

Zebra MP7200 Built-in bar code reader 1D/2D CMOS Black, Silver



Model: MP7200-SNS0N000WW

Manufacturer: ZEBRA

Product Code: 1562411

R23,764

Redefine the checkout experience with unmatched speed and unrivaled innovation

In an age of endless shopping choices, customers expect to get in and out of stores quickly, with a choice of how they shop. Set a new standard for checkout convenience with the MP72 Series Multi-Plane Scanner/Scale. As Zebra's latest bioptic scanner, the MP72 Series delivers the fastest checkout performance yet — with premium scanning speeds and an ease of use that ensures every customer enjoys a swift and seamless experience. Innovative features include an optional color camera that enables computer vision applications and helps minimize shrink, so you can optimize your workforce and provide customers with convenient self-checkout options without hurting your bottom line. A smart investment, the MP72 Series makes it easy and cost-effective to modernize your checkout

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with low energy consumption, superior uptime and easy integration with existing infrastructure.

Exceed Expectations with Faster-Than-Ever Checkouts

Premium scan performance from an industry leader

With a high-resolution megapixel sensor and Zebra's exclusive PRZM Intelligent Imaging technology, the MP72 Series offers unmatched scanning speed and simplicity on virtually any 1D, 2D, GS1 or Digimarc®, paper and mobile barcode. Poorly printed, damaged, crinkled or faded barcodes won't slow down your checkouts. Offset illumination makes it even easier to scan reflective barcodes on customer phones and glossy packaging.

Future-ready with optimized 2D and Digital Link performance

As information-rich 2D barcodes like GS1 Digital Link become more prevalent at the POS, your customers still expect the easy swipe experience of 1D.

New hardware and software advancements deliver significantly better 2D performance, helping ready your checkout lanes for the rise of 2D barcodes.

Maximum checkout speeds with up to 2x larger fields of view

With high swipe speeds and fields of view that are up to 100% larger than other scanners in its class², the MP72 Series makes scanning second nature. There's less need to carefully position barcodes — providing a simpler experience for everyone, from experienced cashiers to first-time users.

Innovative Features at Self-Checkout Drive Higher ROI and Reduce Shrink

Optional color camera enables new vision-based applications

An optional HD color camera captures the smallest details, paving the way for new computer vision applications that enhance the customer experience and protect your bottom line. Produce

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recognition applications can help identify produce to streamline item selection for faster, easier checkouts. Loss prevention applications can identify suspicious transactions, ensuring the proper barcode is scanned for an item. And the presence of livestreaming video at self-checkout can discourage fraud.

Ensure accurate weight measurements every time

The L-shaped platter design increases the active weighing surface area, making it easier to capture the full weight of large items. Zebra's Weight Guard intelligently senses whenever an item is not fully on the weighing surface and alerts the POS to take the steps necessary to prevent an underweight reading.

Fight loss with EAS support

Optional support for electronic article surveillance (EAS) systems gives your customers a seamless shopping experience — a single swipe deactivates the EAS tag and captures item price. Interlock eliminates the risk of “sweethearting” and other forms of shrink as the barcode must be scanned in order to deactivate the EAS tag.

Works with overhead cameras for loss prevention

The “good decode” LED is visible from front and top views, making it easy for users and self-checkout attendants to confirm that a scan was completed. Overhead cameras can utilize the LED for loss prevention — tracking a successful scan for every item placed in the bagging area.

Enhance Your Customer's Checkout Experience

Eye-friendly intelligent illumination

Since the recessed illumination is practically invisible and dimmed when not scanning, the MP72 Series is easier on the eyes of cashiers and customers.

Easy self-scanning with customer facing scanner

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In cashier-assisted lanes, an optional customer facing scanner lets customers scan their mobile or paper coupons, loyalty cards, impulse buys and more.

Add handheld scanners for in-cart scanning

Standard auxiliary ports can support a handheld scanner, so users can easily reach heavy or bulky items in the cart.

Minimize exceptions for faster checkouts

Zebra's selectable label identifiers 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 transactions.

A Smarter Investment

Lowest power consumption in its class

With energy bills among the largest in-store operating expenses, it's critical to make your store as energy efficient as possible. Zebra's Intelligent Illumination system activates the LED lights only when merchandise is in the scan zone. The result? The MP72 Series uses up to 50% less power than other bioptic scanners.

Deploying made easy

With three standard sizes, the MP72 Series has the right solution to fit your store. It can drop right into an existing cash wrap, providing a cost-effective path to the latest POS technology. Multiple on-board interfaces ensure compatibility with all popular POS systems and auto-host detect cables simplify installation.

Superior durability for maximum uptime

The MP72 Series is designed with over 50% fewer interconnects and PCBs than other multi-plane scanners — resulting in fewer failure points, fewer parts to repair and fewer things to go wrong. Solid state technology minimizes wear and tear to further lower breakdown and repair costs. A spill-proof design protects against inevitable spills and you can choose Sapphire or Diamond-Like Carbon (DLC)

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coating glass.

Easily serviceable

The MP72 Series is the least complex, most reliable and most easily serviceable scanner assembly in its class. And with Zebra's Remote Diagnostics, you can remotely monitor the status of illumination, sensors, cameras, scales, boards and more without having to travel onsite to diagnose a problem. Make data-driven decisions informed by your scanners Zebra's IoT Connector, a fully automated real-time data collection tool, routes data from your scanners into your preferred IoT endpoint. You can mine the data and get the insights needed to make decisions in real time.

Zebra DNA™ — your scanner's built-in advantage

With more than 50 years of field-proven innovation, Zebra knows the scanning journey better than other providers. That's why we've developed Zebra DNA, a suite of software tools that make it easy to navigate your scanning journey. For example, 123Scan 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. Powerful complimentary management software enables easy remote management. And much more.

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