

Product: PowerScan® PD7100 Family

Product Bulletin Number: PB081808_3

Dated: August 18, 2008

The New PowerScan® PD7100 Linear Imager Bar Code Reader: Snappy, Rugged and Reliable

Overview

Datalogic is pleased to announce the introduction of the new PowerScan PD7100, a linear imaging scanner directed at customers requiring a snappy, rugged and durable handheld scanner at an affordable price.

The PowerScan PD7100 continues the great PowerScan legacy as the most durable and rugged industrial handheld scanner on the market. Over-molded rubber covers all of the likely drop contact points, adding an extra degree of shock protection for the scanner, making it suitable for package handling and tracking, warehouse applications, shipping and receiving, manufacturing shop floor and other demanding applications.

The PowerScan PD7100 combines the best features and performance of the competitive scanners into a single unit to deliver the best industrial scanner value to customers. It offers best-in-class performance and features thanks to the advanced optics and an updated hardware and software architecture. The innovative and unique Datalogic Scanning optical design allows the scanner to scan with a depth of field that is unsurpassed by any other standard range scanner, either imager or laser. An optional integrated laser aiming beam is also available for applications that need more precise or brighter aiming cues.

The result is a versatile, easy to use and intuitive scanner that simplifies any code reading activity.

This Product Bulletin announces the availability of the corded version beginning in September, 2008. A Bluetooth® cordless version will be available in several months, replacing the current PowerScan 7000BT. A separate bulletin will be sent out then to announce the Bluetooth® version.



Features and Benefits

Feature: Robustness and environmental protection:

- The PowerScan PD7100 withstands 50 drops of 2 m / 6.5 ft to concrete
- It is sealed from dust and water at an industry leading IP65 rating
- It can operate between -30 to 50 °C / -22 to 122 °F
- It is functional after a 25 kV electrostatic discharge.

Benefit: Reliability in the long term; lower total cost of ownership (TCO)

Feature: With innovative and unique Datalogic Scanning optical design, the PD7100 offers a combination of scanner performances that are normally incompatible:

- Maximum bar code resolution up to 3 mil
- Reading capability from contact to over 3 m / 9.84 ft (depending by the bar code resolution)
- The widest 'Field of View' on the market allows the reading of wide bar codes from shorter distances (a 6 cm wide code can be read as close as 3 cm; a 14 cm wide code can be read as close as 10 cm).

Benefit: Faster and easier reading of any kind of bar code; ease of use

Feature: High-speed digital hardware, advanced Datalogic Scanning decoding algorithms, outstanding good read feedback:

- Read rates up to 500 scans per second
- Advanced decoding algorithm includes code stitching to improve poorly printed or damaged bar code reading performance
- Datalogic patented "Green Spot" on the code

Benefit: Faster and easier reading of any kind of code; ease of use

Feature: PowerScan PD7100 models will meet different market needs with the following features:

- Two Multi-interface Sets are Available:
 - RS-232, Wedge, Wand Emulation and USB, aimed at the industrial market and its' applications
 - RS-232, IBM 46xx and USB, aimed towards the POS check-out
- Cable set: the new industrial cable set recently announced for the PowerScan 8000 family
- Color: available combinations will be Yellow/Black or Black/Black
- Aiming System: the scanner can be equipped with an optional integrated laser aiming beam for applications that need more precise or brighter aiming cues.

Benefit: Best fit with application need and investment protection; lower total cost of ownership (TCO)

Feature: The new PowerScan PD7100 will have an easy setup with the use of the Datalogic Scanning configuration software Aladdin™. All parameters can be modified and the configuration settings downloaded, saved, printed or sent via e-mail to remote customers.

Benefit: For users: a reduced learning curve. For partners: an opportunity for easy and effective support.

To summarize, the key product attributes include:

- State of the art durability
- Reading snappiness
- Outstanding reading performance on “real life” codes
- Reading distance: from contact to several meters
- Best-in-class ‘depth-of-field’ and ‘field-of-view’ performance
- Unmatched ‘good reading’ feedback due to the ‘Green Spot’ on the bar code
- Configuration simplicity
- Multiple interface architecture

Marketing Positioning

- The new PowerScan PD7100 family will completely replace all existing models of the PowerScan 7000 family.
- It represents the “Value Line” segment of the Industrial Datalogic Scanning portfolio for linear code reading.
- The industrial portfolio for linear codes is complimented by the “Premium Line”, the recently announced PowerScan 8000 family, with the 1D readers’ laser-based technology.
- The chart below represents the price performance and the relative positioning of the Value-Line and Premium-Line families for 1D codes.





- The “Value Line” and “Premium Line” models are targeted to different customers and can be differentiated by the target application.
 - The PowerScan PD7100 can be used in any industrial application when price is the main issue. The targeted competitors are:
 - Motorola LS3008
 - HHP/Honeywell IT4800i
 - DENSO GT10
 - The PowerScan PD7100 can be used for short/medium reading range applications (from contact up to 1m / 3.28 ft) when outstanding snappiness is required (500 scans/sec means an average reading time below 10 milliseconds). Typical applications: Sorting, Postal and POS Check-out.
 - The PowerScan PD7100 should be used when reading of long codes is required at instinctive distances (from contact to 30-40 cm / 11.8 -15.75 in). Typical laser devices have a field of view between 30° and 45°; the PowerScan PD7100 has a field of view of 60° At the same reading distance, the PowerScan PD7100 is able to read a bar code that is normally 1.5 to 2 times wider when compared to competitors’ scanners. Typical application: Transportation and Logistics Pallets, Parcels Codes and Shipping Documents.

Ordering Information

The PowerScan PD7100 is offered with some variants:

- Standard or POS Multi-interface
- Yellow/Black or Black/Black colors
- With or without Laser Aiming

Available Models

The table below lists the available models. The POS Multi-interface models are offered only in Black/Black (more suitable for POS) and without pointer (at POS the normal reading range is instinctive).

Part Number	Description
PD7130-YB	PowerScan D7130 STD Multi-interface Yellow/Black, No Pointer
PD7130-YB-PTR	PowerScan D7130 STD Multi-interface Yellow/Black, With Pointer
PD7130-BB	PowerScan D7130 STD Multi-interface Black/Black, No Pointer
PD7130-BB-PTR	PowerScan D7130 STD Multi-interface Black/Black, With Pointer
PD7110-BB	PowerScan D7110 POS Multi-interface Black/Black, No Pointer

Critical Dates

All models will be available for orders starting September 2, 2008. At that time we will have limited stock for each of the models. Production will overlap with the existing Powerscan 7000 SRI, and capacity could be limited based on demand for the current models in September. We expect a more stable situation in October with production ramp up.

A public announcement (press release and WEB update) is scheduled for September 15, 2008.

Accessories

The PowerScan 7100 family inherits the rugged and reliable mechanics of the PowerScan 7000 family, therefore the accessories will remain the same. A new Product Reference Guide will be released to support the new functionalities. The available accessories are:

Part Number	Description
4004-0794	Power Supply, AC/DC, 120V, Wall Mount, US
4004-0799	AC/DC Power Supply, 120 volt, US (desk mount)
11-0109	Power Hood Padded Cover
11-0110	Hands-free Stand
11-0111	Universal Mounting Kit for PowerScan
7-0404	Industrial Take-up Reel
11-0139	Heated Holder, 24 Volt
11-0138	Heated Holder, 36 Volt
11-0140	Heated Holder, 48 Volt

Part number for the new Product Reference Guide:

Part Number	Description
R44-2912	Product Reference Guide

Cables

The PowerScan PD7100 family is compatible with most of the new industrial cables recently announced for the PowerScan 8000 family. The available cable set has been enhanced with the introduction of new models and different lengths. The complete set of industrial cables available for all PowerScan 7100, PowerScan 8300 and PowerScan 8500 families will be forthcoming in a separate Sales Bulletin. The PowerScan PD7100 family is not compatible with the cables of the PowerScan 7000. They have been modified both mechanically and electrically and therefore cannot be used with the new 7100 products.

Service and Technical Support

The models of the PowerScan PD7100 family come with a standard **three year factory warranty**. Service will be provided either by Datalogic Scanning or Datalogic Scanning Authorized Repair Centers. Contact your local Datalogic Scanning representative for more information regarding warranty extensions and maintenance contracts.

Frequently Asked Questions

1) Can the PowerScan PD7100 read PDF417 codes?

No, the PDF417 reading capability is not available on the new 7100 family. To read stacked as well as 2D codes, we offer the PowerScan 7000 2D or the PowerScan PD8500.

2) What are the important differences between the new PowerScan PD7100 and the former PowerScan 7000 SRI? In particular, are there any features of the 7000 family not supported on the new 7100 family?

No, aside from the above mentioned limitation concerning the PDF417 decoding, the PowerScan PD7100 can replace the PowerScan 7000 in any application and offers similar or better performance and features.

3) Is there any configuration tool available for this product?

Yes. The PowerScan PD7100 is supported by Aladdin™ software.

4) Is there any Datalogic Scanning 'good read' Green Spot in this product?

Yes. The PowerScan PD7100 is equipped with the patented "Green Spot" on the code.

5) Can customers order a custom configured model?

Yes they can. They will need to submit a Field Sales Request (FSR) for this request. The decision to release a special version will be made based on strategic importance and quantity commitment.

6) Can this product be made available with a custom logo/color?

Yes. They will also need to submit an FSR for this request. The decision to release a special version will also be made based on strategic importance and quantity commitment.

7) Will there be Kits available?

Currently we only offer the product and its' cables/accessories separately. This is a benefit for us and for our distributors in terms of stock optimization. In the upcoming months we will define 'Kits' for the most used cables. Of course, if there is a customer requirement to have a specific combination of product and accessories, you can submit an FSR. The decision to offer a special version will be made based on the strategic importance and quantity commitment.

8) Are the PowerScan 7000 SRI cables compatible with the new family?

No. The new PowerScan PD7100 can use only the new industrial cables. All previous cables are mechanically and electrically incompatible.

9) Will the PowerScan 7100 scanners be available only in corded versions?

At the present time, yes. The cordless model is still the PowerScan 7000BT, but we will announce the availability of the new PowerScan BT7100 in several months.

10) Will the PowerScan 7100 scanners be available only with linear imaging technology?

At the present time, yes. The 2D Imager model is still the PowerScan 7000 2D.

Critical Dates

General availability for the new PowerScan PD7100 is September 2, 2008 and production units will be available to order then.

Marketing Communications Materials

Sales Tools will be available on the EASEOFACCESS Datalogic Extranet as usual.

For More Information

Please contact Stefano Vassura, Product Manager: stefano.vassura@datalogic.com.

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