

Magellan™ 9400i and Magellan™ 9300i

TABLE OF CONTENTS

1. Introduction.....	3
2. Positioning Statements.....	3
2.1. Family Positioning.....	3
2.2. Product Positioning.....	4
3. General Description.....	4
3.1. Description.....	4
3.2. Product Overview.....	5
4. Features and Benefits.....	14
4.1. Key Features and Customer Benefits.....	14
5. Market Trends.....	16
5.1. Technology Trends.....	16
6. Sales and Marketing Information.....	17
6.1. Product Ad Builders.....	17
6.2. Channel Bullets.....	18
6.3. Elevator Pitches.....	19
6.4. Email Template Copy.....	20
7. Warranty and Service Information.....	20
7.1. Factory Warranty.....	20
7.2. Maintenance Agreements.....	20
7.3. Technical Support.....	21
8. How to Order.....	21
8.1. Standard vs. Enhanced Processing.....	21
8.2. Magellan 9300i.....	21
8.3. Scale Definitions.....	22
8.4. Product Configurations for Scanners / Scales.....	22
8.5. Ordering a Scanner Only.....	25
8.6. Sample Product Configurations.....	27
8.7. Accessories.....	28
9. Frequently Asked Questions.....	28
10. Summary.....	33



1. Introduction

The Magellan™ 9400i and Magellan™ 9300i imaging scanners are Datalogic ADC's next generation of imaging bi-optic scanners and scanner scales. By leveraging experience gained as the worldwide leader in the bi-optic bar code scanning market, Datalogic has created a second family of fully digital imaging high throughput scanners to meet the diverse scanning needs of the retail marketplace.

2. Positioning Statements

2.1. Family Positioning

The Magellan 9400i and 9300i scanners will provide a lower cost alternative to the Magellan™ 9800i scanner/scale with a more traditional form factor and scan volume. The Magellan 9800i scanner is the top end of the fixed-position scanning offerings with the highest performance and throughput available in the Magellan family.

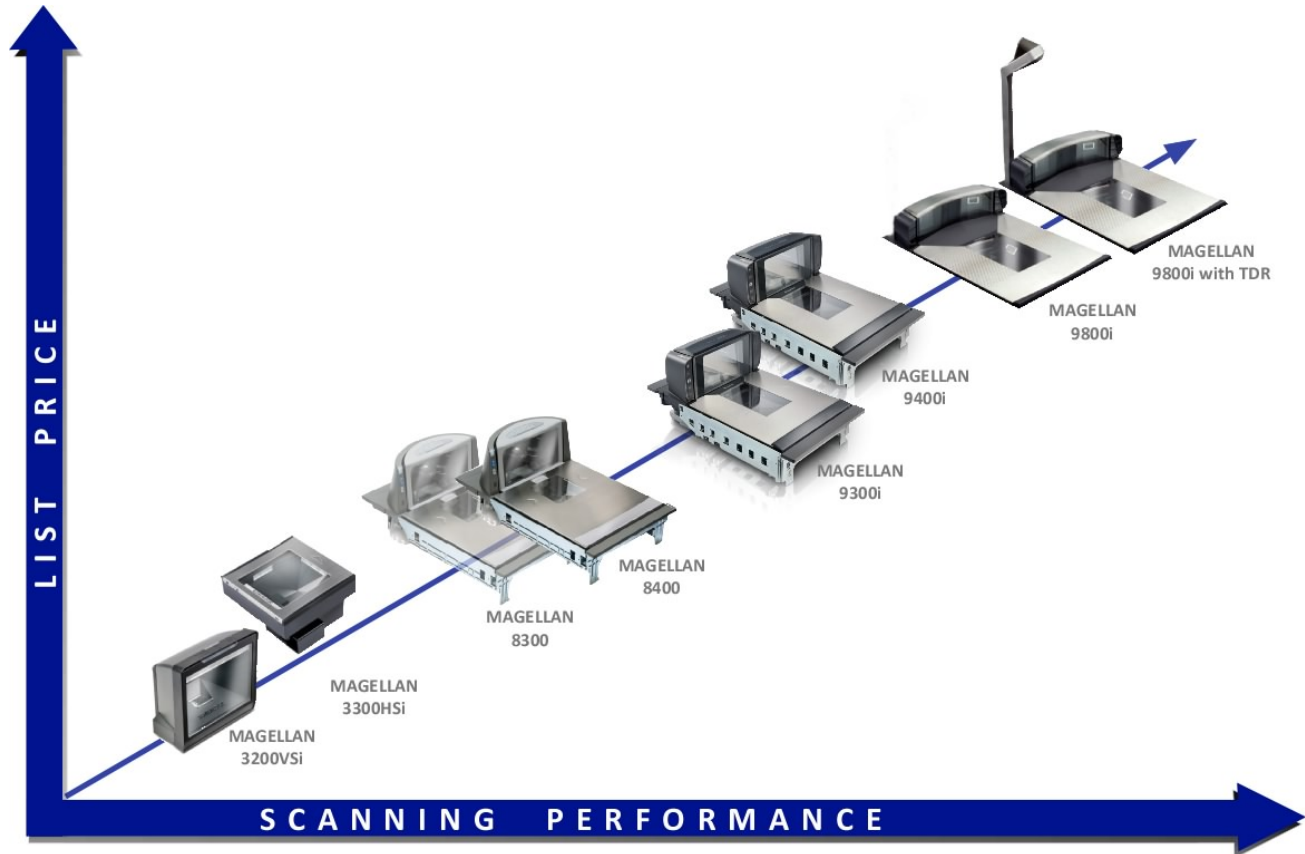
Other offerings from Datalogic are the Magellan™ 8300 and the Magellan™ 8400 scanners, five-sided readers designed for seated cashiers and slightly lower throughput demands.

For medium throughput, Datalogic offers the single plane models: the Magellan™ 3200VSi vertical scanner and the Magellan™ 3300HSi horizontal scanner.

For presentation-type scanning or for reading 2D bar codes such as PDF codes on a driver's license or Data Matrix bar codes, the Magellan™ 800i and 1100i on-counter digital imaging scanners are ideal for applications with reduced counter space and low item count per transaction.



2.2. Product Positioning



3. General Description

3.1. Description

The Magellan 9400i and Magellan 9300i scanners are new technology imaging scanners and scanner/scales with more traditional form factors for retail point-of-sale (POS). Both the 9300i and 9400i scanners are designed to provide maximum scanning throughput for both 1D and 2D bar codes with high reliability and are offered with many value-added features to improve a retailer's bottom line.

The scanners are also designed to be used worldwide in grocery stores, supermarkets, hypermarkets, wholesale clubs, DIY and any retail environment requiring high scanning throughput.



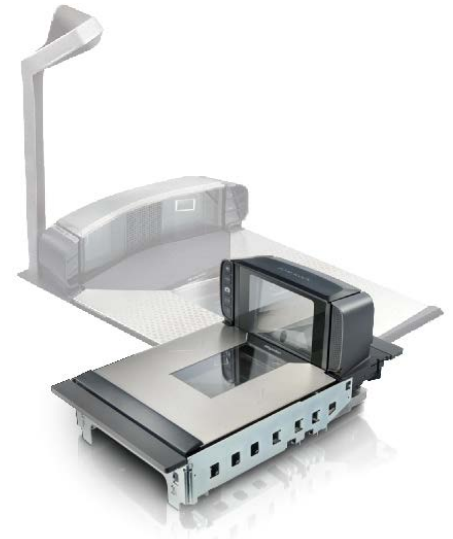
3.2. Product Overview

The Magellan 9400i and 9300i scanners reflect Datalogic's continued leadership in the fixed-position POS scanner market. They are a culmination of the lessons learned, beginning with the 2006 release of the Magellan™ 1000i, the world's first fixed-position digital imaging scanner, to the release of the 3200VSi / 3300HSi scanners in 2010 and the premier bioptic imaging scanner, the Magellan 9800i, released in 2013.

The knowledge gained from these respected and industry leading products positioned Datalogic to be capable of developing a full family of high speed digital imaging bioptic systems while other manufacturers are able only to offer a single product in this crucial market space.

Datalogic made the decision to bypass hybrid 'laser-scanner-with-imager-on-board' designs when initial planning began in 2009. The key determination was the fact that in a few years, the market will see a large growth in 2D bar codes and those will be showing up at the POS more frequently. Cashiers should not have to slow down their scanning to identify which type of bar code is on an item and then have to orient it based on whether or not it is a 1D or 2D bar code.

From 'day one' of product development, the goal was to have all reading planes capable of reading 1D and 2D bar codes at full sweep scanning speeds without orientation based on code type.



Industrial Design

In addition to changing the way bar codes are scanned, the Magellan 9800i scanner was able to take advantage of the flexibility afforded by digital imaging technology and release a sleek, modern design that offers many new benefits.

The new Magellan 93/9400i scanners provides customers a return to a more traditional form factor while adhering to some of the key design concepts brought forward and articulated in the 9800i product line and provide important advantages over the competition.



Magellan 93/9400i

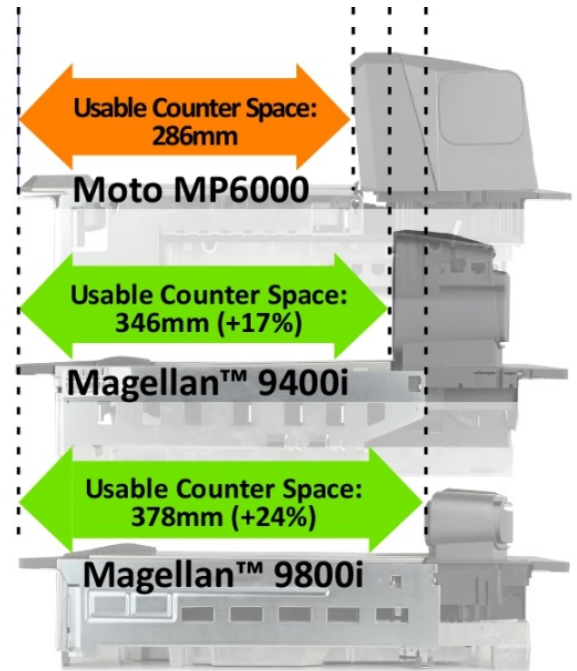
Magellan 9800i



Maximized Usable Counter Space

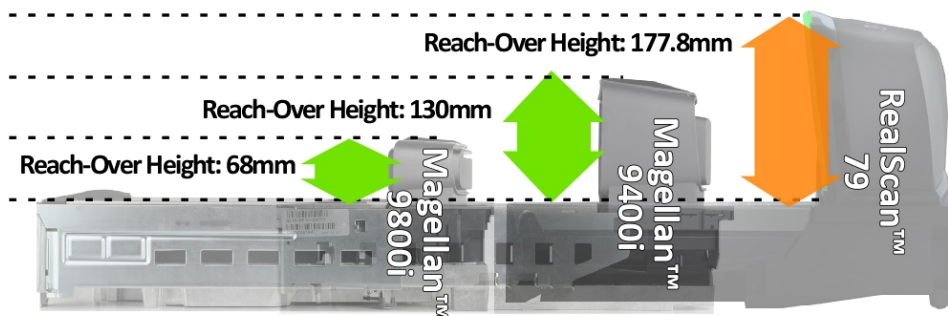
The Magellan 93/9400i scanners are designed to maintain the maximum usable counter space for both seated and standing cashiers. Compared to the Moto/Zebra MP6000 product, the Magellan 93/9400i scanners allow 17% more work area in front of the vertical window. This is a significant advantage when handling or weighing large items.

In addition to conserving cashier work space in front of the window, the Magellan 93/9400i scanners also conserve space behind the bonnet, easily accommodating existing checkstand elements such as shrouds, barriers and customer partitions.



Minimized Bonnet Height... and a Generous Vertical Window

Many users of laser-based scanners have come to depend upon the vertical window for presentation-style scanning of 'difficult to read bar' codes. The Magellan 93/9400i series preserves this capability, thereby potentially reducing retraining of front end staff accustomed to traditional bioptic operation. Unlike some competitor's products, the height of the window and bonnet serve to minimize the 'Reach-Over' distance for better ergonomics, allowing access to keyboards, touchscreens or other checkout essentials mounted over the scanner without strain, and can be easily retrofitted to existing check stand hoods, shrouds or 'check writing' surfaces.



This advantage is also reflected in self-checkout systems where the touchscreen can be lowered so that customers in wheelchairs can also reach the touchscreen easily.

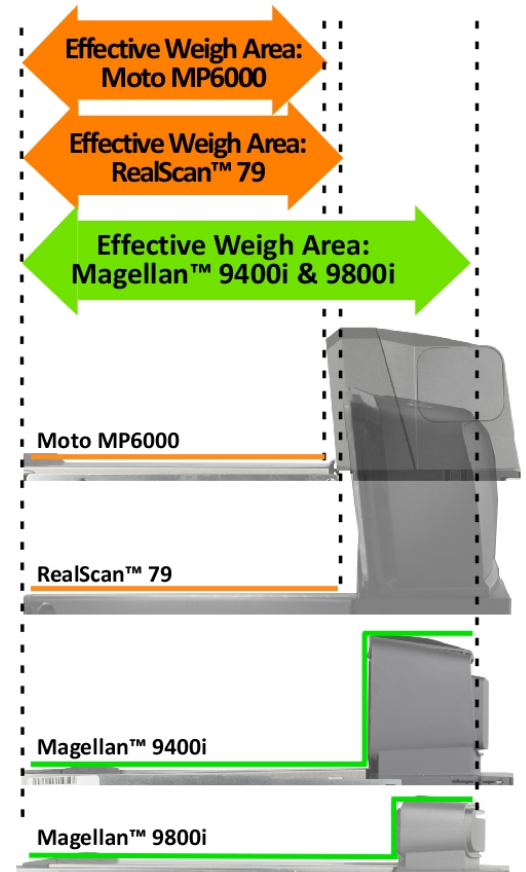
Maximized Weigh Area

Incorrect weighing of both produce and bulk items is a source of shrink in most grocery retail operations. The Magellan 93/9400i scanner-scale models combat this occurrence in three key ways: the patented Datalogic AllWeights™ Platter, the new patented Datalogic ScaleSentry™ detection system and through an increased ‘good-weigh’ area. Whereas much has been made of the first two features (and rightly so... see ‘Loss Prevention’ below), the large extended weigh surface of the Magellan 93/9400i series simply makes it easier for cashiers to ‘get it right’; as much as 30% easier compared to the competition.

High-Fidelity Sound Focused Toward the Operator

Because cashiers listen for the ‘good read’ tone for final acknowledgement of a good read, the audio speaker has been directed via a sound shaping chamber to improve audio ergonomics.

The output is towards the user and supports both traditional ‘beeper’ sound settings at various frequencies up to 90dB as well as customer definable WAV files. This allows the speaker to be heard with a lower volume setting and works better for those with hearing loss on one side or the other.



Platter Rail Options for Comfort and Efficiency

Whether seated, standing, scanning and/or weighing, platter rails can make the difference between weighing accuracy and lost revenue as well as comfort and fatigue on the part of the cashier. With this understanding, based on direct customer feedback, the Magellan 93/9400i scanners offer an unprecedented variety of platter rail options to allow customization to meet the demands of any retail scanning operation. Customers may choose from:

- the 'Flip-up*' rail which provides a low profile scanning surface with a flip-up bar for the occasional weighing of long or bulky items,
- the 'Fixed*' rail which encourages proper weighing technique and easily corrals product during scanning
- the 'Flush' rail which provides a smooth cashier side surface with a clear visual indication of the platter's front edge.
- 'No Rail' available only on the scanner-only 'short' model for maximum economy of space

*NOTE: Only the Flip-up and Fixed rails support the ScaleSentry™ detection system option.



Low Counter Depth Mounting

Finally, the depth below the counter is a slim 10.0 cm / 4.2 in to allow for better ergonomics for seated scanning comfort.

Bar Code Scanning Performance

The Magellan 93/9400i scanner inherits the Magellan™ family's renowned reputation for performance and reliability which has made Magellan the number one high-performance retail scanner in the world.

Performance is maximized by utilizing multiple digital imagers with global shutters and Datalogic's patented Illumix™ illumination to perform high speed stop-action imaging without causing irritation to the cashier with bright lighting.



Digital imaging improves the ability to read highly truncated and damaged bar codes which can severely affect first-pass read rates and overall scanning throughput in a laser scanner.

The 93/9400i scanners read all sides of an item as it flows through the large 15.4 x 10.1 cm / 6 x 4 in horizontal window that is ergonomically positioned for maximum cashier comfort and the large vertical window which supports 'on the glass' scanning of bar codes. The full power of digital imaging is applied to all reading planes to improve 1D scanning of truncated and damaged bar codes as well as the ability to easily read 2D bar codes. Additionally, label stitching combines pieces of labels from different views into a single label, greatly improving first pass read rates.

Overall scanning throughput is maximized using the 93/9400i scanner for these key reasons:

- Total digital imaging provides higher first pass read rates than laser scanners
- 93/9400i scanner has digital imagers in all reading planes
- The optional 'Customer Service Scanner' provides for customer scanning of mobile devices, loyalty cards and coupons

Product Reliability

Datalogic is known for having the most reliable laser bar code scanners in the industry. However, reliability is further increased with the 93/9400i scanners by the elimination of the spinning motor and laser diode that are resident in a laser or hybrid scanners. The 93/9400i scanner uses only solid state devices and has absolutely no moving parts. This means a reduction of in-lane down time and results in a lower total cost of ownership (TCO).

Magellan Scale Technology

The Magellan Scale Technology integrated scale use digital load cells for accurate weighing and high durability. The scale has several key features. Datalogic offers two weights / accuracy ranges. The **standard single interval scale** is applicable to standard grocery produce items. The optional **dual interval scale** is designed to allow a retailer to legally weigh low weight, high price-per-pound items such as specialty herbs and rare teas for increased revenues.

Single / Dual Interval (higher accuracy) weighing:

- Single Interval Scale
 - Minimum Increment: 0.005 kg / 0.010 lb



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Single / Dual Interval (higher accuracy) weighing:

- Single Interval Scale
 - Minimum Increment: 0.005 kg / 0.010 lb
 - Scale Capacity: 0 - 15.0 kg / 0 - 30.0 lb

- Dual Interval Scale
 - Minimum Increment
 - Range 1: 0.002 kg / 0.005 lb; Range 2: 0.005 kg / 0.010 lb
 - Scale Capacity
 - Range 1: 0 - 6.0 kg / 0 - 13.2 lb; Range 2: 6.0 - 15.0 kg / 13.2 - 30.0 lb

For installations in Europe, the Magellan 93/9400i scanner-scales offer 'Price x Weight' adaptive scale options from Mettler, Bizerba, Herbert's and others. A second option is a 'Weight-only Scale' that works in conjunction with certified POS applications that perform the 'price x weight' function in the POS terminal. These weight-only scales are available as pre-verified scales from our certified factory and eliminate the additional cost and time of on-site calibrations in all EC countries.



Loss Prevention

Loss prevention is a key to restoring lost profits. The Magellan 93/9400i scanner-scales address produce shrink at the POS with the patented, standard **All-Weighs™ scale platter** which provides an optional way for cashiers to place long produce without hanging off the scale, causing shrink / loss.

In the busy world of retailing (often with high cashier turnover), proper training does not always occur as it should. Datalogic recognized this and developed a way to use technology to automatically identify when produce is misplaced

and extends beyond the scale platter onto adjacent surfaces, therefore causing shrink. This new technology is called **ScaleSentry™**.

ScaleSentry™ monitors the 2 primary sides of the scale platter with an infrared (invisible) beam for variable weight produce that is misplaced on the platter. If a cashier misplaces the produce, an alert will flash and the weight will not be transmitted to the POS until the issue is corrected. Correction is as simple as moving the produce so it rests only on the weigh scale platter. The transaction is then instantly processed and the cashier is ready for the next transaction. Not only does ScaleSentry™ improve the accuracy of produce weighing, but also high value deli items. If not weighed and labeled at the deli counter, there is a possibility for significant shrink through ‘sweethearting’ of expensive deli items. ScaleSentry™ helps reduce this by ensuring that the entire item is fully on the platter!

With only a 0.5% reduction in variable weight shrink, a retailer can gain an average savings of \$378,500 per year for every \$1B in enterprise sales with the ScaleSentry™ monitoring system!

The 93/9400i scanners and scanner-scales are designed to accept aftermarket EAS antennas from Checkpoint®, Nedap and Sensormatic®. Integrated EAS software reduces ‘sweethearting’ shrink at the POS by requiring a bar code to be read before the EAS tag deactivation function is activated. Performing EAS tag deactivation at the point-of-scanning reduces ‘failure to deactivate’ events at the exit doors, creating a friendlier atmosphere for customers.



Exclusive Magellan Customer Service Scanner (CSS)

Mobile commerce is increasing at a very high rate throughout the world. Much of this growth is powered by mobile coupons, downloaded and displayed on mobile phones and tablets.

The Magellan Customer Service Scanner (CSS) scanner provides a quick and easy solution to enable retailers to read and transmit this 1D or 2D data to their point-of-sale terminal. The optional CSS may be mounted on the back or side of the Magellan 93/9400i bonnet, or elsewhere in the check out within the limits of the 2 m /78 inch cable per the retailers choice using the flexible 'omni mount'. When mounted pointing down at the counter (as recommended), it provides a clear 'Green Spot' target area making it absolutely clear to customers where to place their mobile device, coupons or loyalty cards for easy reading. It has a separate good-read audio indicator to notify the customer when a 'good read' has occurred. This allows the customer to scan loyalty cards, gift cards and mobile coupons in parallel with the cashier scanning which maximizes throughput. To control false reads or meet specific sequence requirements of the host application and customer access, the CSS may be enabled or disabled by the cashier via a single press-and-release of the image capture button of the on the face of the main scanner.

This integrated reading system provides real value as it eliminates the need to take up an additional POS port, extra power supply or design a special mount. Just order the optional Customer Service Scanner (CSS) with your 93/9400i scanner and you are ready to begin reading mobile coupons!

Image Capture

Digital imaging not only brings higher first-pass read rates to bar code scanning, it brings the ability to do full image capture at the POS. Forward thinking opens up a lot of opportunities. Imagine when a cashier gets a 'not on file' message having the ability to image the item and send it to the back office to have the issue immediately corrected. Or imagine an image of a return receipt for a validation record of original purchase. Although not available at initial product release, these features will be options available to customers via a maintenance release soon after product availability.

A simple push of the button on the face of the scanner initiates an image capture from a customer pre-selected 'Region of Interest' and the file is transmitted to the POS via the Host Interface or pre-defined auxiliary system connected to the scanner's on-board USB-B imaging port. File formats include .bmp and .jpeg with selectable grey scale. Files may also be initiated via host command (speed will vary with connection type).



Data Management

Data management is essential for managing POS operations. The Magellan 93/9400i scanners have 'label editing' features which allow easy pre-formatting of data before delivery to the POS. Value-added features such as Diagnostics Reporting, Cashier Training™ and Productivity Index Reporting™ allow management to use additional data from the scanner to improve throughput and manage maintenance. Special EAS Reporting features provide immediate feedback on EAS management, including the ability to track EAS tagging compliance on a per item basis.

Remote management is fully supported with OPOS and JavaPOS compliant drivers. Interaction with Avalanche™ and IBM Director™ provide a simple means of gathering equipment record information as well as the ability to perform individual or enterprise wide host downloads of both application codes and new configurations.

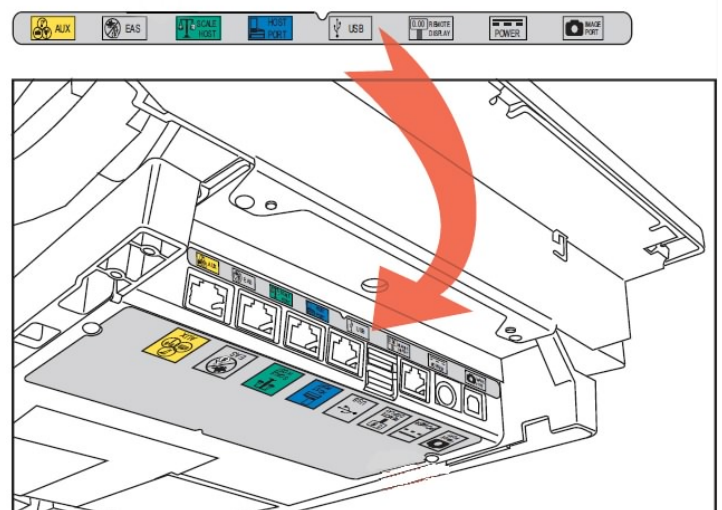
For smaller operations, Datalogic ADC offers two methods for easy lane-by-lane upgrading.

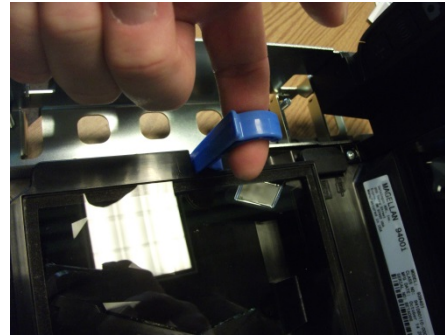
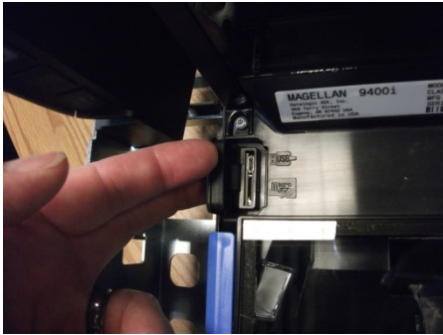
First is by utilizing the SD card port. Upgrading a scanner's application code and/or configuration is as simple as inserting an SD card into the conveniently mounted SD port under the platter and re-booting the scanner. You no longer have to remove the scanner from the checkstand. This also eliminates the need to re-calibrate scanners with scales reducing your TCO.

Secondly, new files can be uploaded by connecting to the easily accessed micro USB port below the platter using Datalogic's Scanalyzer Configuration Tool. Scanalyzer also allows you to generate your own configuration files and/or programming barcodes to configure the scanner to your operational needs.

Serviceability

Although rarely needed, the 93/9400i scanners are designed to be easily serviced. Convenient lift handles are mounted under the platter for lifting the scanner out of the checkstand. Cable connections are color coded to eliminate damaging misconnections, and the micro USB port and SD card port provide flexibility for connecting directly to the scanner.





4. Features and Benefits

The Magellan is the world’s number one retail high performance scanner in performance, reliability and high-value features. And the Magellan 93/9400i scanners are a new class of traditional look, high performance readers that maintain the new standard for digital imaging.

4.1. Key Features and Customer Benefits

PRODUCT FEATURES	CUSTOMER BENEFITS
Maximum Scanning Throughput	Total digital imaging provides maximum throughput, resulting in more revenue per POS lane, reduced queues and better customer satisfaction.
Magellan™ Scale Technology	<ul style="list-style-type: none"> • Fast scale settling time increases throughput on weighed items which account for 6% of all items sold in a standard grocery store. • Adds the option of ‘Dual Interval Weighing’ to allow for the legal weighing of small, high-priced per weight items, increasing profits. • Pre-verified scales that do not require calibration at installation in EC countries.
Scale Sentry™	<ul style="list-style-type: none"> • Continuously monitors primary edges of the scale platter to ensure no portion of a weighed item extends off the scale. Reduces shrink from placement errors or cashier ‘sweethearting.’



PRODUCT FEATURES (CONT.)	CUSTOMER BENEFITS
Customer Facing Reader	<ul style="list-style-type: none"> • Empowers customer to scan mobile coupons, loyalty cards and impulse purchases without taking the cashier's focus away from scanning items. • Maintains high throughput of the attended lane while giving the retailer new ways to engage the customer. • Flexible mounting moves customers to the desired location in the checkout by design.
Illumix™ Intelligent Illumination	<ul style="list-style-type: none"> • Provides correct illumination for high throughput printed bar code scanning as well as reading from backlit mobile phones. • Strategically placed LED's gently light the scan area with minimal glare. More user friendly than bright, flashing lights. • Enables mobile commerce. • Optimizes imager setting for image capture.
All-Weights™ Scale Platter	<p>The patented All-Weights scale platter reduces produce shrink (sales loss) at the POS by providing two surfaces for cashiers to lay long produce such as celery, squash, cucumbers, etc., without having them touch adjacent surfaces, thereby getting an accurate weight.</p>
User Label Editing	<p>This feature allows the end user to modify the transmission of the label data, such as GS1 DataBar™ Expanded, to fit specific applications by parsing the data as needed prior to transmitting to the POS.</p>
Multiple EAS Antenna Options	<ul style="list-style-type: none"> • Integrated Checkpoint and Nedap antenna. • Jointly developed Sensormatic® after-market antenna. • Interlock reduces shrink by ensuring that a good read occurs prior to tag deactivation. • SmartSentry™ bi-directional EAS software enables configurable control over deactivation process.
Space Savings Below the Counter Design	<ul style="list-style-type: none"> • Provides easy replacement of competitive scanners without any costly check stand modifications. • More room below the counter for other equipment or seated checker.



PRODUCT FEATURES (CONT.)	CUSTOMER BENEFITS
'Finger Friendly' Lift Handles	Makes it easier to install and remove the scanner from the check stand, reducing installation time.
Contoured Enclosures	Eases daily cleaning below the platter and directs liquid spills away from sensitive electronics.
Optional PreScan™ Queue-Busting Application Software	When paired with a Datalogic handheld wireless scanner, reduces queues by allowing cashiers to scan customers' items while they are waiting in line, thereby improving front end productivity.

5. Market Trends

5.1. Technology Trends

Over the past few years, 2D bar codes have seen an explosion in use. Everything from pharmaceuticals to bubblegum is being labeled with a 2D bar code. To be able to exploit the additional data that these labels contain, an imager-based scanner is the only solution.

Mobile couponing is becoming increasingly prevalent as social media connections lead to personalization of the shopping experience. Customers can load coupons onto their phone through a mobile app or web site, or they can even be offered instantly as a customer browses the aisles of a store. While there are many advancements being made in the distribution of mobile coupons, the bottom line is that retailers must have a way to redeem them. The Customer Service Scanner (CSS) provides a clean, elegant solution to the mobile couponing challenge.

Packaging design changes have resulted in truncated and small element size bar codes, which laser scanners are unable to read with great precision. Digital imagers are able to read these smaller bar codes with ease because the bar codes do not fall in the 'dead zones' between laser lines. An imager sees everything in the volume, not just what happens to fall under a scan line.

Scale technology continues to be extremely important to a store's bottom line. Approximately 6% of all items in a typical U.S. store are weighed, which makes this an ideal area to increase accuracy, throughput and sales.



6. Sales and Marketing Information

6.1. Product Ad Builders

Ad Builders are modular blocks of pre-approved copy which are provided to the channel for their individualized use. Examples include: Sales Catalogs, Newsletters, Presentations and localized Promotions. The text could also be used when making prospecting calls.

100 Word Product Copy

Datalogic's Magellan™ 93/9400i scanners are a new class of scanners with traditional form factors and digital imaging in all reading planes which provide seamless reading of 1D and 2D labels. Digital imaging ensures maximum scan pattern density and improves first-pass read rates on all types of labels. ScaleSentry™ and the All-Weights™ scale platter reduce shrink on variable weight items and interactive connections with EAS systems help reduce loss at the POS. An optional Customer Service Scanner (CSS) supports reading of customer-generated data. A traditional design reduces training requirements and offers improved remote management and serviceability features. Magellan quality and reliability!

50 Word Product Copy

Datalogic's Magellan™ 93/9400i scanners are new 100% digital imaging products in a traditional form factor which provide seamless reading of 1D and 2D labels. Optional ScaleSentry™, All-Weights Platters™ and EAS reduce shrink. Flexible Customer Service Scanner (CSS) options and remote management support improve efficiency at the POS. Magellan quality and reliability!

25 Word Product Copy

Magellan™ 93/9400i scanners feature 100% digital imaging, traditional form factor and provide seamless reading of 1D and 2D labels. ScaleSentry™ and All-Weights Platters™ reduce shrink.

15 Word Product Copy

Magellan™ 93/9400i scanner's digital engines™ read 1D and 2D labels with familiar Magellan reliability.



6.2. Channel Bullets

Target Audience: (Distributors, Channel or End User)

- Achieve maximum first pass read rates with digital imaging in all reading planes for seamless reading of 1D and 2D bar codes with Magellan™ 93/9400i scanners. Get the full power of digital imaging for all bar codes read with a total digital imaging scanner from Datalogic.
- With the ScaleSentry™ Shrink Monitoring / Prevention system activated and the All-Weights™ platter design, produce shrink caused by oversized items incorrectly placed on the scale platter are virtually eliminated, providing a generous ROI for your Magellan™ 93/9400i scanner. The reduction of variable weight item shrink can enhance your bottom line.
- Magellan 93/9400i scanners support Electronic Article Surveillance (EAS) at the POS with either an integrated antenna or a design supporting an aftermarket EAS antenna. Interactive software / hardware includes Interlock or SmartSentry™ which allows control of EAS tag deactivation only when a bar code has been read and the sale has been captured. Magellan 93/9400i scanners support Checkpoint™, Sensormatic™ and Nedap™ EAS systems.
- An optional Customer Service Scanner (CSS) can read 1D and 2D mobile and paper coupons, customer loyalty cards and gift certificates. This provides real value by eliminating the need for an additional power supply and power plug-in, interface cable or an additional port on your POS. Customer scanning can be done in parallel with your cashier scanning allowing for parallel processing to reduce total transaction times.
- The 93/9400i scanners class-leading design improves ergonomics with a low bonnet height to allow for peripheral devices to be moved down to support ADA customers, a user directed speaker for more balanced audio feedback and large, illuminated control buttons to make interaction with the scanner easier and more intuitive. Diffused LED lighting eliminates harsh illumination hot spots for greater cashier comfort.
- Remote management is critical for efficient, enterprise wide management of peripheral devices. Magellan 93/9400i scanners support IBM™ Director and Wavelink™ Avalanche to gather asset data and health information from the scanner as well as the downloading of update firmware or scanner configurations.

To address the TCO from the service perspective, the Magellan 93/9400i scanners have the following features:

- A top side accessible Micro USB service port, which means the scanner stays in the checkstand for most service calls including software upgrades, thereby reducing service time and scale re-calibration costs.
- The high speed USB service port reduces data transfer times for faster retrieval of information and quicker firmware upgrade times.



- A top side accessible micro SD card slot enables the storage of custom WAV files, statistics on cashier performance and error code files for later retrieval.

6.3. Elevator Pitches

Target Audience: Distributors, Channel and End Users (one pitch for each of these)

Distributors: The Magellan™ 93/9400i scanners are a new, second generation of high performance POS scanners with full digital imaging in all reading planes. This eliminates cashier confusion as to which plane to present an item with a 2D bar code and reduces total transaction times. With the 93/9400i scanners the cashier can seamlessly scan both 1D and 2D bar coded items without forced orientation. To reduce shrink the 93/9400i support integrated EAS options and scanner-scales versions weight-based shrink prevention including standard AllWeights™ platters and the optional ScaleSentry™ system to ensure that all weighed items are fully positioned on the scale. Three lengths ensure easy retrofit to existing checkouts and a flexibly mounted Customer Service Scanner (CSS) for customer mobile, loyalty card and coupon interactions. The 93/9400i family of scanners and scanner/scales covers the Supermarket, Hypermarket, Tier 2-3 grocery and any other high volume verticals with a flexible design that provides options that allow you to fit the product to the customer's needs. Magellan 93/9400i scanners continue the Magellan reputation for quality and reliability.

Channel: The Magellan™ 9300i and 9400i scanners are a new, class of high performance POS scanner. With digital imaging in all reading planes, 93/9400i scanners eliminate any cashier confusion as to which plane to present an item with a 2D bar code and allows seamless scanning both 1D and 2D bar coded items without orientation or additional training. This improves retailer's total transaction times. The 93/9400i scanners come in 3 lengths and offer the options of a flexibly mounted Customer Service Scanner for customer mobile, loyalty card and coupon interactions. For future upgrades, a conveniently positioned, under the platter SD card port for downloading new application codes or various other host download options is standard. This gives resellers options to fit a customer's needs. The 93/9400i scanner-scales have features that reduce shrink at the POS, including integrated EAS options, AllWeights™ platters and optional ScaleSentry™ system to ensure that all weighed items are fully positioned on the scale. Magellan 93/9400i scanners continue the Magellan reputation for quality and reliability, thereby reducing after-sale service support.



End User: When selecting a next generation digital bar code scanner that will not become obsolete anytime in the near future and without requiring major changes in either the checkout lane or scanning methods, look to Datalogic's Magellan™ 9300i and Magellan™ 9400i scanners and scanner scales. As the next generation of bar code scanners that can read 1D and 2D bar codes in all reading planes from Datalogic with digital imaging in all reading planes, the 93/9400i scanners eliminate cashier confusion as to which plane to present an item with a 2D bar code. The cashier can seamlessly scan both 1D and 2D bar coded items without orientation. This improves total transaction time without cashier retraining. In addition, the 93/9400i scanners feature such improvements as ScaleSentry™ to monitor produce hanging off the scale platter during weighing transaction and multiple EAS features, all of which contribute to shrink reduction at the POS. Additionally, the optional bundled Customer Service Scanner (CSS) sets you up to engage in mobile commerce with three flexible mounting options which allow placement of the CSS in the checkout in the position of your choice for optimal customer interaction. The bold new technology of the 93/9400i scanner conveys that your store is investing in the best technology to provide a good customer experience. The Magellan 93/9400i scanner continues the Magellan reputation for quality and reliability!

6.4. Email Template Copy

Use the 50 or 100 word product copy.

7. Warranty and Service Information

7.1. Factory Warranty

The factory warranty on the Magellan 93/9400i scanners is 1 year for end users and 15 months for value-added resellers or OEM's.

7.2. Maintenance Agreements

The same standard maintenance agreements available on the Magellan™ 83/8400 scanners will be available on the 93/9400i scanners. Those options are shown below.

EASEOFCARE 5 Day Program

The EASEOFCARE 5 Day program will uplift the factory warranty. EASEOFCARE 5 Day will be available in three and five-year terms with 1 year renewal. Availability in each region is to be determined by Service Operations in conjunction with Service Marketing and the region's Service or Country Manager. Target turnaround time for this program will be within five Datalogic ADC business days after receipt of the device to be repaired at a Datalogic ADC Repair Depot.



EASEOFCARE 2 Day Comprehensive Program

The EASEOFCARE 2 Day Comprehensive program will uplift the factory warranty. EASEOFCARE 2 Day Comprehensive will be available in three and five-year terms with 1 year renewal. Availability in each region is to be determined by Service Operations in conjunction with Service Marketing and the region's Service or Country Manager. Target turnaround time for this program is within two Datalogic ADC business days after receipt of the device to be repaired at a Datalogic ADC Repair Depot. Datalogic ADC pays Express air freight both from and to our customer in most regions.

EASEOFCARE Overnight Replacement Comprehensive

The EASEOFCARE Overnight Replacement Comprehensive (next day replacement) program will be available in three and five-year terms with 1 year renewal. Availability in each region is to be determined by Service Operations in conjunction with Service Marketing and the region's Service or Country Manager. EASEOFCARE Overnight Replacement Comprehensive for European markets will be developed if deemed necessary per the V.P. of European Sales with the assistance of Service Operations. Datalogic ADC pays overnight air freight to our customer and ground freight for the return.

7.3. Technical Support

Datalogic's worldwide technical support will be available for the Magellan 93/9400i scanner.

8. How to Order

The product numbering on the Magellan 93/9400i scanners is similar to previous products but with some changes and additions due to the availability of new options.

8.1. Standard vs. Enhanced Processing

The number of processors in the Magellan 93/9400i scanners determine the current and future capabilities available for the product.

8.2. Magellan 9300i

The Standard (two processor) version of the product is not upgradeable to a three processor version and will not support Digimarc digital watermark decoding or certain other future product enhancements. However, for the decoding and processing of standard 1-D and 2-D barcode labels, the 2-processor models have the same capability and speed of the 3-processor version. The two-processor versions also support all scale options and the ScaleSentry™ feature.



8.2.1. Magellan 9400i

The *Enhanced* (three processor) version of the product is capable of supporting Digimarc digital watermark decoding and certain other future product enhancements which will require more processor intensive capabilities. The 9400i product is always capable of performing advanced features; however some of these must be paid for either at the time of product order or for subsequent field upgrade to be *activated*. This is an important distinction and activation of the advanced features is required for them to be operational even though the product is capable of supporting them.

8.3. Scale Definitions

SCALE TYPE	CAPACITIES AND INTERVALS	APPLICATIONS
Single Interval	.2 lb (100 g) – 30 lb (15kg) x .01lb (.005 kg)	Standard POS scale application
Dual Interval (increased price option)	0.1 lb (40 g) – 13.2lb (6kg) x .005 lb (.002kg) 13.2 lb (6kg) – 30lb (15kg) x .01lb (.005 kg)	Legal weighing of small/high priced items weighing between 0.1lb (40 g) and 0.2 lb (100 g) allowing for increased sales and profits

To make your Magellan 93/9400i scanner ordering easier, refer to the ordering keys below to develop your top level product number.

8.4. Product Configurations for Scanners / Scales

- Scanner-scales are now ‘Class 932’ or ‘Class 942’ for non pre-verified scales and ‘Class 936’ or ‘Class 946’ for scales that are factory pre-verified per EC standards.
- Determine if you want ScaleSentry™. Please note that this feature is only available on **scale or adaptive scale systems**. It is not available on scanner only systems.
- Determine if you want a Customer Service Scanner (CSS) and which mounting option best suits the application.



Scanner / Scale Matrix

Top Level Part Number Breakdown: AAABBCCDDE-FFGHIJK

CLASS	CONFIG/ CUSTOMER	LENGTH/ MOUNT/ PLATTER	COUNTRY/ SCALE	BASE/ FEATURES	DISPLAY	CSS	CORD/ REGION	I/F & CABLE	EAS
932	01	11	01	1 - 00	00	0	2	10	0
932: 2-processor Scanner/Scale	01: English, No Display	10: Medium, Clear, Fixed Rail, Shelf Mt.	01: US Single Interval (English)	0: Std.Process 1: Std. w/ ScSntry 98x Series Models Only	-00: None	0: None	0: None	RS232 10: RS232	BLANK: None
936: 2-processor EU PreVerified Scanner/Scale	02: English, w/ Display	11: Medium, Clear, Flip Rail, Shelf Mt.	02: EU Single Interval (Metric)		-01: English Sgl. Dsply Sgl Interval	1: CSS Only	1: U.S.T&L	1: No cable RS/RS Set I/F	1: EAS Inter- lock Cable
	03: Metric, No Display	13: Medium, Clear, Fixed Rail Flange Mt.	03: EU Pre- Verified Single Interval (Metric)		-02: Metric Sgl. Dsply Sgl Interval	2: CSS w/ Omni Mt	2: U.S. Std	11: RS232	
	04: Metric, w/ Display	14: Medium, Clear, Flip Rail Flange Mt.	04: Canada Single Interval (Metric)		-03: English Dual Dsply Sgl Interval	3: CSS w/ Bonnet Side Mt.	3: Europe	13: RS232	
		15: Medium, Clear, Flush Rail Shelf Mt.	10: Mexico Single Interval (Metric)		-04: Metric Dual Dsply Sgl Interval	4: CSS w/ Bonnet Back Mt.	4: Australia	15: ICL 9520,PC9S RS/RS Set I/F	
		20: Long, Clear, Fixed Rail Flange Mt.	11: Mexico Single Interval (Metric)		-05: English Sgl. Dsply Sgl Interval 22" Post	5: Italy/Chi	5: U.K.	17: RS232	
		21: Long, Clear, Flip Rail Flange Mt.	12: France Non-Pre- Verified (Metric)		-06: Metric Sgl. Dsply Sgl Interval 22" Post	6: U.K.	6: Brick Only (no cord)	19: SASI, SASI RJ8 RS/RS Set I/F	
		23: Long, Clear, Flush Rail Flange Mt.	13: France Pre- Verified (Metric)		-07: Metric Dual Dsply Sgl Interval 22" Post	7: Japan	7: Monitor w/cord	20: No cable RS/RS WN Set I/F	
			14: France Pre- Verified (Metric)		-08: Metric Dual Dsply Sgl Interval 22" Post	8: Brazil	8: Japan	21: WN RS232 SNI, Beetle SNI, Beetle RS/RS WN Set I/F	
			15: France Pre- Verified (Metric)		-09: Metric Dual Dsply Sgl Interval 22" Post	9: Japan	9: Monitor w/cord	22: No cable RS/RS WN Set I/F	
			16: France Pre- Verified (Metric)		-10: Metric Sgl. Dsply Sgl Interval 22" Post	A: Monitor w/cord	A: Monitor w/cord	23: WN RS232 SNI, Beetle SNI, Beetle RS/RS WN Set I/F	
			17: France Pre- Verified (Metric)		-11: Metric Dual Dsply Sgl Interval 22" Post			24: SGL. CABLE RS232	
			18: France Pre- Verified (Metric)		-12: Metric Sgl. Dsply Sgl Interval 22" Post			30: No cable S/C 232 Set I/F	
			19: France Pre- Verified (Metric)		-13: Metric Dual Dsply Sgl Interval 22" Post			31: ICL 9520, NCR PC S/C 232 Set I/F	
			20: France Pre- Verified (Metric)		-14: Metric Dual Dsply Sgl Interval 22" Post			32: PC, PC25S S/C 232 Set I/F	
			21: France Pre- Verified (Metric)		-15: Metric Sgl. Dsply Sgl Interval 22" Post			IBM 46XX	
			22: France Pre- Verified (Metric)		-16: Metric Dual Dsply Sgl Interval 22" Post			40: No cable IBM Set I/F	
			23: France Pre- Verified (Metric)		-17: Metric Sgl. Dsply Sgl Interval 22" Post			41: Port 17 POS IBM Set I/F	
			24: France Pre- Verified (Metric)		-18: Metric Dual Dsply Sgl Interval 22" Post			42: Port 9 (4-pin) IBM Set I/F	
			25: France Pre- Verified (Metric)		-19: Metric Sgl. Dsply Sgl Interval 22" Post			RETAIL USB	
			26: France Pre- Verified (Metric)		-20: Metric Dual Dsply Sgl Interval 22" Post			50: No cable USB OEM Set I/F	
			27: France Pre- Verified (Metric)		-21: Metric Sgl. Dsply Sgl Interval 22" Post			51: USB Ext. Pwr USB OEM Set I/F	
			28: France Pre- Verified (Metric)		-22: Metric Dual Dsply Sgl Interval 22" Post			52: USB Type A, Ext. Pwr USB OEM Set I/F	
			29: France Pre- Verified (Metric)		-23: Metric Sgl. Dsply Sgl Interval 22" Post			53: USB POT (PwrPlus) USB OEM Set I/F	
			30: France Pre- Verified (Metric)		-24: Metric Dual Dsply Sgl Interval 22" Post			54: USB EP 15 Port 9 (4-pin) USB OEM Set I/F	
			31: France Pre- Verified (Metric)		-25: Metric Sgl. Dsply Sgl Interval 22" Post				

Magellan™ 9300i Scanner Scale Configuration Key

-Revision 3.1, 20-May-2015-

Datalogic ADC, Proprietary and Confidential Information



CLASS	CONFIG/ CUSTOMER	LENGTH/ MOUNT/ PLATTER	COUNTRY/ SCALE	BASE/ FEATURES	DISPLAY	CSS	CORD/ REGION	I/F & CABLE	EAS
942	01	11	01	1 - 00	00	0	2	10	0
942: 3-processor scanner only	01: English, No Display	10: Medium, Clear, Fixed Rail, Shelf Mt.	01: US Single Interval (English)	2: Enhanced, 3rd Processor	-00: None	0: None	0: None	RS232 10: RS232	BLANK: None
946: 3-processor EU PreVerified Scanner/Scale	02: English, w/ Display	11: Medium, Clear, Flip Rail, Shelf Mt.	02: EU Single Interval (Metric)	3: Enhanced, w/ ScalSentry	-01: English Sgl. Dsply Sgl Interval	1: CSS Only	1: U.S.T&L	11: No cable RS/RS Set I/F	1: EAS Inter- lock Cable
	03: Metric, No Display	13: Medium, Clear, Fixed Rail Flange Mt.	03: EU Pre- Verified Single Interval (Metric)	4: Enhanced, Digimarc Enabled	-02: Metric Sgl. Dsply Sgl Interval	2: CSS w/ Omni Mt	2: U.S. Std	11: RS232 PC15, PC9S	
	04: Metric, w/ Display	14: Medium, Clear, Flip Rail Flange Mt.	04: Canada Single Interval (Metric)	5: Enhanced, Digimarc Enabled w/ ScISentry	-03: English Dual Dsply Sgl Interval	3: CSS w/ Bonnet Side Mt.	3: Europe	13: RS232 ICL 9520,PC9S RS/RS Set I/F	
		15: Medium, Clear, Flush Rail Shelf Mt.	10: Mexico Single Interval (Metric)	94x Series Models Only	-04: Metric Dual Dsply Sgl Interval	4: CSS w/ Bonnet Back Mt.	4: Australia	15: RS232 SASI, SASI RJ8 RS/RS Set I/F	
		20: Long, Clear, Fixed Rail Flange Mt.	11: Mexico Single Interval (Metric)		-05: English Sgl. Dsply Sgl Interval 22" Post	5: Italy/Chi	5: U.K.	20: No cable RS/RS WN Set I/F	
		21: Long, Clear, Flip Rail Flange Mt.	12: France Non-Pre- Verified (Metric)		-06: Metric Sgl. Dsply Sgl Interval 22" Post	6: Japan	6: Brick Only (no cord)	21: WN RS232 SNI, Beetle SNI, Beetle RS/RS WN Set I/F	
		23: Long, Clear, Flush Rail Flange Mt.	13: France Pre- Verified (Metric)		-07: Metric Dual Dsply Sgl Interval 22" Post	7: Monitor w/cord	7: Brazil	23: SGL. CABLE RS232	
			14: France Pre- Verified (Metric)		-20: English Sgl. Dsply Dual Interval		8: Japan	30: No cable S/C 232 Set I/F	
			15: France Pre- Verified (Metric)		-21: English Dual Dsply Dual Interval		9: A:	31: ICL 9520, NCR PC S/C 232 Set I/F	
			OPTIONS 30-38 RSVD.		-22: Metric Sgl. Dsply Dual Interval		9: Monitor w/cord	32: PC, PC25S S/C 232 Set I/F	
					-23: Metric Dual Dsply Dual Interval		9: Monitor w/cord	33: IBM 46XX	
							9: Monitor w/cord	40: No cable IBM Set I/F	
							9: Monitor w/cord	41: Port 17 POS IBM Set I/F	
							9: Monitor w/cord	42: Port 9 (4-pin) IBM Set I/F	
							9: Monitor w/cord	43: USB Ext. Pwr USB OEM Set I/F	
							9: Monitor w/cord	44: USB Type A, Ext. Pwr USB OEM Set I/F	
							9: Monitor w/cord	45: USB POT (PwrPlus) USB OEM Set I/F	
							9: Monitor w/cord	46: USB EP 15 Port 9 (4-pin) USB OEM Set I/F	
							9: Monitor w/cord	47: USB OEM Set I/F	

Magellan™ 93/9400i Scanner Scale Configuration Key

-Revision 3.1, 20-May-2015-

Datalogic ADC, Proprietary and Confidential Information



8.5. Ordering a Scanner Only

- Scanner Only is now 'Class 931' and 'Class 941'.
- Determine if you want ScaleSentry™. Please note that this feature is only available on **scale / adaptive scale systems**. It is not available on scanner only systems.
- Determine if you want a Customer Service Scanner (CSS) and which mounting option best suits the application.

Scanner Only Matrix: Top Level Model Number Breakdown: AAABCCDEE-FGHII

CLASS	CONFIG/ CUSTOMER	LENGTH/ MOUNT/ PLATTER	SCALE	FEATURES	RSVD	CSS	CORD/ REGION	I/F & CABLE	EAS
931	01	01	0	0	-	0	7	10	1
931: 2-processor scanner only	01: STD Scnr Only 02: Adaptive Scale	01: Short, Clear, Shelf Mt. 02: Short, No Platter, Shelf Mt. 10: Medium, Clear, Fixed Rail, Shelf Mt. 11: Medium, Clear, Flip Rail, Shelf Mt. 12: Medium, No Platter, Shelf Mt. 13: Medium, Clear, Fixed Rail Flange Mt. 14: Medium, Clear, Flip Rail Flange Mt. 15: Medium, Clear, Flush Rail Shelf Mt. 20: Long, Clear, Fixed Rail Flange Mt. 21: Long, Clear, Flip Rail Flange Mt. 22: Long, No platter Flange Mt. 23: Long, Clear, Flush Rail Flange Mt.	1: None 2: Resvd.	0: Std.Process 1: Std. w/ ScISentry 931 Series Models Only	N/A "-0"	0: None 1: CSS Only 2: CSS w/ Omni Mt 3: CSS w/ Bonnet Side Mt. 4: CSS w/ Bonnet Back Mt.	0: None 1: U.S.T&L 2: U.S. Std 3: Europe 4: Australia 5: Italy/Chi 6: U.K. 7: Brick Only (no cord) 8: Brazil 9: Japan A: Monitor w/cord	RS232 10: RS232 No cable 12: RS232 ICL 9520 13: RS232 PC. 15 14: RS232 SNI, Beetle 9D, NoPwr 15' Std I/F 15: RS232 SNI, Beetle 9D, Ext. Pwr 10' Std I/F WINCOR RS232 20: WN RS232 No cable 21: WN RS232 SNI, Beetle 9D, NoPwr 15' WN 232 Set I/F SGL CABLE RS232 30: No cable S/C 232 Set I/F 31: ICL 9520 S/C 232 Set I/F 32: PC. 15 S/C 232 Set I/F IBM 46XX 40: No cable IBM Set I/F 41: Port 17 POS IBM Set I/F 42: Port 9 (4-pin) IBM Set I/F RETAIL USB 50: No cable USB OEM Set I/F 51: USB Ext. Pwr USB OEM Set I/F 52: USB Type A, Ext. Pwr USB OEM Set I/F 53: USB POT (PwrPlus) USB OEM Set I/F	BLANK: None 1: EAS Inter- lock Cable

Magellan™ 9300i Scanner Only
Configuration Key
 -Revision 3.1, 20-May-2015-

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CLASS	CONFIG/ CUSTOMER	LENGTH/ MOUNT/ PLATTER	SCALE	FEATURES	RSVD	CSS	CORD/ REGION	I/F & CABLE	EAS
941	01	01	0	0 0 - 0	0	0	7	10	1
941: 3-processor scanner only	01: STD Scnr Only 02: Adaptive Scale	01: Short, Clear, Shelf Mt. 02: Short, No Platter, Shelf Mt. 10: Medium, Clear, Fixed Rail, Shelf Mt. 11: Medium, Clear, Flip Rail, Shelf Mt. 12: Medium, No Platter, Shelf Mt. 13: Medium, Clear, Fixed Rail Flange Mt. 14: Medium, Clear, Flip Rail Flange Mt. 15: Medium, Clear, Flush Rail Shelf Mt. 20: Long, Clear, Fixed Rail Flange Mt. 21: Long, Clear, Flip Rail Flange Mt. 22: Long, No platter Flange Mt. 23: Long, Clear, Flush Rail Flange Mt.	1: None 2: Resvd.	2: Enhanced, 3rd Processor 3: Enhanced, w/ ScalSentry 4: Enhanced, Digimarc Enabled 5: Enhanced, Digimarc Enabled w/ ScISentry 94x Series Models Only	N/A "-0"	0: None 1: CSS Only 2: CSS w/ Omni Mt 3: CSS w/ Bonnet Side Mt. 4: CSS w/ Bonnet Back Mt.	0: None 1: U.S.T&L 2: U.S. Std 3: Europe 4: Australia 5: Italy/Chi 6: U.K. 7: Brick Only (no cord) 8: Brazil 9: Japan A: Monitor w/cord	RS232 10: RS232 No cable 12: RS232 ICL 9520 13: RS232 PC, 15 14: RS232 SNI, Beetle 9D, NoPwr 15' Std I/F 15: RS232 SNI, Beetle 9D, Ext. Pwr 10' Std I/F WINCOR RS232 20: WN RS232 No cable 21: WN RS232 SNI, Beetle 9D, NoPwr 15' WN 232 Set I/F SGL. CABLE RS232 30: No cable S/C 232 Set I/F 31: ICL 9520 S/C 232 Set I/F 32: PC, 15 S/C 232 Set I/F IBM 46XX 40: No cable IBM Set I/F 41: Port 17 POS IBM Set I/F 42: Port 9 (4-pin) IBM Set I/F RETAIL USB 50: No cable USB OEM Set I/F 51: USB Ext. Pwr USB OEM Set I/F 52: USB Type A, Ext. Pwr USB OEM Set I/F 53: USB POT (PwrPlus) USB OEM Set I/F	BLANK: None 1: EAS Inter- lock Cable

Magellan™ 9400i Scanner Only Configuration Key

-Revision 3.1, 20-May-2015 -

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8.6. Sample Product Configurations

PART NUMBER	DESCRIPTION
931010110-00712	Magellan 9300i Scanner Only, Std Config, Short Clear Platter/Shelf Mount, Std Processing, Brick Only (Cord Ordered Separately), RS-232 Std Cable
931010110-00A211	Magellan 9300i Scanner Only, Std Config, Short Clear Platter/Shelf Mount, Std Processing, Power Brick with Euro Monitor Cord, RS-232 WN Cable, Checkpoint EAS
931021111-00053	Magellan 9300i Scanner Only, Adaptive Scale Config, Med Clear Platter/Shelf Mount w/Flip-up Produce Rail, Std Processing with Scale Sentry, USB POT Cable
931021111-00712	Magellan 9300i Scanner Only, Adaptive Scale Config, Med Clear Platter/Shelf Mount w/Flip-up Produce Rail, Std Processing with Scale Sentry, Power Brick Only (Cord Ordered Separately), RS-232 Std Cable
9320111011-000210	Magellan 9300i Scanner/Scale, Med Clear Platter/Shelf Mount w/Flip-up Produce rail, English Config, Single Interval, No Display, Std Processing with Scale Sentry, US Std Power Cord/Brick, RS-232 Interface, No Cable
941010113-00110	Magellan 9400i Scanner Only, Std Config, Short Clear Platter/Shelf Mount, Enhanced Processing with Scale Sentry, US Twist & Lock Power Cord/Brick, RS-232 Interface, No Cable
941010112-00412	Magellan 9400i Scanner Only, Std Config, Short Clear Platter/Shelf Mount, Enhanced Processing, Australian Power Cord/Brick, RS-232 Std Cable
941011012-00712	Magellan 9400i Scanner Only, Std Config, Med Clear Platter/Shelf Mount w/ Fixed Produce Rail, Enhanced Processing, Power Brick Only (Cord Ordered Separately), RS-232 Std Cable
941011112-00053	Magellan 9400i Scanner Only, Std Config, Med Clear Platter/Shelf Mount w/ Flip-up Produce Rail, Enhanced Processing, USB POT Cable
941021113-00053	Magellan 9400i Scanner Only, Adaptive Scale Config, Med Clear Platter/Shelf Mount w/ Flip-up Produce Rail, Enhanced Processing with Scale Sentry, Retail USB POT Cable



8.7. Accessories

PART NUMBER	DESCRIPTION
90ACC0117	Checkstand Fill Kit: 9803 & 9804 from 8505
90ACC0119	Checkstand Fill Kit: 8500/9500/8500XT/9800 from NCR 7870/7875
90ACC0169	Magellan Customer Service Scanner (CSS)
90ACC0170	Magellan CSS with Omni Mount
90ACC0174	Magellan CSS with Side Bonnet Mount
90ACC0175	Magellan CSS with Back Bonnet Mount
TBD	Magellan CSS Omni Mount (Mount Only)
TBD	Magellan CSS Side Bonnet Mount (Mount Only)
TBD	Magellan CSS Back Bonnet Mount (Mount Only)
90ACC0018	Universal Power Supply (requires power cord)
6003-0927	Power Cord, 100V, Japan
6003-0932	Power Cord, 110V, US T&L
6003-0941	Power Cord, 110V, US Standard
6003-0925	Power Cord, 220V, Australia/Argentina
6003-0940	Power Cord, 220V, Europe
6003-0924	Power Cord, 220V, Italy/Chile
6003-0923	Power Cord, 240V, UK
6003-0942	Power Cord, Brazil

9. Frequently Asked Questions

Q: What is unique about the Magellan 93/9400i scanners?

A: The Magellan 93/9400i scanners are the second generation of the world's first high performance, digital imaging scanner that has digital imaging in all reading planes, unlike a 'hybrid' scanner that only has digital imaging in the vertical plane. As such, they provide the label reading and image-based capabilities of the Magellan 9800i with a form factor suitable for all existing checkouts and cashier scanning methods, thus reducing both installation and training costs.



Q: What is the advantage of digital imaging in all reading planes compared to a ‘hybrid’ scanner?

A: First of all with a full digital imager you get the reading power of digital imaging in every plane and that greatly improves the reading of truncated and poorly printed labels, thereby increasing first pass read rates on both 1D and 2D bar codes. If you can read 2 hard-to-read items on the first pass out of 100 items read, that is a 2% increase in throughput!

In addition, the fact that you have 2D reading in all planes eliminates the problem with a hybrid scanner where the cashier must always think about the ‘type’ of label that is on an item and then orient any 2D label to the vertical window. This slows down scanning speed and causes poor ergonomics.

Q: What are the differences between the Magellan 93/9400i and the 9800i series?

A: Aside from the dimensional differences, please use the following Quick Reference Table to compare major features:

Product	Full Digital Imaging 1D/2D Performance	Digimarc Barcode Decoding	AllWeights™ Scale Platter	ScaleSentry Shrink Reduction Technology	EAS Support	Top Down Reader w/Customer Scanner	Sapphire Glass	Logo Crown Material
Magellan 9800i	Yes	Optional	Yes	Optional	Yes	Optional	Optional	Stainless Steel
Magellan 9400i	Yes	Optional	Yes	Optional	Yes	CSS only (No TDR)	No – Magellan Clear™ Glass	Black Ultem
Magellan 9300i	Yes	No	Yes	Optional	Yes	CSS only (No TDR)	No – Magellan Clear™ Glass	Black Ultem

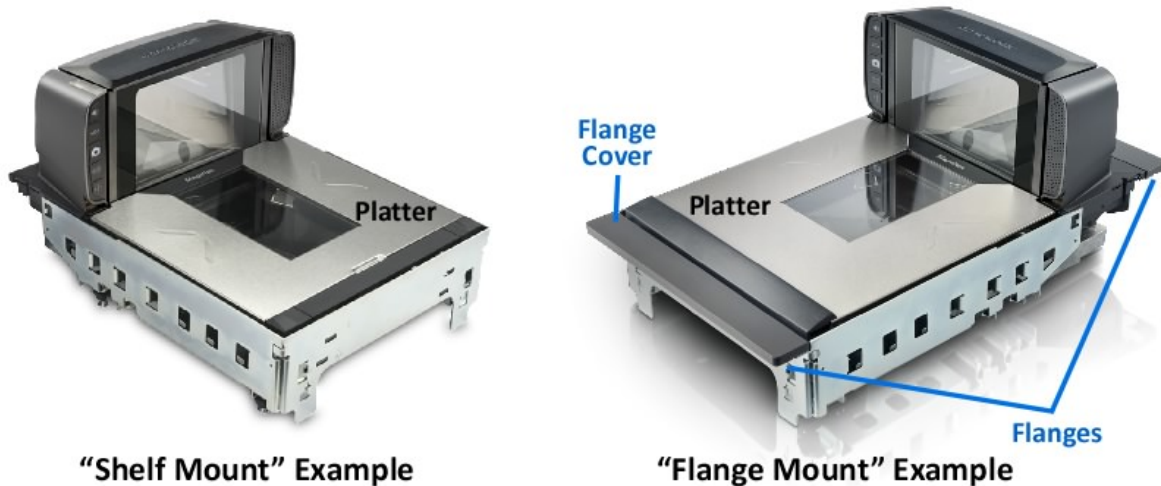


Q: What other innovations do the Magellan 93/9400i scanners have?

A: First there is the optional Customer Service Scanner (CSS) that can read 2D bar codes from mobile devices such as mobile phones and tablets as well as customer loyalty cards, paper coupons and impulse purchase items. The CSS can be used in parallel with the cashier scanning to reduce total transaction time. This is a very quick and effective way for a retailer to get into the fast growing mobile commerce trend. Because the CSS interfaces directly with the Magellan 93/9400i's USB port, it eliminates the need to purchase a separate scanner with another power supply, interface cable or use an additional port on the POS. The CSS's flexible mounting options eliminate the cost of designing mounting hardware specific to the customer's checkout and allow management of the customer's location in the checkout process.

Q: What is the difference between “shelf mount” and “flange mount” scanners?

A: Flange Mount scanners “hang” in the checkout by the extensions or “flanges” on the front and rear ends of the scanner. Flange mount scanners require that the counter cut out be less than the overall length of the flange mount scanner and that either relief channels be cut into the counter surface at the front and rear edge of the counter cut out, or that supports be installed at those edges to allow the platter to sit flush with the counter surface. On Flange mount platters, the front edge has a flange with a flange cover which comes between the platter and the counter.



Shelf Mount scanners, as the name implies, rest on a support or shelf underneath the scanner. The scanner sits either on the bottom surface or on the supplied leveling feet which allow adjustment of the scanner platter to be flush with the counter surface. On Shelf Mount scanners, the front edge of the mount is “flat” and the platter is near in the counter when installed.



Q: How will the Magellan 93/9400i scanners capture images?

A: The Magellan 93/9400i provides the ability to capture images from the vertical window which can be transmitted either back to the host via the POS interface, or via the USB-B port provided for alternate image retrieval and processing. This can be initiated either through Host Commands from the POS or via a button push and hold from the operator's panel on the Magellan 93/9400i. Examples of what can be imaged and sent to the POS are as follows.

- Driver's License for age validation on alcohol sales
- Boarding cards in 'Duty Free' stores
- Return receipts
- Photo of damaged goods/poorly or damaged bar code labels

Q: What have you done to lower the total cost of ownership (TCO)?

A: In order to reduce the time to service a product, the Magellan 93/9400i scanners have a Service Port and a Micro SD card conveniently located under the platter to allow access without removing the scanner from the checkstand. These features provide an easy access way to do service diagnostics or perform upgrades to the application software and scanner configuration.

Diagnostics and upgrades can be performed by plugging a portable computer into the micro USB port and using the Magellan™ Scanalyzer application. If only a software application update or configuration change is needed, simply plug in a prepared Micro SD card, boot up the scanner and it will automatically update software and configuration.

In many cases it is not possible for service personnel to get to a store to do service immediately. To allow for store level personnel to change the scanner out themselves, all of the connection ports and cable are color matched. This means you simply plug the cable with the red marking into the port with the red marking or green to green, etc. This reduces down time in the store and minimizes queues.

Q: Will this product have the Magellan All-Weighs™ scale platter to reduce produce shrink at the POS?

A: Yes, and in addition to that, the bonnet's upper surface has been expanded to increase the effective weigh area and make it easier to use the patented All-Weighs platter.



Q: Why do Datalogic imager-based scanners use red illumination? Why not use white light or some other color?

A: For over 40 years, barcode scanning has been used as a means of quickly and efficiently identifying items as they are manufactured, shipped, received, inventoried and sold. Through this time product manufacturers have taken great care to make their barcodes as legible as possible for scanners in order to improve throughput and reduce error. For at least the first 35-years, this meant that barcodes were designed and printed to be read by Helium-Neon laser-based systems with their characteristic red beam. In that time, barcodes evolved to have a distinct “bias” toward colors and contrasts most ‘visible’ in the 620nm-670nm range of the red spectrum. This remains true for the vast majority of products and barcodes found on shelves today.

While it is possible to read these codes using other colors of light, peak efficiency across the widest range of products today remains in the red spectrum “sweet spot”. In this range, scanners require less light to efficiently read barcodes than in other areas of the color spectrum. Datalogic recognizes and works with this “red bias” to allow best read efficiency with the least discomfort to scanner operators.

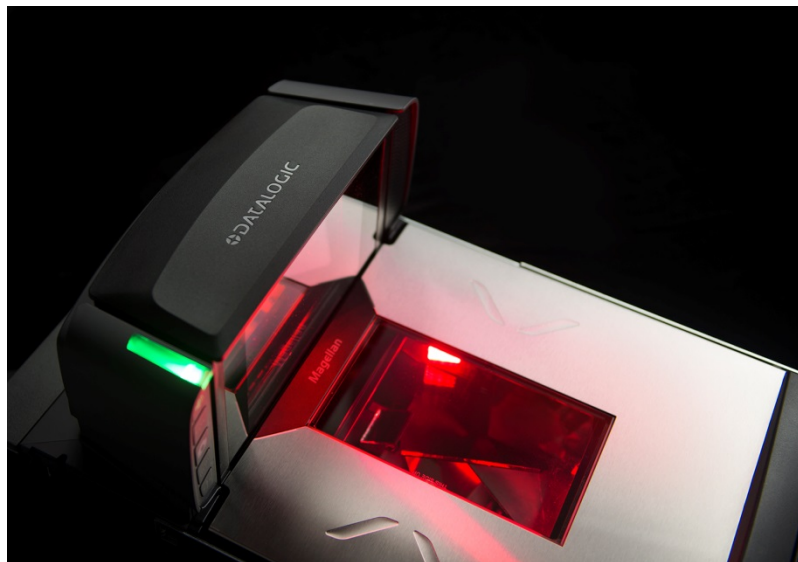


10. Summary

The Magellan™ 9300i and Magellan™ 9400i imaging scanners from Datalogic are the second generation of high-performance fully digital scanners for retail point-of-sale and provide a familiar form factor for easy integration into existing checkout designs. These new bar code scanners and scanner / scales are designed to provide maximum throughput for both 1D and 2D bar codes at full sweep-scanning speeds without item orientation based on code type.

The full power of digital imaging is applied to all reading planes and improves 1D reading of truncated and damaged bar codes as well as the ability to read 2D bar codes in any location. Label stitching combines pieces of labels from different views into a single label, which greatly improves first pass read rates.

In addition to revolutionizing the way bar code data is captured, Datalogic is able to take advantage of the flexibility afforded by digital imaging technology to release a full array of scanners and scanners-scales in multiple bi-optic designs which offer new benefits today and a platform for future enhancements to retailers worldwide.



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