



Zebra SP7208-V Built-in bar code reader 1D/2D Black

Model: SP7208-SV00004CCWW

Manufacturer: ZEBRA

EAN: 5715328209534

Product Code: 1327175

R13,500

SP7208-SV00004CCWW

Single Plane, Multi-Interface, AUX Port, Standard Range, Checkpoint EAS (CBL-CE0072 cable included), Color Camera (CBL-CC0072 Color Camera Cable included)

A Scanning Experience up to 2X More Intuitive Than the Rest

Powered by a high-resolution 2.3 megapixel sensor and Zebra's PRZM Intelligent Imaging technology, the SP72 Series delivers outstanding performance on virtually any 1D, 2D and Digimarc barcode — whether damaged, crinkled or faded. Independent tests show the SP72 Series is up to two times more effective than competitors at scanning various barcode types and sizes, ensuring a hassle-free, intuitive experience for any item or barcode.

Leads the Competition in 2D and Mobile Barcode Performance

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Prepare your checkout for the growing adoption of both 2D and mobile barcodes. The SP72 Series outpaces the competition, scanning common 2D DataMatrix barcodes up to 54% faster and mobile phone barcodes up to 50% faster at self-checkout.

Create the Perfect Checkout Solution With Unmatched Versatility

With both vertical and horizontal models, the SP72 Series offers the right fit for your installation needs. The compact vertical SP72-V can be placed on a counter or mounted on a wall or table; its flat face design easily fits into self-checkout enclosures. The horizontal SP72-H offers a zero footprint, in-counter design and is a drop-in replacement for popular legacy installations. And you can choose the level of features you need: SP7201 for high-performance scanning or the premium SP7208 that adds advanced features such as a color camera option for vision-based applications like loss prevention.

Enable New Business Applications With Vision Solutions

The vertical SP72-V is the first single-plane scanner with a 2.3 MP color camera option. The camera provides a large field of view and captures even the smallest details, enabling a wealth of vision-based applications to help minimize shrink and fraud at self-checkout. For example, an application can detect mismatches between the scanned item and its barcode, such as when a cheaper item's barcode is placed on a more expensive item. Additionally, a live video stream helps deter checkout fraud.

Prevent Loss With Non-Decode Event Alerts

Develop applications that identify if an item passes by the field of view, but the barcode is not scanned — whether a user accidentally misses a scan or intentionally tries to bypass the scanner. An alert can be triggered to enable mitigation actions for reducing shrink.

Upward-Facing “Good Decode” LEDs Work With Video-Based Loss Prevention Systems

Both the vertical SP72-V and horizontal SP72-H have an upward-facing “good decode” LED that can be easily seen by self-checkout attendants and overhead cameras. Your video-based loss prevention system can track the movement of products across the scan area and confirm a green LED for a

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successful scan.

Reduce Shrink With Optional EAS Support With Interlock

With support for Checkpoint and Sensormatic electronic article surveillance (EAS) systems, the SP72 Series can deactivate the EAS tag when the item is scanned. This not only speeds up checkout, but also eliminates the risk of “sweethearting” and other forms of shrink as the barcode must be scanned to deactivate the EAS tag.

Elevate the Checkout Experience

Eye-Friendly Intelligent Illumination

Self-checkout users in independent tests found the SP72 Series up to 72% more comfortable than comparable scanners. Its deep red recessed illumination activates only when an item is in the scan zone, minimizing eye strain for cashiers and shoppers. You can also adjust the brightness, from low to off, to further reduce discomfort.

Go Beyond the Beep With Custom Feedback Tones

The SP72 Series offers a variety of audible feedback options via the built-in or external speaker. Select a traditional beep tone, choose from our library of digital and melodic sounds, or add your own custom sound to reflect your brand and customer experience.

Increase Flexibility With Handheld Scanning

An auxiliary port lets you add a handheld scanner so users can easily scan large or heavy items in the cart.

Minimize Exceptions With Selectable Label Identifiers

With Zebra’s selectable label identifiers, you can convert one barcode type to another — for example convert a QR code to code 128—to eliminate exceptions and manual data entry that slow down checkout throughput.

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Reliability on a Day-to-Day Basis

IP52 sealing protects against spills and dust. Unlike competitive models, the vertical SP72-V features elevated electronics, protecting them from inadvertent spills. The horizontal SP72-H can be configured with either Sapphire or Diamond-Like Coating (DLC) glass, meeting your durability needs and budget.

Easy Installation and a Fast Setup

The SP72 Series is USB Certified for worry-free integration. Multiple on-board interfaces ensure compatibility with all popular POS systems and auto-host detect cables simplify installation. The SP72 Series can be powered over standard USB, eliminating the cost and labor associated with adding external power.

Make Data-Driven Decisions Informed by Your Scanners

Do more with your SP72 Series with Zebra's IoT Connector, a fully automated real-time data collection tool that routes data from your scanners into your preferred IoT endpoint. The result? You can mine the data and get the insights needed to make decisions in real time.

Zebra DNA — Set Up. Secure. Manage. Optimize.

With more than 50 years of field-proven innovation, Zebra knows the scanning journey better than other providers. That's why we've engineered Zebra DNA into all of our scanners. This suite of software tools provides constant visibility, increases uptime and gives you the flexibility to respond to changing needs. For example, 123Scan offers an exclusive configuration wizard that simplifies every step of deploying your scanners. With Advanced Data Formatting, you can easily create scanner data formatting rules to optimize your workflows and solve business problems. Advanced parsing tools streamline the capture of more kinds of data. Remote Diagnostics provides up-to-the-minute insight into every aspect of your scanners. Powerful complimentary management software enables easy remote management. And much more.

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