UPDATE AGING GROCERY STORE POS SYSTEMS TO IMPROVE CUSTOMER SERVICE AND REDUCE OPERATIONAL COSTS

CAPTURE THE BAR CODES OF TODAY AND TOMORROW WITH THE MP6000 1D/2D SCANNER SCALE

THE CHALLENGE:
OLDER POS TECHNOLOGY INCREASES WAIT TIMES AND REDUCES CUSTOMER SERVICE AND SATISFACTION

While mobile POS is one of the hottest trends in retail, large basket sizes make it impractical for grocery stores, where the fixed POS remains "king". However, the grocery segment still faces the same technology challenges that all retailers face at today's POS. Until recently, the POS only needed to accommodate 1D bar codes. As a result, typical installed grocery store POS systems are based on 1D laser scanners. While 1D bar codes provide the product SKU number to automatically look up the price, GS1 DataBar™ and 2D bar codes symbologies are used today to provide additional crucial information, such as lot number and expiration date — information that helps grocers better manage the quality and freshness of the food on the shelves,

rapidly identify and pull any product that has been recalled, and improve purchasing through visibility into richer inventory metrics. While the 1D laser technically can read the GS1 DataBar stacked codes common in grocery on produce and other small items, it often cannot read them well — creating performance issues. The 1D laser cannot read 2D codes at all, nor can it read any bar code displayed on a mobile phone — so your 1D-based POS cannot accommodate the many shoppers who store electronic bar codes that represent their loyalty cards and coupons in their mobile phones.

The result? The need to key in bar codes the POS cannot read reduces throughput, creating longer lines and longer wait times. In addition, the inability to accept mobile bar codes forces customers to search for plastic loyalty cards and forego the savings from electronic coupons that cannot be used, further frustrating customers.

THE SOLUTION:
REDEFINE THE CUSTOMER EXPERIENCE AND REDUCE COSTS WITH THE LATEST IN POS TECHNOLOGY — THE MOTOROLA MP6000 MULTI-PLANE BIOPTIC IMAGER SCANNER/SCALE

The MP6000 Scanner/Scale is a multi-plane 1D/2D bioptic imager that solves these issues in the grocery market by providing high-performance scanning technology that can accommodate virtually any bar code that appears in your POS lane today. The MP6000 not only gives you the power to maximize throughput in the busiest POS lanes, it also substantially reduces POS-related costs and provides the future-proofing required to serve your needs well into the future.

UNSURPASSED SCANNING FLEXIBILITY AND PERFORMANCE REDEFINES THROUGHPUT AND THE CUSTOMER EXPERIENCE IN YOUR POS LANES

With the MP6000, no matter what type of bar code is presented at the POS, its condition or what it appears on, your cashiers and customers using your self-checkout POS lanes can easily scan it.
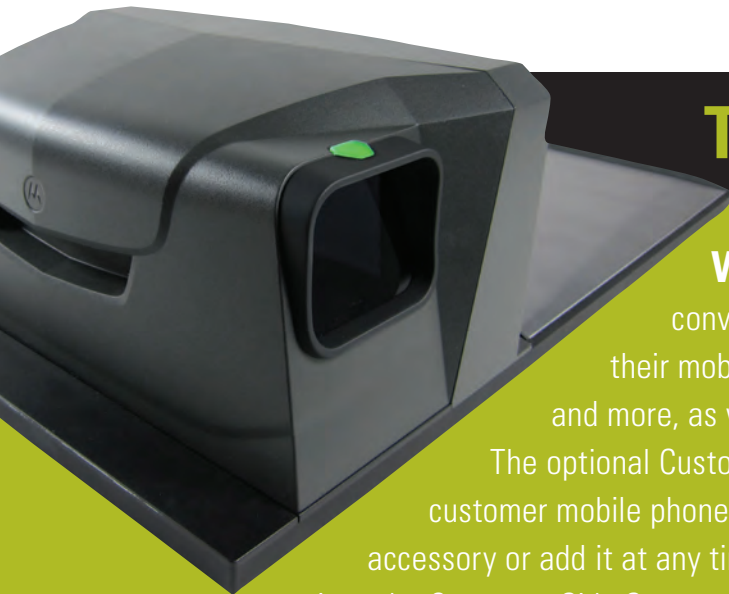
High performance scanning on virtually any 1D or 2D bar code

The MP6000 seamlessly and automatically scans 1D and 2D bar codes — including GS1 DataBar stacked codes. With the ability to scan whatever bar codes are presented at the POS, cashiers no longer need to waste time manually keying in product codes.

Scan bar codes on practically any surface without impacting scanning performance

With the MP6000, it doesn't matter whether bar codes are printed on paper labels, on plastic loyalty or gift cards or displayed on the screen of a mobile phone — you get the same great first time, every time rapid scanning.

In addition, the optional Customer Side Scanner enables shoppers to scan their own paper coupons, plastic loyalty cards and mobile bar codes displayed on the screen of their mobile phone. Cashiers never need to ask customers to hand over their mobile phones to scan mobile bar codes, eliminating the liability for damages incurred if a cashier accidentally drops a shopper's phone. And with a patented programmable depth of field, only the desired bar code is captured — even if a nearby display rack contains impulse items with bar codes in the field of view.

THE MOTOROLA MP6000

WITH THE MP6000, you can give your shoppers the convenience of scanning bar codes displayed on the screen of their mobile phones that represent electronic coupons, loyalty cards and more, as well as traditional paper coupons and plastic loyalty cards. The optional Customer Side Scanner eliminates the need for cashiers to handle customer mobile phones — and the liability. You can order the MP6000 with this accessory or add it at any time — it simply snaps onto either side of the MP6000. And since the Customer Side Scanner fits completely within the rugged body of the MP6000, it has no impact on the MP6000 footprint, minimizing the need for costly POS lane modifications.

Scan bar codes in practically any condition

With its rich legacy as a bar code pioneer, Motorola is known for its superior scanning technology — especially the ability to handle tough bar codes that often require multiple passes or manual keyed entry on competitive devices. The MP6000 handles the most challenging bar codes with ease, without any performance degradation — including bar codes that are scratched, dirty, poorly printed, on curved surfaces, under plastic wrap or on bakery goods that are dusted with flour.

SUBSTANTIALLY REDUCE YOUR POS-RELATED COSTS

Multiple features help drive down the costs for implementation, power, maintenance and management, delivering a new low total cost of ownership for your POS lanes.

Take durability to a new level to drive down maintenance costs

Three features combine to reduce maintenance requirements and maximize uptime.

- The solid-state imager in the MP6000 has no moving parts, where the spinner motors in laser-based scanners and "hybrid" bioptic scanners have numerous moving parts. The result? Less failure points — reducing maintenance and repair costs.

- The best-in-class sapphire glass in the horizontal scan window is the hardest and most durable glass available, easily withstanding the thousands of products that slide over it every day.

- The capacitive buttons eliminate yet another mechanical moving part that can wear out. And our robust tower design shields the buttons from contact with items as they slide across the scanner.

Reduce implementation and everyday management costs

Several features reduce the cost of deployment and day-to-day management of MP6000s — regardless of whether you have a single store, stores located all around the country or all around the world.

A new level of management simplicity

Where typical competitive management solutions cover only the scanner, with some also covering the scale, only the MP6000 offers the ability to manage your entire scanning solution, including the scanner, scale and attached peripherals. Motorola's powerful complimentary management software — Scanner

WHEN YOU UPDATE YOUR POS SYSTEMS WITH THE MP6000, your POS lanes are ready to scan literally any bar code — 1D or 2D — whether it is printed on a paper label, a plastic loyalty card or displayed on the screen of a mobile phone. The result? Unsurpassed scanning flexibility. Maximum throughput. No more long wait times. A better last impression. And increased customer satisfaction.

Management Service (SMS) and 123Scan[2] — enables remote and automated configuration and monitoring of the scanner, the scale, the Customer Side Scanner and an attached Motorola handheld scanner.

In addition, you get a new level of management flexibility — only the MP6000 offers five ways to manage your fleet of MP6000s, allowing you to choose the method that works best for your operations:

1 Remotely manage MP6000s anywhere in the world from a centralized location with our free SMS management software.

2 Load our free 123Scan[2] management software onto a laptop for local management.

3 Create a file with 123Scan[2] to configure the entire system — scanner, scale and peripherals — and load the file onto a USB Flash drive. Then automatically configure the entire POS system by simply plugging the USB drive into any MP6000.

4 Copy any existing MP6000 system configuration by simply plugging a blank USB Flash drive into a working MP6000. The USB drive can then be plugged into a new or recently repaired MP6000 to automatically configure the entire system — scanner, scale, Customer Side Scanner and handheld scanner.

5 Configure the scanner and scale with the scan of a single bar code — instead of the tens of bar codes typically required to configure a laser scanner.

Works with the Electronic Article Surveillance (EAS) system you have in place today

The MP6000 is compatible with existing Checkpoint® and Sensormatic® EAS systems, so retailers can use those EAS controllers they already have in place today — no need to spend time and money to upgrade. Every MP6000 model contains a Checkpoint antenna. No additional hardware is required — just plug in the Checkpoint device. In addition, the MP6000 is "Sensormatic ready", with embedded software for Sensormatic controllers and room for twin high inductance coils. The twin coil configuration provides lower Failure to Deactivate (FTD) rates than competing single-coil systems, reducing the number of false gate alarms — and customer frustration.

Virtually no training required

A series of features takes ease-of-use to a new level in this product category to help eliminate the need for training and the associated costs — from the costs to build a training course to the loss in productivity as cashiers work through a learning curve.

- There is no need for cashiers to align bar codes with the scanner. The MP6000 offers true swipe-and-go scanning with omni-directional 360° 6-sided scanning plus a large horizontal window and a large edge-to-edge vertical window, which provide a very wide active scanning area. The result? Cashiers just need to slide items through the scan zone and bar codes will be captured, however they are presented — even if the bar code is facing the cashier.

- Grocers can enable the execution of complex POS processes with the press of a single button through the MP6000's three programmable buttons.

Substantially reduce power costs — and make your store more "green"

Lack of moving parts provides a significant savings in power. Depending upon the competitive device, the MP6000 requires a minimum of 30 percent less power than lasers, and up to 50 percent less than laser-based and hybrid competitive devices. Not only are utility bills smaller, but the retail store is also "greener.

CUSTOMIZE YOUR POS TO MEET STORE NEEDS TODAY — AND IN THE FUTURE

Six ports allow the MP6000 to meet your POS needs, with superior built-in future-proofing. You can:

- **Easily add a Customer Side Scanner as your business model focuses on improving the customer experience.** The Customer Side Scanner simply snaps onto either side of the MP6000 —no tools are required to install or detach the accessory, or to swap its installation side. Since the Customer Side Scanner is embedded in the rugged body of the main scanner, it has no impact on the width, height or depth of the original MP6000 tower when it is installed. As a result, the Customer Side Scanner can be added at any time, without requiring costly modification of POS lanes.

- **Easily add a handheld scanner if your store sells oversize goods.** Customers can leave heavy items in the cart, reducing liability and providing additional convenience for your shoppers.

- **Order the MP6000 with or without a scale, and a scale can be added at any time.** Stores that don't sell goods that need to be weighed can easily expand and add those types of goods at any time.

SUBSTANTIALLY REDUCE YOUR POS COSTS WITH THE MP6000. No moving parts translates into a 30 to 50 percent reduction in energy consumption and minimal maintenance requirements. Ease of use virutally eliminates training. Complimentary management software enables easy remote management of the entire POS solution — scanner, scale and attached peripherals. And support for future POS technologies provides built-in future-proofing for superior lifecycle — and a low total cost of ownership.

WITH THE MP6000, YOUR POS LANES ARE READY TO SCAN THE MOBILE BAR CODES YOUR CUSTOMERS ARE STORING IN THEIR MOBILE PHONES — ELECTRONIC BAR CODES THAT REPRESENT LOYALTY CARDS AND COUPONS.

- **Easily add EAS devices.** You can easily add this theft-deterrent technology should the need arise in the future.

- **Support future technologies.** You get the flexibility to support future technologies as they are developed and your needs grow and change, such as RFID.

BEST-IN-CLASS SUPPORT SERVICES HELP MAXIMIZE UPTIME

Durability combines with best-in-class support services to provide superior uptime. With our unique services, everything is covered — from internal and external components to everyday wear and tear. To ensure prompt resolution in the rare event of a malfunction, we offer two levels of support: next-business-day replacement with Service from the Start with Advance Exchange Support for your scanner, or on-site repair support for scanner/scale models with Service from the Start with On Site System Support. In addition, both support services provide you with single point of contact simplicity. Since we can provide you with whatever POS technology your business requires — scanner, scale and peripherals — you get a single point of contact for troubleshooting instead of the complexities of managing multiple providers in a multi-vendor system.

BENEFITS — IMPROVE SERVICE AND REDUCE OPERATIONAL COSTS

An impressive list of benefits provides a maximum return on this business-critical investment, as well as a low total cost of ownership:

Customer facing benefits: better service and a better experience

- Prevent long lines and maximize throughput at the checkout stand

- Improve customer convenience through the ability to scan bar codes displayed on the screen of a mobile phone

- Increase customer satisfaction and retention rates

Operational benefits: reduced costs

- Reduce implementation costs

- Reduce maintenance costs

- Reduce management costs

- Reduce energy bills by approximately 30 to 50 percent

- Reduce training requirements

- Reduce total cost of ownership for scanning solutions with built-in future-proofing — supports needs in the grocery store today and tomorrow

IT'S TIME TO UPGRADE YOUR POS TO MEET THE NEW NEEDS OF TODAY'S CUSTOMERS

To find out how, visit us today at www.motorolasolutions.com/mp6000 or locate your nearest Motorola Solutions representative at www.motorolasolutions.com/contactus

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