



02.17.2017

## NEW PRODUCT INTRODUCTION

Hybrid Presentation Scanner - Orbit 7190g

**Honeywell**

# Agenda

- Product Overview
- Target Markets and Applications
- Main Features
- Market and Portfolio Positioning
- Competitive Differentiators
- Pricing and Transition Strategy
- NPI Plan
- SKU and Accessories
- Key Takeaways

# Orbit 7190g Overview

- Orbit 7190g incorporates breakthrough hybrid technology that combines omnidirectional laser and area-imager into single platform to maintain superior pass-through scanning of merchandise linear barcodes and while simultaneously helping retailers address the growing need for digital barcodes reading - without requiring an additional scanner
- **Key Highlights:**
  - Proven merchandise codes reading performance and widely recognized form factor
  - Common platform to simplify deployment
  - Dedicated customer facing reading solution



# Orbit 7190g Target Markets and Applications

## Target Markets

### Retail

### Others

Convenience Stores  
Gas Stations

Grocery Stores  
Supermarkets

Apparel Stores  
Specialty Stores

Hospital

Other commercial  
services



## Applications

### Retail

### Others

POS Checkout

Mobile Payment

Mobile Marketing  
Loyalty program

Admissions

Adm., traceability  
management



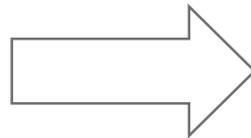
# Proven Performance and Form Factor

**Orbit is proven by >15years in the market and >1.5m units install base**

- Maintain the superior linear merchandise barcode reading performance to keep the highest productivity in POS checkout
- Maintain the award-winning and widely recognized form factor
  - The shape enables handheld scanning of large, bulky items
  - The adjustable scan head allows cashiers to tilt the scanner 30° for targeted scanning of larger products



**Orbit  
7120**



**Orbit  
7190g**

# Common Platform to Simplify the Deployment

- Automatic interface detection enables the scanner to configure itself to the appropriate interface upon connection
  - Simply stock management
  - Avoid mismatching between scanner and cables
- EZConfig - share Honeywell common scanning configuration utility
  - Plug & Play structure – w/o requiring interface setup
  - More friendly HUE design – easy to use
- Drivers - share common structure drivers (UPOS, USB Serial and etc.)
  - More friendly and easier to install
- Cables - automatically detected upon connection
  - Avoid mismatching between scanner and cables



# Dedicated Customer-Facing Reading Solution



## Swivel Base

It allows Orbit 7190g to be able to rotate and work for both cashiers and consumers' scanning with single device

## Merchandise scanning



## Highest checkout efficiency

- Maintain legacy Orbit 7120 linear merchandise scanning performance

## Smart phone scanning



## Intelligent cell phone mode

- Auto enter into mobile phone mode without cumbersome task of scanning programming
- Auto turn off the laser beam to eliminate uncomfortable glare to users

# Market and Portfolio Positioning

Customers and Applications	Imager		Laser / Hybrid	
	Honeywell	Competitor(s)	Honeywell	Competitor(s)
Convenience stores, Gas stations, Grocery stores, Apparel Stores and etc.	HF 600 	Datalogic 800i 	Orbit 7120 / <b>7190g</b> 	Datalogic 5300 
Typical Applications	<ul style="list-style-type: none"> <li>• Mobile payment</li> <li>• (e)Loyalty program/(e)Coupon</li> <li>• Some merchandise scanning</li> </ul>		<ul style="list-style-type: none"> <li>• Used for merchandise scanning and some customers start require additional solution for mobile payment/marketing</li> </ul>	



## Orbit 7190g

- For the customers who need fast linear merchandise reading, while requiring additional solution for digital and/or 2D reading
- Incorporate breakthrough hybrid technology to maintain proven superior 1D reading performance and address digital and 2D codes reading without requiring additional scanner

# Competitive Differentiators

## Brand Awareness and Reputation

Orbit has gained wide customers' favors and reputations, and proved by it's >15 years time to market and > 1.5m units market install base

## Digital / 2Dprinted Barcodes



	7190g	5300
Be able to read	YES	NO

**7190g get customers prepared for all potential and future scanning needs**

**7190g helps retailers address all potential reading needs without requiring an additional scanner**

## 1D Merchandise Barcodes

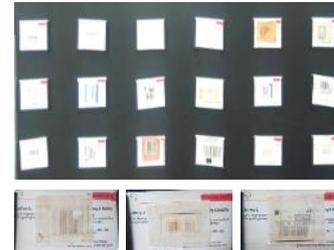


	7190g	5300
Snappiness	22 sec.	37 sec.

**7190g is 66% faster than 5300 !**

**The breakthrough hybrid technology delivers the highest pass-through scanning of linear merchandise barcodes**

## Poor Barcodes



	7190g	5300
% of readable codes	90%	77%

**7190g is much more capable to read poor codes**

**7190g is designed for the real word, to more capable read even the poor quality barcodes**

**Orbit 7190g is a True Competitor**

# Pricing and Transition Strategy

<i>What's different</i>		<i>Orbit 7120</i>	<i>Orbit 7190g</i>
			
<b>1D Codes</b>		✓	✓
<b>PDF/2D Codes</b>		✗	✓
<b>Mobile Payment and Marketing Application</b>		✗	✓
<b>Common Honeywell Imager Platform</b>		✗	✓

- **Orbit 7120 price will remain the same**
- **Introduce 7190g at a premium based on additional value it delivers**
- **Natural market transition to Orbit 7190g**
- **NO product retirement/EOL notice for Orbit 7120**

# Orbit 7190g Key Takeaways



- Proven merchandise codes reading performance and widely recognized form factor
- Common platform to simplify deployment
- Dedicated customer facing reading solution