

Product: Gryphon™ L GD4300 Linear Imager

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Introducing the Gryphon™ L GD4300 Laser Scanner

Overview

Datalogic Scanning is pleased to announce the introduction of the new Gryphon™ L GD4300 reader, a general purpose laser scanner providing outstanding reading performance and durability that makes it one of the most suitable scanners for any market, including applications from retail to light industrial.

The Gryphon L GD4300 reader is the 'high end' Laser Technology product offering from Datalogic Scanning. Together with the QuickScan L QD2300 readers, they complete the QuickScan and Gryphon families regarding Laser Technology products. Between the Gryphon L GD4300 readers and the Gryphon I GD4100 readers, customers are provided with two choices of technology in the same Gryphon reader enclosure.



Powerful, reliable, easy to install and having great ergonomics, the Gryphon L GD4300 and the Gryphon I GD4100 readers are designed with the intent of satisfying the most demanding customer requirements of any application using General Purpose Linear Technology.

The Gryphon L GD4300 reader is very effective and fast reading. In fact, on EAN13/UPC 13 mil bar codes, this scanner reads from near zero to almost 50.0 cm / 19.7 in. The Gryphon L GD4300 reader is able to endure multiple drops from 1.8 m / 5.9 ft and also repeated shocks from short distances. Because of the renewed optics of this scanner which provides a scanning angle of 47°, the Gryphon L GD4300 reader is capable of reading wide bar codes from fairly short distances.

Outstanding robustness and IP rating protects the scanner from environmental agents making it suitable for light industrial applications, not severe or harsh environments. Additionally, the Gryphon L GD4300 reader provides the Datalogic patented Green Spot for good read feedback. This key feature is especially helpful when environments are under-lit or very noisy.

The QuickScan™ QS6000 Plus readers and the FireScan™ readers have been among the top bar code readers in the market, providing full guarantees along with top performance and quality products. With approximately one million of these units in the field, the Gryphon L GD4300 readers will face the challenge to replace and further enhance the Datalogic Scanning representation in the market. The QuickScan QS6000 Plus reader customer base represents a great chance to replicate the success of this product with the new Gryphon L GD4300 readers. These customers represent a great opportunity to rely on a huge customer base for replacement or extension of their existing installations.

Product Features

Here below, the summarized reading performance highlights:

Reading Features:

Shown below is a summary of the reading performance:

Max Resolution:

- 4 mil

Reading Distance:

- 13 mil – 2.2 cm / .8 in to 48.0 cm / 18.9 in
- 20 mil – up to 70 cm / 27.5 in

Reading Width:

- 47° scan angle

The Gryphon L GD4300 reader is also equipped with unique and patented features. This will allow our internal and external sales force to use additional sales proposals in a different way than competitors by leveraging on differentiating factors and not just price.

Multiple Interfaces with Enhanced IBM Interface Connectivity

The Gryphon L GD4300 reader comes with two different interface models:

- A multi-standard interface for connection to the host via USB (COM and Wedge Emulation), RS-232, Keyboard Wedge and Wand Emulation
- An IBM 46XX interface model which also includes USB POS and RS-232 interfaces

To make the product more suitable for Retail Applications, Host Download capability is also available.

Unmatched 'Good Read' Feedback

The Gryphon L GD4300 reader along with the entire Gryphon family of readers provide the Datalogic patented Green Spot 'good read' feedback which represents an unsurpassed feature appreciated by its customers and is a tangible benefit when comparing this reader to the competition.



This unique and distinctive feature is not available on the FireScan readers or the QuickScan QS6000 Plus readers.

With a simple software change, the patented Green Spot technology can also work as a 'Good Match' feature providing feedback only when 2 identical bar codes match.

Reliability and Durability

The Gryphon L GD4300 reader offers a reliable package made up of the following features:

- Ruggedized Plastic/Rubber Enclosure – to protect against unlimited and repeated shocks
- Multiple 1.8 m / 5.9 ft Drop Resistance – industrial-like specs to ensure no down time in any condition
- IP52 Environmental Protection – protects against:
- Solid particles with dimensions to 1 mm = Dust
- Water drops = Light Rain

5-Year Warranty

The Gryphon L GD4300 reader offers a 5-Year warranty to ensure a long protection period to the customers. The 'replacement product factory warranty' has been extended by 3 years, which provides greater value to customers and at the same time enhances the perception of a better quality product.



None of the Gryphon L GD4300 readers' competitors can provide a reliability package so rich and complete. This is beneficial to our customers because these features protect their investment and lower their total cost of ownership (TCO), which raises the value of the actual reader.

Free Software Configuration Program

The Datalogic Aladdin™ configuration software is extremely flexible and intuitive and offers users the opportunity to manage the configuration of the Gryphon L GD4300 reader as well as all Datalogic Scanning handheld devices with a single software tool.



Inasmuch as the product configuration commands are different from the commands of both the FireScan™ readers and the QuickScan™ QS6000 Plus readers, the Datalogic Aladdin configuration software is the tool that makes this change transparent to customers. Because of its effectiveness, the Datalogic Aladdin configuration software capability should be promoted for its simplicity and for its ease of migration to a new product or its ease of integration for an existing installation of the FireScan readers or the QuickScan QS6000 Plus readers.

Always Up-to-Date

Because of its Flash memory, the firmware of the Gryphon L GD4300 reader can be easily updated in the field. The firmware can be downloaded via a serial interface maintaining an 'up-to-date' device.

Features and Customer Benefits

| Feature | Customer Benefit |
|---|--|
| Enhanced Reading Snappiness | Increases productivity and efficiency |
| Lightweight and Ergonomically Shaped | Reduces operator fatigue |
| Datalogic Scanning Patented Green Spot Technology | Improves user feedback; none of the competitors has a similar feature |
| Two Multi-interface Models: <ul style="list-style-type: none"> • USB, RS-232, Wedge and Wand Emulation • IBM 46XX, USB and RS-232 | Two models cover close to 100% of the applications, minimizing stock optimization for partners |
| GS1 DataBar™ Reading Capability | Covers all POS applications now and into the future |
| 1.8 m / 5.9 ft Drop Resistance | Features outstanding durability, reliability and allows a wider range of applications |
| IP52 Environmental protection | Provides uninterrupted functionality even in dusty and moist environments |
| 5-Year Warranty | Reduce the total cost of ownership (TCO) |
| Shares the same Datalogic General Purpose Cables | Reduces stock optimization |
| Datalogic's Aladdin configuration software program | Easy to use tool which improves the reader's installation and maintenance |
| USB Compliance | Allows USB certified connectivity for connection to POS devices |

Target Markets and Applications

Inasmuch as the QuickScan L QD2300 reader represents the affordable Datalogic Scanning laser product aimed at customers where price is the main concern, the Gryphon L GD4300 reader is able to cover any application today previously covered by the Gryphon I GD4100 readers from POS Check-out to Light Industrial Warehousing. However, in a laser-oriented environment where the need for the 'laser line' of illumination is great, the Gryphon L GD4300 reader is more suited for Light industrial applications rather than using the General Purpose readers.

One of the main targets for the Gryphon L GD4300 reader is to replace the existing QuickScan QS6000 Plus reader customer base for retail POS.

Finding new and alternative applications is also necessary in order to focus sales and assign specific products as being the most suited for specific applications. One possibility, which is currently being serviced by laser products (specifically Motorola products), is the Government sector. Listed below are the main Target Applications.

Retail / In-store

The Gryphon L GD4300 reader is equipped with all the features needed to satisfy the demands of retail, featuring Snappiness, Reading Distance and Width, High Throughput, Robustness and 'Good Read' feedback. With these applications, the Gryphon L GD4300 reader is absolutely the best choice in terms of performance. Customers can now choose between a Linear Imager and Laser Reading given the fact that the Gryphon I GD4100 reader has a better performance with a slightly lower list price.

A wider interface capability and two color choices make the Gryphon I GD4100 readers suitable for supplementary reading equipment when using Magellan scanners and in replacement of the QuickScan QS6000 Plus readers. For noisy environments, the Datalogic patented Green Spot technology provides unique and reliable reading feedback for the customer.

Government / Office Automation

Robustness is a major reason to select the Gryphon I GD4100 reader for this application. The product has been tested to resist more than 20 drops from 1.8 m / 5.9 ft to a concrete surface as well as many drops from lower distances. The dropping of equipment and readers is more common in environments where the user takes and leaves the product on a table or counter several times a day.

This application is assigned technical scores based on specification requirements. The following features have been rated with very high scores regarding the Gryphon L GD4300 readers: Speed, Reading Distance, Drop Resistance and IP Rating.

Government applications remain a segment where there are many opportunities in terms of growth. This is directly linked to the need for efficiency in the Public Administration and related Agencies or Associations.

Applications such as Document Handling will require 100% accuracy of the captured data with no room for data entry errors. This is a major reason to incorporate scanning technology. Additionally, the Gryphon L GD4300 readers have a decoding capability that ensures long lasting and hassle-free operations.

Warehousing and Light Industrial

Given the fact that the Powerscan™ family of readers is still the most suitable product for Warehouse Applications, the Gryphon L GD4300 reader can be a Laser alternative for those environments that do not require the physical characteristics of an industrial product. Among General Purpose products, the Gryphon L GD4300 readers are the best-suited industrial readers and they also provide the 'illumination line' that users like to see.

Reading distance on a 20 mil bar code is around 70.0 cm / 27.5 in, which provides superb long reading distances in respect to other products from competitors.

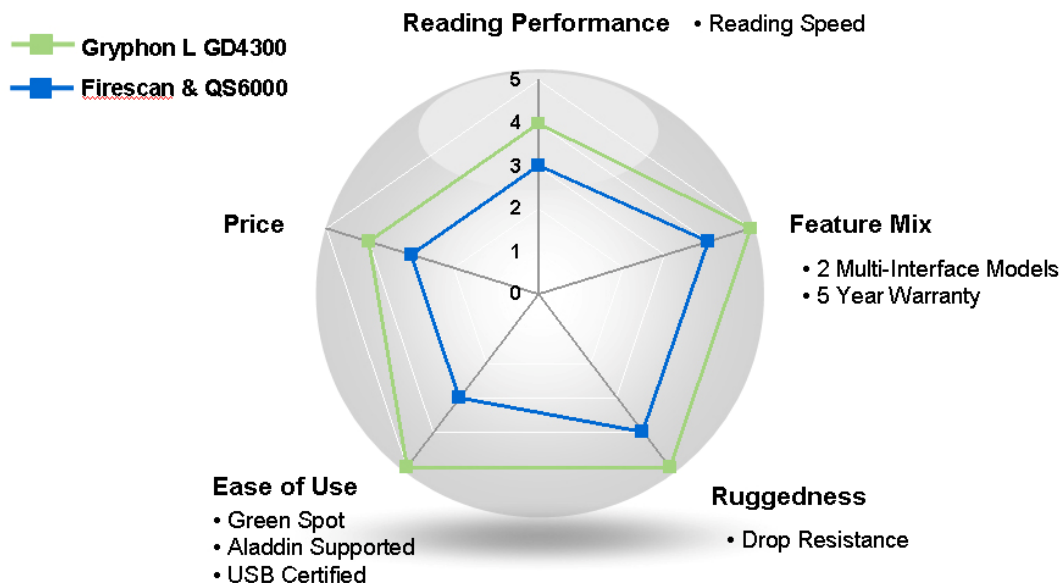
Marketing Positioning

The Gryphon L GD4300 series of readers will completely replace all existing models of the FireScan readers and the QuickScan QS6000 Plus readers. This Gryphon reader represents the Datalogic Scanning general purpose portfolio for linear code reading together with Gryphon I GD4100 linear imager.

The general purpose portfolio for linear bar codes is complimented with the QuickScan® QD2300 series of readers featuring laser technology and the QuickScan® QD2100 readers featuring linear imaging technology.

Shown below is a radar view with the evaluation of the Gryphon L GD4300 readers (in blue) and the FireScan D131 readers/QuickScan QS6000 Plus readers (in red) based on the same set of characteristics. Aside from the reading speed (100 scans/second versus 35 scans/second) and the real TTR (from trigger click to scan), the Gryphon L GD4300 reader leads in the Drop Resistance feature and when compared to the FireScan reader, also leads in IP rating. More obvious features show the Gryphon L GD4300 readers with the patented Green Spot technology for good read feedback, USB Compliance, Multi-interface Models and additional 3-Year Warranty.

Gryphon L GD4300 vs. FireScan, QS6000



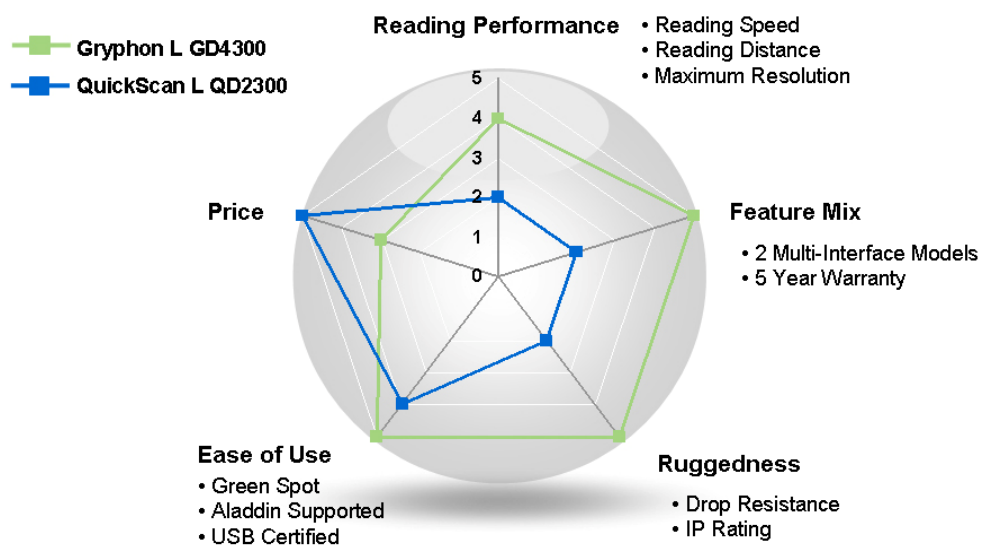
The graphic shown below represents the Price/Performance and the relative positioning of the QuickScan and Gryphon families for linear code reading.



The relative positioning of the Gryphon and QuickScan families are also represented in the 'radar' graph shown below. The products are evaluated on a complete set of characteristics that are grouped in:

- General Features (Interface Sets, Electrical Characteristics, Warranty, etc.)
- Radio Features (connection flexibility & versatility, networking, radio range, etc.)
- Reading Performance (Reading Distances, Maximum Resolution, Print Contrast Ratio, etc.)
- Ease of Use (Weight, Ergonomics, Visual and Audible Feedback, Configuration Flexibility, etc.)
- Ruggedness (Drop Robustness, IP Protection, ESD Protection, etc.)
- Price

Gryphon L GD4300 vs. QuickScan L QD2300



Ordering Information

Models Available

| Part Number | Description | Available |
|--------------|--|------------------|
| GD4330-BK | GRYPHON D4330-BLACK, Corded, 1D, Multi I/F | January 6, 2010 |
| GD4330-WH | GRYPHON D4330-WHITE, Corded, 1D, Multi I/F | January 6, 2010 |
| GD4310-BK | GRYPHON D4310-BLACK, Corded, 1D, IBM I/F | January 6, 2010 |
| GD4310-WH | GRYPHON D4310-WHITE, Corded, 1D, IBM I/F | January 6, 2010 |
| GD4330-BKK1 | GRYPHON D4330-BLACK, 1D Multi I/F, USB KIT | January 19, 2010 |
| GD4310-BKK40 | GD4310-BK, IBM 46XX, Port9, 12' coil cab kit | January 19, 2010 |
| GD4310-BKK10 | GD4310-BK, IBM USB, PWR+, 16' coil cab kit | January 19, 2010 |
| GD4310-BKK20 | GRYPHON D4310-BK, RS-232 12' coil cable kit | January 19, 2010 |

Note:

The current FireScan readers and all the QuickScan QS6000 Plus readers will become obsolete when the Gryphon L GD4300 readers are available. Appropriate instructions on migration replacements will be provided with the obsolescence notice in the Sales and Product Bulletins.

Shown below is a cross reference table for the new and replaced part numbers.

| Part Number | Description | Replacing | Description |
|--------------|---|-----------|---------------|
| GD4330-BK | GRYPHON D4330-BLACK, Corded, 1D, Multi I/F | 902351122 | FireScan D131 |
| GD4330-WH | GRYPHON D4330-WHITE, Corded, 1D, Multi I/F | New | |
| GD4310-BK | GRYPHON D4310-BLACK, Corded, 1D, IBM I/F | 902351123 | FireScan D111 |
| GD4310-WH | GRYPHON D4310-WHITE, Corded, 1D, IBM I/F | New | |
| GD4330-BKK1 | GRYPHON D4330-BLACK, 1D Multi I/F, USB KIT | New | |
| GD4310-BKK40 | GD4310-BK, IBM46XX, Port9, 12' coil cab kit | New | |
| GD4310-BKK10 | GD4310-BK, IBM USB, PWR+, 16' coil cab kit | New | |
| GD4310-BKK20 | GRYPHON D4310-BK, RS-232 12' coil cable kit | New | |

Accessories

The Gryphon GD4300 reader shares the same cables, power supplies, stands and holders used for Gryphon I GD4100 with the exception of the following 2 stands that are not supported by this product:

- STD-AUTO-G040-WH, GRYPHON AUTOSENSE STAND, WHITE
- STD-AUTO-G040-BK, GRYPHON AUTOSENSE STAND, BLACK

Critical Dates

General Availability is currently planned for January 6, 2010 and the **Public Announcement** is scheduled for January 12, 2010.

At the General Availability date we will have limited stock for each model and our capacity may be limited based on demand ramp-up on the different models. Before General Availability, some units will be available for Sales to support small orders. A communication regarding those units will follow shortly to advise sales of the exact number of products available and their allocation among regions.

Note: Certification is still in progress and is expected to be received by **January 20, 2010** for Mexico. Any order received from Mexico will be placed 'on hold' until certification is received and the related labels are placed onto the product.

Service and Technical Support

The Gryphon L GD4300 readers come with a standard 5-Year Warranty. Service will be provided either by Datalogic Scanning or a Datalogic Scanning Authorized Service Provider.

Frequently Asked Questions

Q: Are the new Gryphon GD43X0 reader cables compatible with the current Gryphon I GD4100 reader cables?

A: Yes. The Gryphon GD43X0 readers share the same cables as the Gryphon I GD4100 readers as well as the popular QuickScan I QD2100 readers. The Gryphon GD43X00 readers also support the cables used with the FireScan readers as well as all Datalogic Legacy products. It does not support any of the QuickScan QS6000 Plus reader cables or the QuickScan™ QS6500 reader cables.

Q: Are the Gryphon GD43X0 readers available in corded versions only?

A: At the present time, yes. No Laser cordless models are currently expected to be released

Q: Will Kits be available for the Gryphon L GD4300 readers?

A: Yes. Currently we are offering the USB kits for a 'Plug-in and Scan' solution due to this global popularity of this interface. Also, to cover any connectivity requirements within the POS application, kits including the IBM interface in the reader with longer/coiled cables (IBM 46XX, USB IBM and RS-232) are available. If there is a customer requirement to have a specific combination of product and accessories, an FSR can be submitted. The decision to offer a special version will be made based on the strategic importance and quantity commitment.

Q: Will the Gryphon GD43X0 readers be available in Linear Imaging or Laser Technology?

A: At the present time, yes. In the future, there will be a PDF reading version as well as a full 2D version using the same enclosure

Q: Are the software configuration commands the same as the current FireScan readers or the QuickScan QS6000 Plus readers?

A: No. The Gryphon GD43X0 readers as well as all newly released products use new configuration commands common to all Datalogic Scanning products going forward. To minimize the impact to customers, the Aladdin™ configuration software makes the change transparent to the user.

Q: Are the accessories for the Gryphon L GD4300 reader compatible with the accessories for the Gryphon I GD4100 reader?

A: Some of the accessories are compatible, but not all are. The Gryphon GD43X0 reader shares the same power supplies, cables and holders as the Gryphon I GD4100 reader. The Gryphon L GD4300 readers do not support the auto-sensing stand used with the Gryphon I GD4100 reader.

Q: Is the Gryphon GD4X0 reader available with different interface sets and in different colors?

A: Yes. The Gryphon GD43X0 readers are available with these interfaces: the Gryphon GD4330 readers are equipped with Standard Multi-interfaces (USB, Keyboard Wedge, RS-232 and Wand Emulation) and the Gryphon GD4310 readers are equipped with these IBM Multi-interfaces: (IBM 46XX, USB POS and RS-232).

Both models are available to order in either black or white. There are also kits available to cover most of the connectivity requirement in demand.

Q: Is there a configuration tool available for this product?

A: Yes. The Gryphon GD43X0 reader is supported by the Datalogic Aladdin configuration software, which is a free download from our web site.

Q: Is the Datalogic Scanning 'good read' Green Spot in this product?

A: Yes, the Gryphon L GD4300 reader is equipped with the patented Green Spot technology on the bar code, while the FireScan reader and the QuickScan QS6000 Plus reader are not equipped with the Green Spot technology.

Q: Can customers order a custom configured model of the Gryphon L GD4300 reader?

A: Yes they can. The customer will need to submit an FSR for this request. The decision to release a special version will be made based on strategic importance and quantity commitment.

Q: Can this product be made available with a custom logo/color?

A: Yes. The customer will 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.

Sales Tools

The following Sales Tools are currently available for the Gryphon GM4100 scanner:

- [Gryphon L GD4300 Marketing Information Guide \(MIG\)](#)
- [Gryphon L GD4300 Competitive Selling Guide](#)
- [Gryphon L GD4300 PowerPoint Sales Presentation](#)
- [Email HTML Template](#)
- [Web Banner Suite](#)
- Data Sheets
 - [English \(US LTR\)](#)
 - [English \(A4\)](#)
 - [Brazilian Portuguese](#)
 - [Chinese](#)
 - [French](#)
 - [German](#)
 - [Italian](#)
 - [Japanese](#)
 - [Russian](#)
 - [Spanish](#)
- Product Photography – Visit the Extranet for a complete library of photography available

For More Information

Please contact your local Datalogic Scanning office.