



**ZEBRA**

# **DS2200 Series Selling Guide**

**AFFORDABILITY AND  
SIMPLICITY DELIVERED**



# AGENDA



- Customer Challenges
- Introducing the DS2200 Series
- Key Features
- Zebra General Purpose Handheld Portfolio
- Competitive Analysis
- Markets and Applications
- DS2200 Series Pricing
- Sales Tools and Resources
- Global Services
- Zebra – A True Mobility Partner

# CUSTOMER CHALLENGES

A close-up, high-angle photograph of a Zebra DS22 handheld barcode scanner. The device is black with a textured grip. The scanner's lens and sensor area are visible at the top. The Zebra logo and model number 'DS22' are printed on a black rectangular label on the side of the device.

 ZEBRA  
DS22

# The Point-of-Sale Can Make or Break Your Business



## LONG CHECKOUT LINES NEGATIVELY IMPACT SALES



### Abandoned Carts

Customers leave the checkout line because it is too long



### Put-backs

Customers see long lines while shopping, put back their items and leave



### Lost customers

Customers choose not to return to the store because they had to wait a long time at checkout on a prior visit

Checkout time has a huge impact on your store. If lines are too long, customers won't be willing to wait no matter how good your prices or promotions are.

# Challenges at the POS

**Businesses want to upgrade to a 2D imaging solution, but are concerned about cost, deployment complexity and training/ease of use**

## DEPLOYMENT

Delays caused by scanner set-up increase deployment time

## PRODUCTIVITY AT THE POS

Scanners aren't always intuitive for new cashiers – leading to longer learning curves and difficulty.

When cashiers can't ring an item up on the first try, lines back up and customers are left with a poor final impression of your store

## MANAGEMENT

Post-deployment management, configuration and updating are time intensive – and particularly tough for businesses with a small IT staff





**INTRODUCING THE  
DS2200 SERIES  
HANDHELD IMAGER**

Affordability and  
Simplicity Delivered

# A Track Record of Success



A global leader in the barcode industry for over 35 years



Introduced the industry's 1st Handheld Scanner



Launched the game-changing LS2208 Series in 2003



Over 8.5 million LS2208 units sold



**LS2208**

# What is the DS2200 Series?

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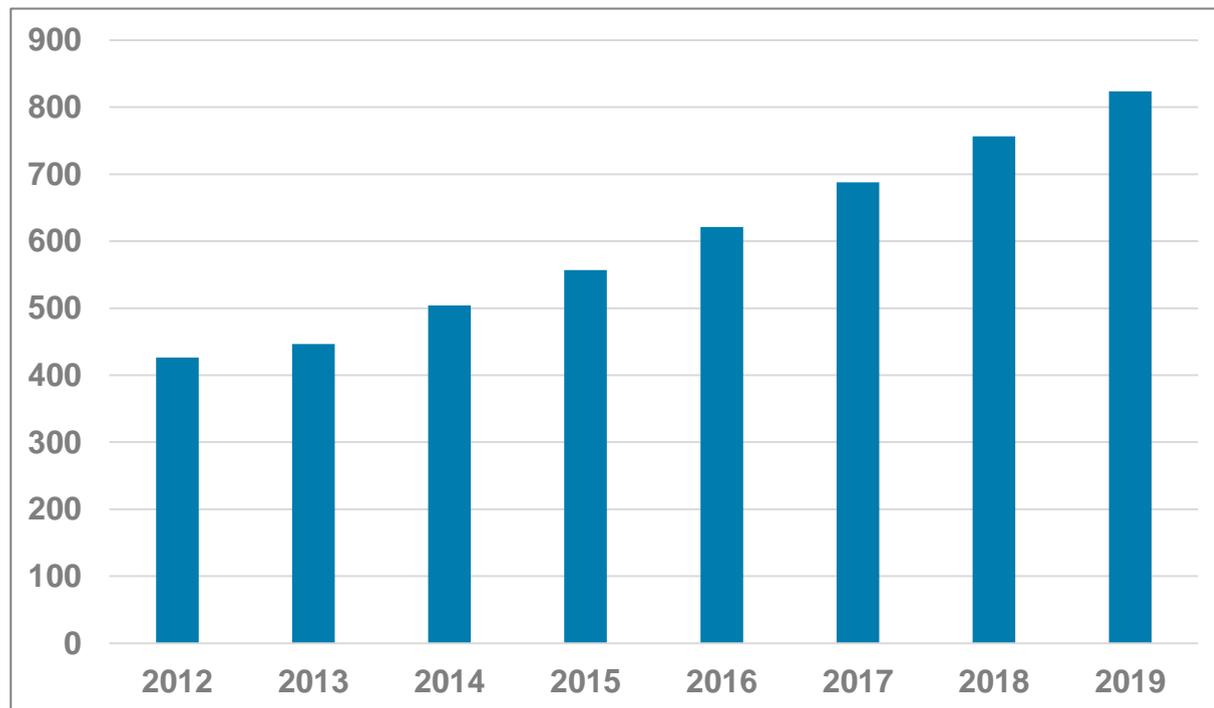
- Builds off the success of Zebra's best selling LS2208 1D scanner
- Adds 2D imaging at an outstanding value to businesses
- Purpose-built to be easy to deploy, easy to use and easy to manage
- Corded & cordless models available\*

*\* The cordless DS2278 will be available in August 2017*

# Market Opportunity

VDC Research projects strong growth for handheld 2D imagers, as these devices support diverse applications across verticals. Enterprises will continue to invest in 2D imagers in order to future proof their investments and scan several different barcode symbologies. For 1D customers, the DS2200 Series offers a seamless upgrade path to 2D technology at a price-point that is comparable to their legacy scanners.

Total Worldwide Sales: 2D Handheld Imagers, in Millions USD



**10% CAGR**  
Projected for 2D  
handheld imagers  
(2014-2019)



# The Many Benefits of 2D Imaging

Your customers may wonder why they should upgrade their laser or linear scanners to a 2D imager. 2D imagers, like the DS2200 Series, do everything that the best 1D scanners can do, in addition to offering several important advantages:

- 2D imagers read 1D and 2D barcodes on both printed labels and mobile displays, so businesses can read every barcode that comes their way and implement mobile loyalty, mobile coupons and more
- 2D imagers read barcodes omni-directionally; this increases productivity and is easier to use since workers don't need to line up the barcode and scanner
- 2D imagers offer superior performance on poor quality barcodes, including smudged, dirty and poorly printed



# With the DS2200 Series, You Can Scan it All

Cashiers can capture barcodes the first time, every time for maximum productivity

Adds all the benefits of 2D imaging at an outstanding value

Available in corded (DS2208) and Bluetooth cordless (DS2278) models



**The affordable DS2200 Series doesn't compromise performance or features for price.**

**Easy to Deploy**

**Easy to Use**

**Easy to Manage**

# KEY FEATURES



# Easy to Deploy — Right Out of the Box

Delivers an out-of-box experience tailor made for quick and easy deployment regardless of your business environment.



## Pre-configured and ready-to-use right out of the box

Ships with default settings that fit the majority of scanning applications, so you can use your DS2200 Series imager the moment you take it out of the box.

## Auto-host Detect Cables

Just plug the imagers into your POS and the auto-host detect cables will automatically identify the interface and connect the imager.

## Easy integration with your tablet based POS

MicroUSB cable provides a low cost charging alternative to the cradle. And with our simplified app development tools, you can easily configure and update imagers right from the tablet.

## 97 international keyboards

Deploy anywhere in the world.

## 123Scan: No-cost configuration tool

Intuitive wizard-driven tool; embed all settings into a single barcode; configure all your devices with a single scan.

## Backward compatible with LS2208 cables

Zebra's LS2208 cables also work with the DS2200 Series – so you can upgrade to a 1D/2D imager without replacing all your cables.

# Easy to Use

Loaded with features to ensure first-time, every-time barcode capture — no training required.

## Point and shoot simplicity

Reads 1D and 2D barcodes from both paper and electronic screens omnidirectionally; cashiers never need to line up the imager and the barcode — unlike 1D scanners

## Instant decoding with PRZM Intelligent Imaging

Zebra's PRZM software decode algorithms deliver superior performance on poor quality barcodes to improve productivity

## Guaranteed full shift battery power

With 14 hours of power, your cordless DS2278 imagers are always available for use — no need to waste time recharging during the business day

## Innovative aim line

Patent-pending aiming technology guides users to scan at the ideal distance from the barcode; offers a similar aim line to the 1D scanners your workers may be using today

## Easiest pairing on the planet

One-step pairing with any Bluetooth-enabled tablet or smartphone, with our industry-first Scan-to-Connect technology

# Easy to Manage

Managing imagers across your business is a lot easier with Zebra's free value-add management tools

## Zebra's exclusive Wi-Fi Friendly Mode

Eliminate Bluetooth Interference when deploying cordless DS2278 imagers by excluding channels that are shared with your WLAN.

## Long-lasting battery

The battery in the cordless DS2278 will likely never need to be replaced, reducing TCO and simplifying management.

## Control scanners from a smartphone, tablet or PC

Easily control beeper, LED and Symbology settings; display scanned barcode data; review model and serial number and more. Supported on Windows, Android and iOS devices.

## No-cost Scanner Management Service (SMS)

Do you have scanners in different locations? Remotely manage them all with our free SMS app.

## SDK for custom application needs

Our free SDKs include documentation, drivers, test utilities and sample source code for Windows, Android, iOS and Linux.



# Cutting-edge Cordless\*

Get a superior Bluetooth cordless experience — only from Zebra



Large Battery Capacity



Standard Bluetooth 4.0 with BLE



Micro-USB charge option



Long Battery Life



Wi-Fi Friendly Mode



Fast Charge Time

\* The cordless DS2278 will be available in August 2017

# Key Takeaways



Scan mobile barcodes  
**53% faster** than  
nearest competitor\*



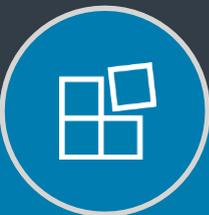
**100,000 Scans**  
per full charge



**Single Step Pairing**  
with Scan-to-Connect



**Switch On-the-fly**  
Between Handheld and  
Hands-free



**Easy Integration** with  
a Tablet-based POS



**Instant Decoding** with  
PRZM Intelligent Imaging



Direct Decode Indicator  
**Improves Productivity**



**14 Hours** Guaranteed  
Full Shift Battery

# Key Accessories

Part Number	Description	Comments
20-71043-04R	Gooseneck Intellistand - Black	Corded Only
STND-GS00UNC-04	Universal Gooseneck Intellistand – Black	Corded Only
25-MCXUSB-01R	Micro USB Cable	Cordless Only
PWR-WUA5V6W0WW	Micro USB Wall Adapter (AU, US, EU, and UK Adapter Clips).	Cordless Only
BTRY-DS22EAB0E-00	Spare Battery, DS2278 Family	Cordless Only

**For a complete list of compatible cables, please go to:**

[https://partnerportal.zebra.com/PartnerPortal/product\\_services/downloads\\_z/barcode\\_scanners/Universal-Cable-Guide-Bar-Code-Scanners.xlsx](https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/barcode_scanners/Universal-Cable-Guide-Bar-Code-Scanners.xlsx)

# ZEBRA GENERAL PURPOSE HANDHELD PORTFOLIO



# Zebra GPHH Portfolio Lineup

## VALUE

### DS2200 SERIES



DS2208



DS2278\*

## MID-TIER

### DS4308



DS4308

## PREMIUM

### DS8100 SERIES



DS8108 SR/DL



DS8178 SR/DL

\* The cordless DS2278 will be available in August 2017

# Positioning Zebra's GPHH Portfolio

Model	DS2200 Series	DS4308	DS8100 Series
<b>Market Positioning</b>	Entry Level	Mid-Market	Premier
<b>Positioning Statement</b>	Affordability and Simplicity Delivered	Feature-Rich Versatility	Innovation-Driven Performance
<b>Where to sell</b>	Tier 3 & 4 Retail	Mid-Market Retail	Tier 1 & 2 Retail
<b>Key features</b>	<ul style="list-style-type: none"> <li>1D &amp; 2D Scanning</li> </ul>	<ul style="list-style-type: none"> <li>1D &amp; 2D Scanning</li> <li>28" range for scanning in a cart (SR)</li> <li>Read down to 3 mil (HD)</li> <li>OCR</li> <li>Driver's License Parsing</li> <li>Image Capture</li> </ul>	<ul style="list-style-type: none"> <li>Industry best 1D &amp; 2D Scanning</li> <li>Digimarc Support</li> <li>Battery Charge Gauge</li> <li>PowerPrecision+ Battery &amp; Metrics</li> <li>Scan Diagnostics</li> <li>Driver's License Parsing</li> <li>Document Capture (Full Page)</li> </ul>
<b>Configuration Options</b>	Corded & Cordless	Corded	Corded & Cordless
<b>Model types</b>	SR	SR, DL, HD, XD	SR, DL

# Visual Differences Between the DS4308 and DS2208 Models



DS4308



Black Trigger

• Symbol Logo

- Zebra Logo
- DS22 Label

Gray Trigger



DS2200 SERIES

# How to Choose Between the 2208 Models

FEATURE	DS2208	LI2208	LS2208
			
<p>Good, affordable option on good quality 1D printed barcodes</p>	●	●	●
<p>Reads 1D mobile or electronic barcodes from the screen of a mobile device, tablet or PC screen</p>	●	●	
<p>Excellent performance on poor quality codes – damaged, torn, dirty, overwrapped, frozen over</p>	<p>1D &amp; 2D: 4 mil on 1D codes, 6 mil on 2D codes</p>	<p>1D Only: Down to 3 mil</p>	<p>1D Only: Down to 5 mil</p>
<p>Reads both 1D and 2D barcodes on printed and mobile devices</p>	●		

# Seamless Upgrade to 2D Technology

For customers using Zebra's 1D products (LS2208 or LI2208), the DS2200 Series offers a seamless and cost-effective upgrade path to 2D technology.

- 
- The DS2200 Series has a price point that is comparable to legacy scanners
  - Backward compatibility with LS2208 cables protects your customer's existing accessory investment
  - The DS2200 Series' aim line is similar to a 1D laser line for an easier transition to 2D
  - The new universal Gooseneck Intellistand is compatible with the LS2208, LI2208 and DS2208; eliminates the need to purchase and manage separate accessories for each scanner type

# COMPETITIVE ANALYSIS

A close-up, high-angle photograph of a Zebra DS22 handheld barcode scanner. The device is black with a textured grip. The scanner's lens and sensor array are visible at the top. The Zebra logo and model number 'DS22' are printed on a black rectangular label on the side of the device.

**ZEBRA**  
DS22

# DS2200 Series Competitive Comparison

	Zebra DS2200 Series	Datalogic QD/QBT2400	Honeywell 145Xg2D	Why it Matters
<b>Easy to Deploy</b>				
<b>Pre-configured for Out-of-box Use</b>	Aggressive	Conservative	Aggressive	Default configuration settings are optimized for the most common scanning applications for faster deployment.
<b>Partner-declared Best-in-Class Software Tools</b>	123Scan	No	No	Allows customers to configure their devices easier and faster than ever before
<b>Easy Integration with Tablet-based POS</b>	Yes: Micro USB cable and simplified app development tools	Micro USB cable only	No	Offers all the features you need to add high-quality scanning to your tablet-based POS.

# DS2200 Series Competitive Comparison

	Zebra DS2200 Series	Datalogic QD/QBT2400	Honeywell 145Xg2D	Why it Matters
<b>Easy to Use</b>				
<b>PRZM Intelligent Imaging</b>	Yes	No	No	Only from Zebra, PRZM's software decode algorithms deliver superior performance on poor quality barcodes, reducing manual entry and increasing productivity and throughput.
<b>Aimer</b>	Best: Patent pending Aim line eliminates guesswork across the decode range	Better: Triangle aimers provide some guidance but only at certain distances from the barcode	Good: Rectangular aimer does not provide any aim guidance	The DS2200 Series patent-pending aim-line is similar to legacy 1D linear scanners, delivering a familiar experience to enable smooth 2D imager adoption. Eliminates guesswork by providing highly accurate aiming, which improves scan speed, worker productivity, throughput and the learning curve.
<b>Fast Charge Time</b>	4 hours via Presentation Cradle; 1 hour via Micro USB cable	22 hours (max) with base and host power, no supply; 6 hours over Micro USB (no base; direct to scanner)	4.5 hours via Presentation Cradle with Power Supply	Short charge times mean less downtime — critical in busy environments. And, power via USB eliminates the need for a power supply, reducing the amount of equipment required to purchase and maintain.

# DS2200 Series Competitive Comparison

	Zebra DS2200 Series	Datalogic QD/QBT2400	Honeywell 145Xg2D	Why it Matters
<b>Easy to Manage</b>				
<b>Partner-Declared Best-in-Class Software Tools</b>	Scanner Management Service (SMS) Scanner SDK	No	No	Complimentary tools reduce management time and cost. Zebra's Scanner Management Service (SMS) remotely manages scanners in all locations, while the Scanner SDK offers a comprehensive toolkit to simplify application development.
<b>Wi-Fi Friendly Mode</b>	Yes	No	No	Customers can exclude channels that coincide with their Wi-Fi network in order to eliminate interference during operation.
<b>Battery Lifetime</b>	Likely won't need replacement	Annual replacement recommended	Information not available	Reduces the need to purchase and manage a battery pool, reducing management time and cost.

# MARKETS AND APPLICATIONS

A close-up, high-angle photograph of a Zebra DS22 handheld barcode scanner. The device is black with a textured grip. The scanner's lens and sensor area are visible at the top. A label on the front of the device features the Zebra logo (a stylized zebra head) and the text "ZEBRA" in a bold, sans-serif font, with "DS22" printed below it in a smaller font. The background is dark and out of focus.

**ZEBRA**  
DS22

# Deployment Environments

## PRIMARY DEPLOYMENT ENVIRONMENT

### MARKET SEGMENT

### USE CASES

- Retail



- Traditional POS activities
- Loyalty Applications (1D & 2D)
- Electronic Coupons (mobile phones)

## SECONDARY DEPLOYMENT ENVIRONMENTS

### MARKET SEGMENT

### USE CASES



Hospitality

- Hotel/Event Check-in
- Ticketing



Transportation & Logistics

- Product Tracking
- Postal Services



OEM/Government

- Government Administration
- Banking
- Custom Branding
- Lottery & Gaming Administration

# Target Audience

## VERTICAL\*



Retail



Hospitality



T&L



OEM/Government

\*Small & Medium Businesses

## PRIMARY AUDIENCE

- Distribution
- Channel Partners
- End Users
  - IT Managers
  - IT Directors
  - Commodity Manager
  - Line of Business
  - CIO's
  - COO's
  - Small Business Owners

# Retail

## APPLICATIONS

Point-of-Sale  
(POS)

Loyalty  
Applications

Electronic  
Coupon  
Redemption

## BENEFITS

- Simplify scanner deployment and configuration – the DS2200 Series is ready to use out-of-the-box
- Keep your checkout lanes moving smoothly and quickly, giving shoppers a great last impression of your store
- Lower the learning curve and training requirements for new associates
- Reduce total cost of ownership with industry-best management tools



# Hospitality

## APPLICATIONS

Check-in

Ticketing  
(Concerts, Sporting  
Events and More)

Loyalty Cards  
(Mobile and  
Printed)

## BENEFITS

- Keep entrance lines moving smoothly and quickly
- Increase guest satisfaction and retention
- Increase participation in loyalty programs by offering the convenience of mobile loyalty cards
- Reduce waste and printing costs via paperless tickets



# Transportation & Logistics

## APPLICATIONS

Back-of-Store  
Shipping and  
Receiving

Product  
Tracking

Ticketing  
(Airports,  
Train and Bus  
Terminals)

Postal

## BENEFITS

- Improve data accuracy by adding information-rich 2D barcodes to shipping labels
- Increase worker productivity with the ability to quickly capture damaged, dirty, poorly printed and other challenging barcodes
- Reduce wait times, waste and printing costs with paperless tickets

# Light/Clean Manufacturing

## APPLICATIONS

Product and  
Component  
Tracking

Work-in-  
Process (WIP)

## BENEFITS

- Improve Quality Assurance: the right parts are always used at the right time
- Reduce the cost and complexity associated with meeting track and trace regulations



# Government

## APPLICATIONS

Lottery and gaming

Administration

Banking

## BENEFITS

- Increase traceability of lottery tickets and improve anti-counterfeit measures with 2D barcodes
- Increase visibility into the activities of casino guests
- Lower the learning curve/training requirements for new workers



# DS2200 SERIES PRICING

A close-up, high-angle photograph of a Zebra DS22 handheld barcode scanner. The device is black with a textured grip. The scanner's lens and sensor area are visible at the top. A label on the front of the device features the Zebra logo and the text 'ZEBRA DS22'.

**ZEBRA**  
DS22



# DS2200 Series Pricing

## Scanner and Cradles

Part Number	Description	Discount Category	List Price	Comments
<b>DS2208 Corded Scanner Only SKUs (Worldwide)</b>				
DS2208-SR00006ZZWW	DS2208: Area Imager, Standard Range, Corded, Nova White	A5	\$296	Scanner Only
DS2208-SR00007ZZWW	DS2208: Area Imager, Standard Range, Corded, Twilight Black	A5	\$296	Scanner Only
DS2208-TT00007ZZJP	DS2208: Area Imager, Toshiba Tec, Corded, Twilight Black - JAPAN ONLY	A5	\$296	Scanner Only, Japan Only
DS2208-SR00007ZZK	DS2208: Area Imager, Standard Range, Corded, Twilight Black - INDIA & S. KOREA ONLY	A5	\$296	Scanner Only, India & S. Korea Only
<b>DS2208 Corded Kit SKUs (Worldwide)</b>				
DS2208-SR7U2100SGW	DS2208-SR Black (with Stand) USB KIT: DS2208-SR00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, 20-71043-04R Stand	A5	\$340	Scanner / Stand / Cable
DS2208-SR7U2100AZW	DS2208-SR Black USB KIT: DS2208-SR00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable	A5	\$315	Scanner / Cable
<b>DS2278 Cordless Scanner Only SKUs (Worldwide)</b>				
DS2278-SR00006ZZWW	DS2278: Area Imager, Standard Range, Cordless, Nova White	A5	TBD	Scanner Only
DS2278-SR00007ZZWW	DS2278: Area Imager, Standard Range, Cordless, Twilight Black	A5	TBD	Scanner Only
DS2278-SR00007ZZK	DS2278: Area Imager, Standard Range, Cordless, Twilight Black - INDIA & S. KOREA ONLY	A5	TBD	Scanner Only, India & S. Korea Only

PLEASE REFER TO [SOLUTION BUILDER](#) FOR THE MOST UP TO DATE PRODUCT AND PRICING INFORMATION.



# DS2200 Series Pricing

## Scanner and Cradles

Part Number	Description	Discount Category	List Price	Comments
<b>DS2278 Cradle Only SKUs (Worldwide)</b>				
CR2278-PC10004WW	DS2278: Presentation Cradle, Bluetooth, Midnight Black	A5	TBD	Cradle Only
CR2278-PC10004K	DS2278: Presentation Cradle, Bluetooth, Midnight Black - INDIA & S. KOREA ONLY	A5	TBD	Cradle Only, India & S. Korea Only
<b>DS2278 Cordless Kit SKUs (Worldwide)</b>				
DS2278-SR7U2100PRW	DS2278-SR Black Presentation Cradle USB KIT: DS2278-SR00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, CR2278-PC10004WW Cradle	A5	TBD	Scanner / Cradle/ Cable
DS2278-SR6U2100PRW	DS2278-SR White Presentation Cradle USB KIT: DS2278-SR00006ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, CR2278-PC10004WW Cradle	A5	TBD	Scanner / Cradle/ Cable
DS2278-SR7U2100PRK	DS2278-SR Black Presentation Cradle USB KIT: DS2278-SR00007ZZWW Scanner, CBA-U21-S07ZAR Shielded USB Cable, CR2278-PC10004WW Cradle - INDIA & S. KOREA ONLY	A5	TBD	Scanner / Cradle/ Cable India & S. Korea Only
DS2278-SR7UMC00AZW	DS2278-SR Black MicroUSB KIT: DS2278-SR00007ZZWW Scanner, 25-MCXUSB-01R Micro USB Cable	A5	TBD	Scanner / MicroUSB Cable
DS2278-SR6UMC00AZW	DS2278-SR White MicroUSB KIT: DS2278-SR00006ZZWW Scanner, 25-MCXUSB-01R Micro USB Cable	A5	TBD	Scanner / MicroUSB Cable
DS2278-SR7UMC00AZK	DS2278-SR Black MicroUSB KIT: DS2278-SR00007ZZWW Scanner, 25-MCXUSB-01R Micro USB Cable - INDIA & S. KOREA ONLY	A5	TBD	Scanner / MicroUSB Cable India & S. Korea Only

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# DS2200 Series Pricing

## Scanner and Cradles

Part Number	Description	Discount Category	List Price	Comments
<b>DS2200 Series Accessory SKUs (Worldwide)</b>				
<b>BTRY-DS22EAB0E-00</b>	SPARE BATTERY, DS2278 FAMILY	A1	TBD	Spare Battery – Cordless Only
<b>BTRY-DS22EAB0E-00K</b>	SPARE BATTERY, DS2278 FAMILY, INDIA & S. KOREA ONLY	A1	TBD	Spare Battery – Cordless Only India & S. Korea Only
<b>25-MCXUSB-01R</b>	Micro USB Charge Only Cable (DS2278 only)	A1	\$15	MicroUSB Cable – Cordless Only
<b>20-71043-04R</b>	Gooseneck Intellistand - Black (DS4308, DS2208, & DS8108)	A1	\$36	Gooseneck Intellistand
<b>STND-GS00UNC-04</b>	Universal Gooseneck Intellistand – Black (LS2208, LI2208, LS4208, DS4208, DS4308, DS2208, DS8108)	A1	\$36	Universal Gooseneck Intellistand
<b>DS2200 Series USB Cable (Worldwide)</b>				
<b>CBA-U21-S07ZAR or CBA-U21-S07ZBR</b>	Cable – Shielded USB: Series A Connector, 7ft. (2.1m), Straight	A1	\$27	Can use either Rev A or Rev B version

The full list of supported cables can be found at

[https://partnerportal.zebra.com/PartnerPortal/product\\_services/downloads\\_z/barcode\\_scanners/Universal-Cable-Guide-Bar-Code-Scanners.xlsx](https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/barcode_scanners/Universal-Cable-Guide-Bar-Code-Scanners.xlsx)

PLEASE REFER TO [SOLUTION BUILDER](#) FOR THE MOST UP TO DATE PRODUCT AND PRICING INFORMATION.

# SALES TOOLS AND RESOURCES

A close-up, high-angle photograph of a Zebra DS22 handheld barcode scanner. The device is black with a textured grip. The scanner's lens and sensor area are visible at the top. A label on the front of the device features the Zebra logo (a stylized zebra head) and the text "ZEBRA" in a bold, sans-serif font, with "DS22" printed below it in a smaller font. The background is dark and out of focus.

**ZEBRA**  
DS22

# Objection Handlers:

I'm not used to my imager having an aim line. Why is it needed?

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The aim line helps users transition from 1D to 2D products and helps act as a guide to correctly position the DS2200 Series over wide barcodes for optimal decode performance.



**Objection Handlers:** Using a tool to remove the battery is inconvenient.

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The life of the DS2200 Series battery is so long that the need to change it over the life of the scanner will be a rare occurrence, if it will need to be changed at all.



# Frequently Asked Questions

## General

### Q Why would I choose the DS2200 Series over a competitor product?

A The DS2200 Series is easy to deploy, easy to use, and easy to manage. It rises above the competition to deliver an out-of-box experience tailor-made to be a quick and efficient deployment regardless of the business environment. The DS2200 Series scans everything the first time, every time, so workers can spend more time focusing on their customers, and not their scanning. Additionally, managing imagers across a business is a lot easier with Zebra's free, value-added management tools. Customers without an IT staff can rely on your trusted partnership to manage and upgrade their scanners, with fewer resources needed and greater uptime for your customers' scanner setup.

### Q What configurations are available on the DS2200 Series?

A The DS2200 Series is available in cordless (DS2278) and corded (DS2208) configurations. Configurations include standard range, in black and white models. Refer to the DS2200 Series Pricing section of this guide for configurations, pricing and availability.

### Q Does the DS2200 Series replace any other scanners in the Zebra portfolio?

A No. The DS2200 Series is a new entry in the Zebra portfolio designed to meet the needs of entry level 2D applications.

### Q What is the warranty on the DS2200 Series?

A The DS2278 cordless scanners and CR2278 cradles come with a three (3) year warranty. The DS2278 cordless scanner's battery comes with a ninety (90) day warranty. The DS2208 corded scanners come with a five (5) year warranty.

### Q Will the DS2200 Series be offered in a healthcare variant?

A No. If you require a healthcare variant, a DS4308-HC or DS8108-HC/DS8178-HC would be the correct option.

# Frequently Asked Questions

## Accessories

### Q Which USB cable does the DS2200 Series require?

A The DS2200 Series is compatible with both the legacy non-shielded cables (for example, those used by the LS2208) and the newer shielded cables (for example, those used by the DS4308 or DS8100 Series). Yet while the DS2200 Series is compatible with the legacy non-shielded cables, the shielded cables are recommended for the highest ESD performance.

The full list of supported cables can be found at:

[https://partnerportal.zebra.com/PartnerPortal/product\\_services/downloads\\_z/barcode\\_scanners/Universal-Cable-Guide-Bar-Code-Scanners.xlsx](https://partnerportal.zebra.com/PartnerPortal/product_services/downloads_z/barcode_scanners/Universal-Cable-Guide-Bar-Code-Scanners.xlsx)

Please note, the older USB cable part number (CBA-U21-S07ZAR) will be phased out and replaced with the new CBA-U21-S07ZBR (REV B) part number. All existing products that utilize the CBA-U21-S07ZAR part number will be compatible with the new CBA-U21-S07ZBR part number. The DS2200 series is compatible with both the CBA-U21-S07ZAR and the CBA-U21-S07ZBR REV B version (available at launch).

### Q What accessories are available for the DS2200 Series?

A The DS2278 offers a presentation cradle, microUSB cable, and spare battery.

The DS2208 offers two Gooseneck Intellistand options. The 20-71043-04R is the existing DS4308 Gooseneck Intellistand and will now be compatible with the DS2208 and DS8108 as well. The STND-GS00UNC-04 is a new universal Gooseneck Intellistand and will be compatible with the LS2208, LI2208, LS4208, DS4208, DS2208, DS4308, and DS8108.

### Q Can I use the DS4308 Gooseneck Intellistand with the DS2208?

A Yes. You can use the DS4308 Gooseneck Intellistand (part number: 20-71043-04R) with the DS2208.

# Frequently Asked Questions

## Software Applications

### Q What types of software applications are available for the DS2200 Series? Where can I get detailed information?

A Zebra offers a complete set of software tools for device configuration, remote management and application development that may be used with the DS2200 Series.

#### **123Scan**

123Scan is a software tool to simplify scanner set-up. Intuitive enough for first time users, 123Scan has a wizard that creates a single barcode for programming scanners. It can also be used to update firmware on a single device or stage a large number of devices, and can display and save both bar code data and images.

[A one-minute Product Tour is available on YouTube.com.](#)

#### **Scan-To-Connect Utility (cordless only)**

An industry first Zebra-exclusive companion app that enables users to leverage our 1-step pairing technology from their phone or tablet without the user having to modify their app.

#### **Scanner Management Service**

The Scanner Management Service (SMS) enables the remote management of Zebra scanners. With no operator intervention required, the SMS enables you to remotely access scanner asset information, set parameters and update firmware.

[A one-minute Minute Product Tour is available on YouTube.com.](#)

# Frequently Asked Questions

## Software Applications (continued)

**Q What types of software applications are available for the DS2200 Series? Where can I get detailed information? (continued)**

**A Scanner SDK**

Our Zebra Scanner SDK can generate a fully-featured scanner application. The SDK includes documentation, drivers, test utilities, how-to videos and sample source code. Available for Windows, Linux, Android and iOS.

[A one-minute Product Tour is available on YouTube.com.](#)

**Scanner Control Application**

The Scanner Control App allows a user to control their Bluetooth scanner from a phone / tablet.

The app supports single-step Scan-To-Connect technology. It allows you to control your scanner to:

- Program beeper and LEDs
- Enable / disable symbologies
- Remotely trigger a scan

It can also display scanned barcode data and query scanner asset information.

Available on the Android Play store.

[A one-minute Product Tour is available on YouTube.com.](#)

# Sales Enablement Tools

## INTERNAL ZEBRA TOOLS

- Key Messaging Document
- Master Overview Presentation
- Battle Cards
- Product Descriptions (50, 100, 250)
- Enablement Training Modules
- LMS Tracker
- Beauty Photography
- Application Photography
- Pop up Banners for Corp. Offices
- Solution Center Updates

## PARTNER TOOLS

- Master Overview Presentation
- Battle Cards
- Channel Partner eDM
- 4 Application Briefs
- Selling Guide
- Partner Central Mlcrosite
- Enablement Training Modules
- LMS Tracker
- FAQs
- VideoAds
- Product Posters

## EXTERNAL TOOLS

- Spec Sheet
- Product Video
- Case Studies
- Product Pages on Z.com
- Competitive Videos
- Product/Solution Video
- Social Media Posts
- Press Release

# Resources

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## Marketing - Reference Material on the Web

### MARKETING - REFERENCE MATERIAL ON THE WEB

Partner Central: <https://partnercentral.zebra.com>

2200 Series Product Home: [www.zebra.com/ds2200](http://www.zebra.com/ds2200)

Enterprise Mobility Services: [www.zebra.com/us/en/services.html](http://www.zebra.com/us/en/services.html)

Learning Portal: <http://learning.zebra.com>

Solution Builder: <https://solutionbuilder.zebra.com>

Co-branding Wizard: <https://partnercentral.zebra.com>

Developer Tools: <https://www.zebra.com/EnterpriseSupport>

App Gallery: <http://appgallery.zebra.com>

# GLOBAL SERVICES

A close-up, high-angle photograph of a Zebra DS22 handheld barcode scanner. The device is black with a textured grip. A prominent feature is the lens assembly at the top, which is illuminated with a soft, circular glow. The Zebra logo, consisting of a stylized zebra head, is visible on the front panel. Below the logo, the word "ZEBRA" is printed in a bold, sans-serif font, and "DS22" is printed in a smaller font below it. The background is dark, making the scanner stand out.

**ZEBRA**  
DS22

## Support Services

**COMPREHENSIVE END-TO-END SERVICES  
HELP YOU GET AND KEEP YOUR ENTERPRISE  
MOBILITY SOLUTION UP AND RUNNING  
AT PEAK PERFORMANCE.**

# ZEBRA OneCare



Keep your DS2200 Series imagers operating at peak performance

**Upgrade to the ultimate in post-deployment support with multi-year coverage from day one**

## **You're covered — Period**

- Normal wear and tear plus accidental breakage repair coverage
- Includes telephone and software support
- Upgrade to OneCare Select to add advance device replacement and 24/7 Level One support

## **BENEFITS**

- Maximize device uptime
- Unparalleled “from the manufacturer” expertise
- Outstanding value — eliminates unexpected repair costs
- Frees IT to focus on more strategic initiatives

**COVERAGE  
FROM DAY ONE**

# Zebra Enterprise Services

ENTERPRISE SERVICES	SERVICE DESCRIPTION	LENGTH OF COVERAGE	SERVICE PART NUMBER
Zebra OneCare Essential	<ul style="list-style-type: none"> <li>Multiple years of seamless coverage at a one-time cost</li> <li>Covers:               <ul style="list-style-type: none"> <li>Normal wear and tear</li> </ul> </li> <li>Internal and external components damaged through accidental breakage.</li> <li>Depot repair with 3-day in-house turnaround time for Essential-level service</li> <li>Advance device replacement for Select-level service</li> <li>Service Dashboard included with Select-level service</li> <li>24/7 Level one support included with Select-level service</li> <li>Automatic application of engineering changes</li> <li>Full access to technical support resources</li> <li>Rights to download and use software releases and supporting documentation</li> </ul>	3 Years 5 Years	SSE-DS2278-30 SSE-DS2208-50
Zebra OneCare Select			SSS-DS2278-30 SSS-DS2208-50

**ZEBRA – A TRUE  
MOBILITY PARTNER**

A close-up, high-angle photograph of a Zebra DS22 handheld barcode scanner. The device is black with a textured grip. A prominent feature is the lens assembly at the top, which has a distinctive concentric, ripple-like pattern. Below the lens, there is a small, rectangular label with the Zebra logo (a stylized zebra head) and the text 'ZEBRA DS22'. The background is dark, making the scanner stand out.

**ZEBRA**  
DS22

## Unmatched breadth

**EVERYTHING YOU NEED, UNDER ONE ROOF – MOBILE DEVICES, WIRELESS INFRASTRUCTURE, RFID, SECURITY AND SUPPORT SERVICES**



Handheld mobile computers

Vehicle-mount mobile computers

Wearable mobile computers

Tablets

Handheld barcode scanners

Fixed mount scanners

Handheld RFID readers

Fixed RFID readers

Interactive kiosks

Mobile device management

Printers

End-to-end services

## Why choose Zebra



### LEGACY

For over 35 years, Zebra has been setting new standards in the barcode scanning industry.

- Inventor of the PDF417 barcode
- 1<sup>st</sup> Handheld scanner
- 1<sup>st</sup> Rugged barcode scanner
- 1<sup>st</sup> Six-sided multi-plane imager
- 1<sup>st</sup> Wireless scanner
- 1<sup>st</sup> OEM scan engine
- 1<sup>st</sup> Hybrid RFID imager
- 1<sup>st</sup> Fully customizable imager



### INNOVATION

Cutting-edge technology and products across all vertical markets.

- PRZM Intelligent Imaging Technology
- Intelligent document capture
- Multicode Data Formatting (MDF)



### BEST-IN-CLASS PORTFOLIO

When it comes to 2D imaging leadership, Zebra wins hands down.

- Best-in-class decode range on a 2D general purpose handheld imager
- Best-in-class multi-plane imaging bioptic
- Best-in-class performance and durability on a vertical slot scanner
- Best-in-class megapixel engine

**It's no wonder the largest customers in the world trust Zebra for their barcode scanning needs.**



**ZEBRA**

**THANK YOU**

