

<b>Product Bulletin:</b>	<b>PB20100623</b>	<b>Issue Date:</b>	<b>June 23, 2010</b>
<b>Product:</b>	<b>Magellan™ 3200VSi</b>	<b>General Availability:</b>	<b>June 30, 2010</b>
<b>Business Unit:</b>	<b>Fixed Retail Scanning</b>	<b>Public Announcement:</b>	<b>July 14, 2010</b>
<b>Contact:</b>	<b>Please contact your local Datalogic Scanning Office for more information</b>		
<b>Distribute To:</b>	<input checked="" type="checkbox"/> <b>Americas</b>	<input checked="" type="checkbox"/> <b>Europe/Middle East/Africa</b>	<input checked="" type="checkbox"/> <b>Asia/Pacific</b>

## Introducing the Magellan™ 3200VSi High Performance Imaging Scanner

### Overview

The new Magellan 3200VSi imaging scanner is coming very soon!

The Magellan 3200VSi scanner is targeted for the same market segments as the Magellan 2200VS scanners, but also addresses evolving requirements for those markets. These primary target markets include:

- Specialty Retail Stores
- Drug Stores
- Pharmacies
- D-I-Y Stores
- Convenience Stores
- Grocery Stores

Because of its scanning performance and small size, the Magellan 3200VSi scanner is also an excellent choice to be used in smaller Self-Checkout lanes where there is no requirement for integrated weighing.

### High Performance

The Magellan 3200VSi scanner uses new imaging technology and software developed by Datalogic Scanning which allows it to perform comparably to current laser-based omnidirectional single plane scanners. Because of its imaging technology, its performance on hard-to-read bar codes is far superior to any other single plane scanner currently available. This increases the first pass read rates of difficult-to-scan bar codes, yielding a performance gain for the retailer's checkout and increasing operational efficiency and customer service.

This new scanner also adds the optional ability to scan all of the most popular 2D bar codes which are used for emerging applications requiring the inclusion of more data in smaller spaces. Perhaps most important is the ability of the Magellan 3200VSi scanner to upgrade software in order to add additional capabilities, such as 2D scanning which protects the retailer's initial investment and extends the life of the scanner.

### Reliability

The Magellan 3200VSi scanner inherits the Magellan family's renowned reliability and quality. The design has been thoroughly tested and has passed all of the reliability testing required of any new Magellan product. These tests include high resistance to electronic static discharge (ESD), dust and liquid incursion, temperature extremes and other tests. One test involves pouring a 32 oz cup of liquid over the top of the unit to simulate spillage in a convenience store environment.

Because this new scanner is based on new imaging and software that utilizes this technology, it does not require the laser or the motor that are currently in the Magellan 2200VS scanner. While the Magellan 2200VS scanner is the most reliable single plane scanner in the world, the Magellan 3200VSi scanner is estimated to increase the mean time between failures by about 60% (50% duty cycle).



### ***Differentiating Features***

The Magellan 3200VSi scanner has many features not found on current laser-based single plane scanners and features not found on any other scanner. One of the key areas is software management and maintenance because the Magellan 3200VSi scanner offers multiple methods to load new or make changes to existing configuration files and application firmware.

The scanner allows a PC using the Magellan On-Screen Programming tool to be connected via a USB port. This offers the user the ability to load, change or upload configuration files and the ability to update application firmware to newer releases. You can also create configuration files and write them to a Micro-SD card and then insert the card into the Magellan 3200VSi scanner. The scanner will then auto-run the loading of the new configuration. In addition, the scanning software can be upgraded in the field by installing new licensed software features such as an upgrade to 2D scanning. Diagnostic information and unit status information can be captured to the PC or to a Micro-SD card. The Magellan 3200VSi scanner is also capable of remote support and remote upgrades if the host terminal is capable of passing configuration or application files.

The Magellan 3200VSi scanner has an auxiliary RS-232 port for connection of an optional handheld scanner or for integrating the unit to an EAS controller. Other features include the ability to capture images and write the images to the Micro-SD card or send them to the host terminal. Dual good read indicators assure that good scans are seen by cashiers, customers, supervisory personnel and overhead video surveillance cameras.

In short, the Magellan 3200VSi scanner is a breakthrough scanner that offers exceptional performance and reliability with innovative features which provide outstanding value to the customer.

### **Features and Benefits**

Product Features	Customer Benefits
New Datalogic Imaging Technology	New imaging technology including new illumination method and advanced software. <ul style="list-style-type: none"> <li>• Depth-of-field, field-of-view and sweep speeds are comparable to the best laser-based single plane scanners</li> <li>• Vastly improved performance on hard-to-read bar codes are better than any single plane laser scanner on the market</li> </ul>
Expanded 2D Decoding	<ul style="list-style-type: none"> <li>• All of the most popular 2D codes are supported. Well-suited for emerging applications which require the inclusion of more data in smaller spaces where 1D codes would not be acceptable.</li> </ul>
Solid-state Electronics	<ul style="list-style-type: none"> <li>• Reduces Total Cost of Ownership (TCO):</li> <li>• Designed with no moving parts</li> <li>• Has no spinning mirrors, high-speed motors or laser diodes</li> <li>• Greatly increases mean time between failures (MTBF)</li> </ul>
Software Driven: Flexibility and Upgradeability	<ul style="list-style-type: none"> <li>• Some software features can be added after installation or at a future time. For instance, if there is no current need for 2D bar code reading, the customer may purchase a 1D only unit. If future needs change, the 2D capability can be purchased and added at a later date.</li> <li>• Flexibility to meet evolving needs</li> <li>• Potential extends useful life of the scanner</li> <li>• Reduces cost of initial purchase</li> </ul>
Omnidirectional Operation on all Bar Codes	<ul style="list-style-type: none"> <li>• Allows the checker to use either a sweep or presentation style of scanning, depending upon the environment and the types of items:</li> <li>• Reduces checker training times</li> <li>• Speeds checkout for better customer service</li> </ul>

Micro SD Card Slot	<ul style="list-style-type: none"> <li>Provides a means to upgrade software and store other data</li> <li>Allows upgrade of a 1D only scanner to 2D scanning capability</li> <li>Allows loading of new application firmware</li> <li>Allows loading of new configuration</li> <li>Allows storage of captured images</li> </ul>
Multiple Interfaces in Each Unit	<ul style="list-style-type: none"> <li>The most popular interfaces are supported in every unit, which increase flexibility while protecting the user's investment:</li> <li>Includes IBM, USB, KBW and RS-232 interfaces in every unit</li> <li>Provides an easy, low cost migration path – simply scan a programming label and change the cable</li> </ul>
RS-232 Auxiliary Port	<ul style="list-style-type: none"> <li>An auxiliary port is provided to:</li> <li>Connect a handheld scanner</li> </ul>
Micro USB-B Port	<ul style="list-style-type: none"> <li>The Micro USB-B port on every unit is used to connect a PC with a standard USB cable which can load new application firmware or configuration files. Diagnostic and unit information can also be uploaded from the scanner.</li> <li>Flexibility in software maintenance methods</li> </ul>
Image Capture	<ul style="list-style-type: none"> <li>The unit is capable of capturing an image when receiving a host terminal command. The image can be transferred to the host terminal or to the on-board Micro SD card in multiple selectable formats.</li> </ul>
Checkpoint™ Systems EAS and Interlock Compatible	<ul style="list-style-type: none"> <li>Allows the Checkpoint Electronic Article Surveillance (EAS) system to be integrated into the scanner:</li> <li>Reduces deactivation failures by linking scanning and EAS tag deactivation</li> </ul>
Small Size	<ul style="list-style-type: none"> <li>Takes up very little counter space:</li> <li>Frees up additional revenue-producing counter space</li> <li>Easy integration into new or existing check stand designs</li> </ul>
Two 'Good Read' Indicators	<ul style="list-style-type: none"> <li>Green LEDs indicate a good scan – one indicator at the top of the unit visible by the customer and video surveillance cameras and one on the front of the unit, visible by the cashier</li> <li>Reduces shrink by showing an item has been scanned</li> </ul>
Automatic Programmable Sleep Mode	<p>Allows unit to automatically go into a low power usage state when there is no scanning activity. The amount of inactive time is programmable by the user.</p> <ul style="list-style-type: none"> <li>Lowers overall power consumption</li> <li>Because there is no 'spin-up' time for a motor when the unit senses an item, the on time is virtually instantaneous</li> <li>Green LEDs 'breathe' while in sleep mode</li> </ul>
Back Cover Options	<p>There are two back cover options. A regular cover for placing the unit on a counter without mounting and a cover that has mounting options to allow it to be affixed to either a counter or wall.</p> <ul style="list-style-type: none"> <li>Placement and usage flexibility to match every checkout design</li> </ul>
Precise Imaging Scan Volume	<p>Provides a well-defined scan volume that helps prevent accidental scans of items on a small checkout surface:</p> <ul style="list-style-type: none"> <li>Reduces misreads caused by stray laser scan lines</li> <li>Reduces error correction time caused by misreads at the checkout</li> </ul>
Magellan™ On Screen Programming Tool	<p>The Magellan 3200VSi is supported by the Magellan On-Screen Programming Tool. The tool is PC based and allows complete software maintenance to be performed on a PC. Configurations and application firmware can be loaded, uploaded and maintained by the PC.</p> <ul style="list-style-type: none"> <li>Load configurations files directly to scanner</li> <li>Load configuration to a micro-SD card for a later transfer to the scanner</li> <li>Transfer diagnostic, scanner status and serial number to the PC</li> </ul> <p><b>Note:</b> See Magellan OSP reference material</p>

User Label Editing	This feature allows the end user to modify the transmission of the label data, such as the GS1 DataBar™ Expanded code, to fit specific applications by parsing the data as needed prior to transmitting to the POS.
Magellan Value Added Features (VAF)	<p>An information tool that helps decrease front-end costs and improve customer satisfaction by managing information on checker scanning techniques, problem labels, scanner software and diagnostics.</p> <ul style="list-style-type: none"> <li>• Host Download: Lowers Service Cost and Improves Operations</li> <li>• Diagnostics Reporting: Lowers Labor Costs To Service Assets</li> <li>• Productivity Index Reporting™ software: Identifies badly printed and out-of-spec labels</li> </ul>
Improved 'Green' Features	<ul style="list-style-type: none"> <li>• All plastics used are recyclable – no embedded metal screw hole (called bosses)</li> <li>• Complete RoHS compliance – no lead based solders or heavy metals</li> <li>• Reduced power consumption and new, more efficient power supplies</li> <li>• No motor – one of the hardest components to recycle</li> <li>• Reduced mirrors (also hard to recycle) from 10 to 2</li> <li>• Reduced weight by 52.5% - reduces transportation carbon footprint</li> </ul>

## How to Order

For complete configuration assistance, please refer to the EASEOFCHOICE on-line configuration tool on the Datalogic Scanning Partner Extranet: <https://easeofaccess.scanning.datalogic.com/netapps/prodconfig/default.aspx>

### Selecting the Options - M3200-BBCCD0-0EFFF

- A. All model numbers begin with M3200 which designates a base Magellan 3200VSi scanner with EAS antenna (included in every unit)
- B. The desired configuration loaded at factory – either standard default (01) or custom for larger and recurring orders
- C. The desired Software Model – 1D scanning (upgradeable) with image capture, data parsing, 1D cell phone bar code reading, PIR (option 01) or 2D scanning capable with PIR, image capture, data parsing, 1D and 2D cell phone bar codes reading (option 02)
- D. Desired mounting: either no fixed mounting option which is a normal back cover (option 0) or a dual counter and wall mount that is fastened to a counter or wall to fix mount the unit (option 1)
- E. The power supply: one 'brick' style power supply is used for all countries with this number indicating the cord type for each country that connects the 'brick' to the electrical outlet. When using an OEM USB interface from the host terminal that provides power over the USB connection, no power supply is required. (0 = none, or 1 through x indicating country type)
- F. Indicates the cable desired (if any) and the interface parameters to be set at the factory.

## Product Configurations

Part Number	Description
M3200-010100	1D model: requires cable and power supply ordered separately; upgradeable to 2D scanning; standard back cover
M3200-010200	1D + 2D model: requires cable and power supply ordered separately; standard back cover
M3200-010110	1D model: requires cable and power supply ordered separately; upgradeable to 2D scanning; screw down counter mount
M3200-010210	1D + 2D model: requires cable and power supply ordered separately; screw down counter mount
M3200-010100-01104	1D model: upgradeable to 2D scanning; standard back cover; U.S. power supply; RS-232 9P cable
M3200-010100-07104	1D model: upgradeable to 2D scanning; standard back cover; EU power supply; RS-232 9P cable
M3200-010200-01604	1D + 2D model: standard back cover; U.S. power supply; USB Keyboard Wedge cable
M3200-010200-07604	1D + 2D model: standard back cover; EU power supply; USB Keyboard Wedge cable
M3200-010200-00403	1D + 2D model: standard back cover; no power supply (POT); OEM USB cable; POT
M3200-010200-00230	1D + 2D model: standard back cover; no power supply (POT); WN RS-232; POT

## Accessories

Power Supplies	Each power supply consists of a 8-0936 power supply (brick style) plus a country specific power cord
US and Canada	8-0936 brick power supply + 6003-0941 US Cord (matrix option 1)
Mexico	8-0936 brick power supply + 6003-0941 US Cord (matrix option H)
European	8-0936 brick power supply + 6003-0940 EU Cord (matrix option 7)
United Kingdom	8-0936 brick power supply + 6003-0923 UK Cord (matrix option 3)
Australia	8-0936 brick power supply + 6003-0925 Australia Cord (matrix option F)
Italy	8-0936 brick power supply + 6003-0924 Italy Cord (matrix option G)
Taiwan	8-0936 brick power supply + 6003-0929 Taiwan Cord 120v (matrix option A)
Korea	8-0936 brick power supply + 6003-0930 Korea Cord (matrix option C)
China	8-0936 brick power supply + 6003-0935 China Cord (matrix option 5)
Japan	8-0936 brick power supply + 6003-0927 Japan Cord (matrix option 4)
Argentina	8-0936 brick power supply + 6003-0926 Argentina Cord (matrix option D)
Brazil	8-0936 brick power supply + 6003-0942 Brazil Cord (matrix option E)
US, Canada and Mexico	8-0936 brick power supply + 6003-0932 US Cord w/ twist lock (matrix option 9)
Back Cover, Table Top Mount and Riser Kit	
11-0409	ACCESSORY, BACK COVER, MGL3200 – for field changes only – an 11-0409 <u>or</u> an 11-0406 comes standard with every unit when ordered new.
11-0406	ACCESSORY, TABLE/WALL MOUNT, MGL3200 - – for field changes only – an 11-0409 <u>or</u> an 11-0406 comes standard with every unit when ordered new.
11-0405	ACCESSORY, RISER, MGL3200 – 1.5 in / 3.8 cm high riser block – multiple blocks can be used to achieve higher rise of scanner – <u>REQUIRES</u> use on 11-0406 TABLE/WALL MOUNT
Cables	
8-0730-54	RS-232 - PC Dsub, 9p, 15' (matrix option 104)
8-0730-55	RS-232WN - Beetle, n/Power, 15' (matrix option 203)
8-0730-30	RS-232WN - 9D, P, Beetle, POT, 15' (matrix option 230) no power supply req.
8-0731-09	IBM 46XX - Port 17 (16p) (matrix option 301)
8-0731-08	IBM 46XX - IBM, Port 9B, POT, 15' (matrix option 308) no power supply req.
8-0938-02	IBM USB - Sure Pos, POT, 15' (matrix option 403) no power supply req.
8-0938-01	USB KEYBOARD - USB KB type A, 15' (matrix option 604)
8-0735-03	KEYBOARD WEDGE - 5/6 D, IBM AT/PS2, PCXT, E/P, 15' (matrix option 701)
8-0937-01	Adapter cable – please verify use conditions – see note *

\* **Note:** This adapter cable can be used with some older Magellan 2200VS cables if the customer does not want to install new cables. These are some of, but not all of the RS-232 cables as well as IBM 46XX cables used with the Magellan 2200VS. This adapter will not work with any USB cables of any type. Please check with tech support or product management to verify the compatibility with previous RS-232 cables.

## Critical Dates

**General Availability** is currently planned for **June 30, 2010** and the **Public Announcement** is scheduled for **July 14, 2010**. At the General Availability date, we will have a limited amount of stock on hand for this product due to production ramps and early demand. Production capacity will increase throughout the month of July but supplies may be limited during this period. Please check with your Datalogic representative for leadtimes.

## Service and Technical Support

All models of the Magellan™ 3200VSi come with a standard 3-Year factory warranty. Service will be provided either by Datalogic Scanning or Datalogic Scanning Authorized Service Providers.

## Frequently Asked Questions

### **Q: What is the status of the Magellan™ 2200VS, will it be discontinued?**

A: No. The Magellan 2200VS will continue to be available. It is the most successful single plane vertical scanner in the world and our intention is to continue to make it available to our customers around the globe. Many customers are in the middle of large roll-outs or are very successfully deploying the MG2200VS and we will take no actions that will jeopardize that business. At some point in time if demand shifts significantly to the MG3200VSi we will evaluate the lifecycle plans for the MG2200VS.

### **Q: It looks like the power supplies for the new Magellan 3200VSi are different than the ones for the MG2200VS, why is that?**

A: Power supply regulations and laws governing construction, components, and efficiency continue to rapidly evolve in various countries around the world. It is extremely costly to maintain a wide variety of certifications for various power supplies in various countries. To help minimize this and to support the supply chain, including our partners, we are currently offering a single power supply (brick type) for the Magellan 3200VSi. The cord that plugs into the power supply and runs to the wall outlet is country/region specific.

### **Q: Can I use an old MG2200VS power supply with the new Magellan 3200VSi?**

A: The old power supplies have not been certified for use with the MG3200VSi as a system. That is the old power supplies were certified and the MG3200VSi is certified but not together as a system. If a customer wants to test the compatibility of the existing power supply with the new Magellan 3200VSi it would be their responsibility to obtain any necessary governmental certifications they feel they would require.

### **Q: What about cables – are the cables new for the Magellan 3200VSi?**

A: Yes, virtually all cables have been changed. The main reason for this is the MG2200VS had a power jack on the scanner and the MG3200VSi does not. Removing this power jack increases reliability of the main board and reduces the footprint of the scanner. However, any interface that requires a power supply now has a power outlet jack on the cable itself, therefore the vast majority of cables are new. Prices of the new cables are either the same or less than existing MG2200VS cables.

### **Q: There are two current software options either 1D scanning only or a 1D and 2D option. How can the customer field upgrade to the 2D option.**

A: If a customer does not currently require the need to scan 2D bar codes they can buy a scanner model that does not have that capability for less than the full 1D and 2D model. They may then upgrade their software at a later date. DLS will sell the upgrade licenses. For example, a customer that has 100 1D only scanners installed can order a Micro-SD card with 100 2D upgrade licenses. As they install the upgrade into each scanner the number of upgrade licenses on each Micro-SD card is decremented by one.

## Marketing Communications Materials

The following marketing materials are now available on our extranet web site prior to General Availability:

- [Magellan 3200VSi Marketing Information Guide \(MIG\)](#)
- [Magellan 3200VSi Competitive Selling Guide](#)
- [Magellan 3200VSi PowerPoint Presentation](#)
- [Email HTML Template](#)
- [Direct Mail Templates](#)
- [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  
[Self-Training Portal](#) (web-based) – Available by Public Announcement date (July 14, 2010)