

Product: Magellan® Models 8400 and 8300

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Magellan® 8400 and 8300 Product Release

Overview

Datalogic Scanning is pleased to announce the release of a new line of slim-line bi-optic bar code scanners and scanner-scales, the Magellan® 8400 and 8300. These high performance scanners are designed and built with the renowned Magellan quality, reliability and features required by high volume checkout environments. A design with reduced bonnet height and below the counter depth makes these products ideal for sit down or standing scanning environments.

Additional features such as the All-Weights® scale platter, low power consumption, integrated EAS and the industry's fastest scale settling time provide the lowest total cost of ownership for retailers.



These new products will be at General Availability on August 17th, 2007.

The Magellan 8400 is a high performance bi-optic scanner for high volume retailers who demand maximum throughput in a package with short below the counter dimensions and low bonnet height. Performance levels and features are designed to meet the needs of high volume grocery chains, hypermarkets, DIY and other high volume retail formats.

The Magellan 8300 is Datalogic's entry level bi-optic scanner targeted at retailers who require the ergonomic benefits of bi-optic scanning but put price as the number one feature on their priority list. Performance levels are designed to meet the needs of small to medium sized grocers, drug/pharmacy and other medium volume retail outlets.

Key Features and Benefits

- **Magellan Quality, Reliability:** Every Magellan product must pass very rigid environmental and performance testing to even become a Magellan. Ongoing reliability testing assures that the quality is maintained throughout the production process. Factory trained service technicians provide support after the sale.
- **Lowest Power Consumption:** Elegant design and strict power management has resulted in the lowest power consumption for any bi-optic scanner or scanner-scale in the industry. Typical power consumption is only 7 watts. Compare this to any competitor and you will see up to 77% less power consumption! **Green is beautiful!**
- **Maximum Scanning Throughput:** The Magellan's were designed to provide the best overall throughput of any scanner in its class. Specific attention has been paid to the reading of hard to read labels that cause re-scans that decimate overall throughput.

- **All-Weights® Scale Platter:** The patented All-Weights® scale platter and Produce Rail™ reduces produce shrink at the POS by providing maximum flexibility to place long and bagged produce completely on the scale platter. By eliminating loss when produce hangs off the edge of the platter or leans against a fixed position window, POS shrink can be minimized.
- **The Fastest Scale Settling Time:** With innovative design concepts such as a cast aluminum weigh frame and ultra rigid scale platter combined with an integrated Mettler-Toledo® load cell, scale settling time has been reduced from 780ms to 550ms.
- **EAS Ready:** Through design partnerships with the key Electronic Article Surveillance providers in the world (Checkpoint® and Sensormatic®), the Magellan 8400/8300 scanners are EAS ready with integrated antennas (depending on the model) and an EAS port for linking an EAS controller to minimize sweethearting.



Product Configurations

The product comes in several configurations to meet the demands of customers on a world wide basis.

Product Class:

1. Scanner only – Designed for the retailer not requiring a variable weight scale at the point-of-sale
2. Adaptive Scanner – Designed in cooperation with various adaptive scale providers to meet customer demands in regions where Datalogic does not provide the integrated scale. These scale providers may include the following.
 - a. Mettler (Diva)
 - b. Bizerba
 - c. Herberts
 - d. Shekel
 - e. Dibal
 - f. Digi
 - g. Avery
3. Integrated Scanner-Scale – Designed for sale in the United States, Canada, United Kingdom, Mexico, Australia, New Zealand, Argentina, Brazil and other countries (see Product Availability for approval dates).

Scale Type:

Point of Sale scales are highly regulated including type approvals, installation and verification. These approvals vary from country to country and differ greatly. Please verify with your customer administrator what country the scale is to be installed to assure you order the correct scale type. See Product Availability Section for release dates.

- US/Canada/Puerto Rico
- Europe/Australia/New Zealand/UK
- Latin America
- Argentina

Dimensions:

All product configurations have the same depth above and below the counter.

Dimension above the counter = 5.1"/100 cm

Dimension below the counter = 4.0"/10.0 cm

Length = Scanners and Scanner-Scales come in various lengths as described in the chart below.



Product Configuration	Short (14"/35.3 cm)	Medium 15.8"/399 cm)	Long (20.0"/508 cm)
Scanner - Only	X	X	X
Integrated Scanner-Scale		X	X
Adaptive Scanner		X	X

Glass/Platter Types:

- **Sapphire Glass** – Recommended for any high volume application. Datalogic sapphire glass is manufactured to exacting standards and is assembled in a precise process to maximize the strength of the bond between the sapphire laminate and the heat treated glass. This process yields the strongest SOG (sapphire on glass) available and can withstand a 12" drop of a 2" diameter steel ball into the center of the window. Datalogic sapphire/glass is warranted for the life of the scanner.
- **Diamond-Like Carbon Glass (DLC)** – Recommended for medium volume applications. Datalogic Diamond-Like Carbon Glass is deposited on heat treated glass and is warranted for 5 years.
- **Horizontal Platter** – When ordering a scanner only, it is recommended to order this platter as the All-Weighs® platter is not required and the horizontal platter allows for easy forward migration to Sensormatic® EAS in the future.
- **All-Weighs® Scale Platter** – Use when ordering a scanner-scale or adaptive scanner to assure your customers get the benefit provided by this produce shrink reducing feature (see Key Features for details).
- **Produce Rail™** – Two options are provided:
 - The flip up produce lift bar (on right in photo below) for applications where the cashier is seated and wants the produce bar down when scanning.
 - The fixed produce rail (on left in photo below) for applications where the cashier is standing and the produce rail does not interfere with normal scanning.



Mount Type:

There are two distinct types of mounts for all products (see the Product Reference Guide for site preparation details):

- **Shelf Mount** – Designed for the product to sit on a shelf built into the checkstand.
- **Flange Mount** – Designed to hang the product from flanges on the ends that correspond to cutouts in the checkstand.



New Dual Remote Scale Display

Remote Scale Display:

The standard single display is available for all integrated scanner-scales.

To meet the demand by the market for a separate display for the cashier and the customer, Datalogic is pleased to announce the release of a new dual display that places two scale displays on a single post. Both displays can be rotated around the post +/- 270 degrees and have +/- 15 degrees of tilt.

Scale displays are regulated so they must be matched with the approved scale by country. Contact your customer administrator to assure correct ordering.

Multiple POS Interface:

All standard interfaces are available via bar code programming as follows:

Interface	Scanner Only / Adaptive Scanner	Integrated Scanner-Scale
RS-232	X	
RS-232 Wincor Nixdorf	X	
Single Cable RS-232	X	X
RS-232 scanner/RS-232 scale		X
IBM 46XX	X	X
Retail USB	X	X
USB Keyboard	X	
Keyboard Wedge	X	

Electronic Article Surveillance:

Scanner Only and Scanner-Scales are equipped with an EAS port and provide EAS from the two major world wide EAS providers as follows:

- Checkpoint® Systems – Integrated antenna surrounding the window and optional interlock cable. Connection, EAS controller and service provided by Checkpoint® Systems.
- Sensormatic® – Designed to accept after-market EAS antenna, cables and EAS controllers. These parts are sold, installed and serviced by Sensormatic®.

Product Configurator:

As part of our overall marketing program the semi-automatic product configuration tool is available on the EASEOFACCESS Partner Extranet site:

<https://easeofaccess.scanning.datalogic.com>

USB Interface Cabling Notice:

Please note that the USB interface cables for these new products are **different** than the previous cable used in the Magellan SL/8100/8200/8500/9500. ***You cannot simply unplug the old USB cable from an older scanner and plug it into the new 8300/8400 products!***

Specific Information for cable replacements is listed below:

- 8-0863-01 replaces 8-0732-02
- 8-0863-02 replaces 8-0732-04
- 8-0863-03 replaces 8-0732-01
- 8-0863-04 replaces 8-0732-05

Critical Dates

General Availability – August 17, 2007

See product availability below for specific models.

Product Availability

Product ordering availability is dependent on regulatory approvals as defined in the geographic table below. Any date other than Immediate is based on projected approval dates for various regulatory approvals. A product bulletin will be issued as each region is approved.

Region	Scanner-Only	Adaptive Scanner-Scales	Scanner-Scale
United States	Immediate	3 – 4 months	August 21, 2007
Canada	Immediate	3 – 4 months	In 4 – 9 months
Europe	Immediate	3 – 4 months	Contact Product Manager
Latin America	Contact Product Manager	3 – 4 months	Contact Product Manager
Asia Pacific	Contact Product Manager	3 – 4 months	Contact Product Manager

Order Fulfillment Lead Time

- Demo units are 2 weeks after receipt of order
- Standard orders are 6 weeks after receipt of order

Marketing Communications Materials

The product release is supported by a broad range of marketing communication materials designed to educate and motivate the market. These tools are available on the Datalogic Scanning web sites as noted below. Please note that the public materials noted below will not be available on the public web sites until August 17, 2007. All materials noted for the Extranet are currently available.

Material	Datalogic Scanning Internet (Public Web Sites)	Datalogic Scanning's EASEOFACCESS Partner Extranet
Magellan® 8400/8300 Micro-Web Site	X	X
Magellan® 8400/8300 Handbook	X	X
At A Glance	X	X
Data Sheets	X	X
Product Photography	X	X
Product Application Photography	X	X
Sales PowerPoint Presentation		X
Product FAQs		X
Magellan® 8400/8300 Elevator Pitches		X
Magellan® 8400/8300 Ad Builders		X
Magellan® 8400/8300 Advertising Web Banners		X
HTML Mailers for Email Marketing (Includes and Awareness Mailer, Reliability Mailer, Value Mailer, and All-Weights® Platter Mailer)		X

On-line Product Training

Datalogic will soon release an on-line product training module for all resellers to utilize in training their sales team. This course will take you through all the key features and benefits of these new products and even has a test at the end to measure your retention. This will assure that your sales team is knowledgeable and prepared to answer your customer's questions. Look for a release soon on the Datalogic Extranet.

Pricing Guidelines

- The Datalogic Scanning Price List is currently available on the Datalogic Intranet site.
- The Datalogic Scanning Price Book will publish shortly after General Availability.
- Internal Datalogic Scanning Pricing is currently available on SAP.

Product Guides

- Product Reference Guide – R44-2642
- Quick Reference Guide - R44-2643
- Service Manual - R44-2644 (available September 1, 2007)

Service and Technical Support

The Magellan 8400 represents a truly unique combination of advanced design, increased reliability and improved economy. Through the use of diagnostic software and hardware design normally associated with higher-priced products, the Magellan 8400 sets a new standard in reliability and serviceability featuring reduced parts count, high-isolation diagnostic error display and even user-replaceable cosmetic covers which do not require removal of the product from its installed position. Adherence to these initial design goals have resulted in a product which will provide superior service life, operational economy and cosmetic appeal.

Of course, the industry-leading flat-rate depot repair programs, maintenance contracts and toll-free technical support that Datalogic Scanning channel partners and customers have come to depend upon, are all available for the Magellan 8400/8300 line of scanners and scanner-scales. For more information on these service and support programs, contact your nearest Datalogic Scanning Service Center.

Initial service support will be on a full unit swap basis so that engineering may have the opportunity to evaluate any failures.

Warranty

The Magellan 8400 and 8300 have a standard 12 month end user warranty from the date of shipment. The warranty covers the scanner, scale, remote scale display and also features a lifetime warranty on the sapphire glass option.

Datalogic distribution partners are provided a 15 month warranty from the date of shipment.

For More Information

Product Information: Bruce Paris, Senior Product Manager
Product Marketing: Rusty Hastings, Product Marketing
Product Service: Wes Hardin, Service Product Manager