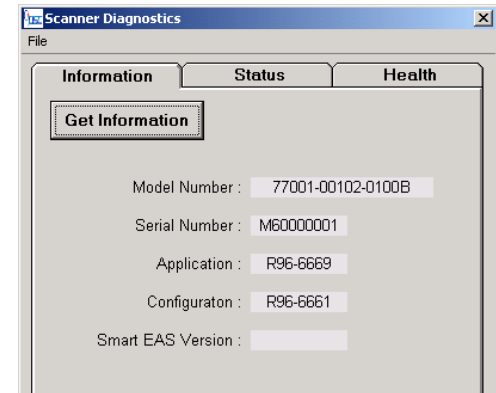
- Includes laser, motor, and other major FRU's

- **Scanner Status**

- Motor 'on' time and laser 'on' time
 - Laser power variance
 - Number of labels read

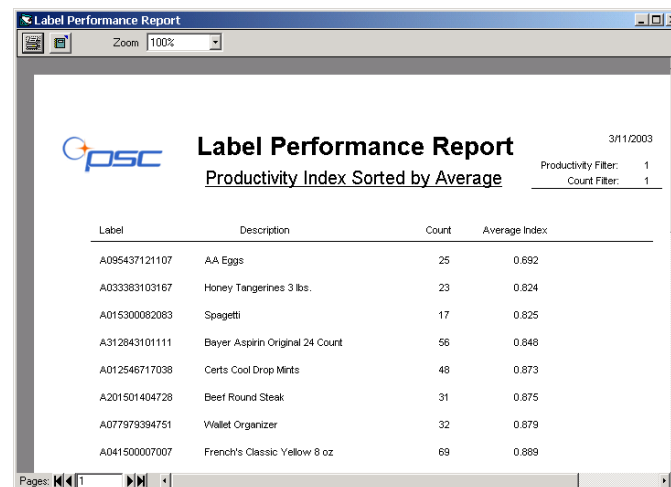
- **Benefits:**

- Early warning of possible impending failures reduces downtime
 - Improved preventive maintenance



Productivity Index Reporting

- Scanner measures the time it takes to read a label
- Reports statistics to host
- Host application analyzes data
- **Benefits:**
 - Poorly printed labels identified
 - May lead to improved read rate and throughput
 - Early detection of poor performing scanners
 - Checker performance evaluation tool



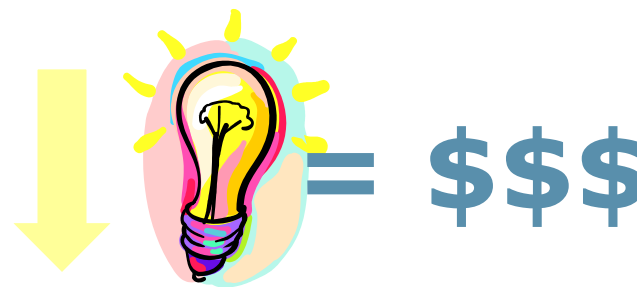
The screenshot shows a software window titled 'Label Performance Report'. It features a zoom control at the top set to 100%. The report header includes the PSC logo, the title 'Label Performance Report', the date '3/11/2003', and filter settings for 'Productivity Filter: 1' and 'Count Filter: 1'. The main content is a table with four columns: 'Label', 'Description', 'Count', and 'Average Index'. The table lists eight items with their respective counts and average indices. At the bottom, there is a page navigation bar showing 'Pages: 1'.

Label	Description	Count	Average Index
A095437121107	AA Eggs	25	0.692
A033383103167	Honey Tangerines 3 lbs.	23	0.824
A015300082083	Spaghetti	17	0.825
A312843101111	Bayer Aspirin Original 24 Count	56	0.848
A012546717038	Certs Cool Drop Mints	48	0.873
A201501404728	Beef Round Steak	31	0.875
A077979394751	Wallet Organizer	32	0.879
A041500007007	French's Classic Yellow 8 oz	69	0.889

Sample PIR Report

Low Energy Consumption

- Averages 4 watts of power consumption
- Will power directly off of most host terminals
- **Benefits:**
 - Up to 70% lower energy costs than competition
 - No additional main power plug required in check stand in POT mode
 - POT saves clutter at the check stand



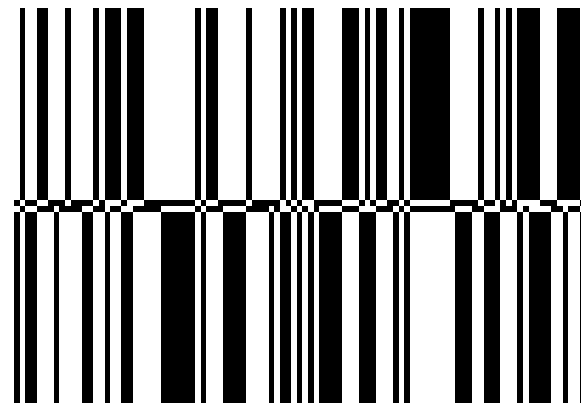
Auxiliary RS-232 Port

- **Powered RS-232 port for hand held scanner**
- **Can be used to access the scanner's flash memory and configuration settings**

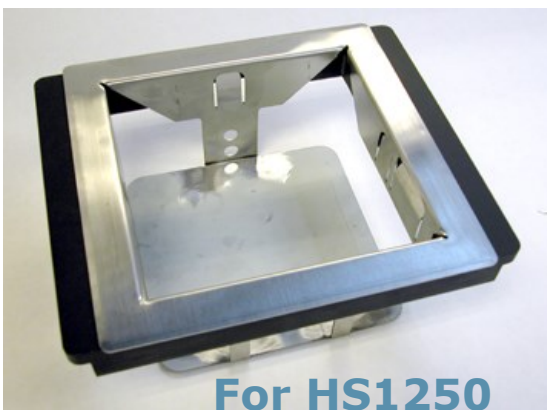
- **Benefits:**
 - Easy to scan labels on large or heavy items left in the cart
 - Easy software upgrades

Improved Auto-discrimination

- **UPC/EAN/JAN**
- **P2/P5 and C128 add-ons**
- **All supported industrial codes**
 - Code 39 (Pharmacode39 & Full ASCII)
 - Code 128
 - Code 93
 - I 2 of 5
 - Codabar
- **GS1 DataBar™ omni-stacked and expanded**
- **Benefits:**
 - All popular codes autodiscriminated!



Magellan 2300HS Mounting Options



Shelf Mount Options:

- Counter Mounting Brackets
 - HS1250 Compatible Size (based on 19.8 cm / 7.8 in x 23.9 cm / 9.4 in cut out)
 - New Smaller Size (based on 16 cm / 6.3 in x 16 cm / 6.3 in cut out)
- HS1250 and Symbol LS5800 mounting compatible

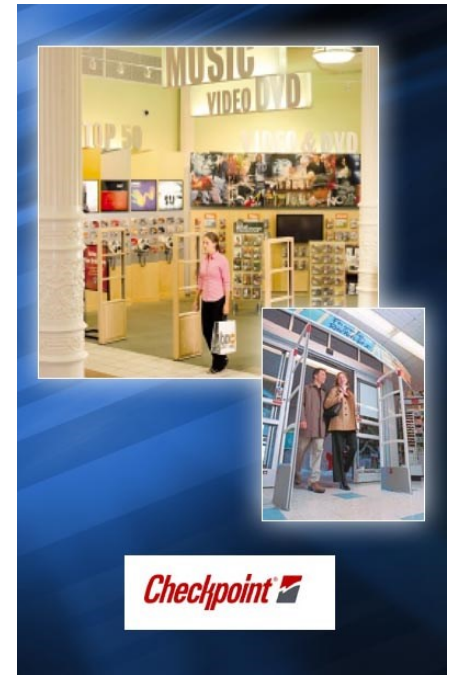
Easy Host and EAS Integration

Flexible multi-interface solution

- All popular host terminal interfaces supported in every unit
- Change interfaces very easily
 - Scan programming label and change cable

Checkpoint Systems EAS compatible

- One motion for scanning and deactivating
- Deactivation antenna in every scanner
- Supports linking for improved security
- Easy to install – just select the correct interface cable with EAS



Magellan™ 2300HS

Product Configurations



Magellan™ 2300HS Options

- **CheckPoint EAS Antenna**
- **Tops**
 - Sapphire laminated glass with stainless steel (lifetime warranty)
 - Diamond Like-Carbon (DLC) with high impact polycarbonate top
 - Tin Oxide Glass with high impact polycarbonate top



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Thank You!





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