



Make every second count at the checkout counter with the next-generation Symbol LS4208



Cut costs and improve service by keeping checkout lines moving

As a retailer, you know the impact productivity at the point of sale has on your bottom line. Seconds saved on each transaction at each checkout counter in each store results in a significant overall cost reduction.

Efficient point-of-sale operations start with a scanner designed to keep up with high throughput checkout processes. Using the Symbol LS4208 from Motorola, your operators will be able to capture sales quickly and easily, and process more transactions in less time. With fewer cashiers needed to handle sales, you'll be able to deploy your resources where needed in other parts of the store, such as on the sales floor, in the stockroom or processing returns. In addition, you'll increase customer satisfaction rates by ensuring your customers spend less time in the checkout line.

Speed transactions with continuous, one-pass scanning

Based on years of experience pioneering new scanning technology, The Symbol LS4208 handheld laser bar code scanner was created to help both experienced and novice cashiers speed customers through checkout lines. Your cashiers are able to scan items without starting and stopping or having to constantly adjust and reorient their scanners. The superior angular and motion tolerances permit bar code scanning from nearly any angle, as well as continuous movement from one item to the next. There's no need to pause between scans.

For maximum scanning performance, the Symbol LS4208 offers an innovative multi-line rastering scan pattern, which automatically sweeps multiple times across each scanned bar code to accurately read all types of one-dimensional (1D) symbologies, including damaged or low-contrast symbols. It's also uniquely suited for rapid scanning of stacked GS1 DataBar (formerly RSS) bar codes. In contrast to single-scan line devices, which require users to wave the reader in order to manually move the laser line up and down the symbol, the Symbol LS4208 automatically captures the bar code data in a single pass. With the Symbol LS4208, your cashiers will be able to scan items more quickly, so your customers spend minimal time waiting in line.

Adapt the scanner to the task with multiple operating modes

Designed to increase worker productivity, the Symbol LS4208 lets you decide how to best use it for faster checkout. While you're able to employ the scanner as an auxiliary device for a presentation scanning system, the Symbol LS4208 is also

Key Benefits:

- Save time and improve customer service by speeding checkout processes
- Reduce downtime caused by accidental equipment drops and mishandling
- Protect your investment by ensuring you'll be able to use the same scanner even if you upgrade your point-of-sale system or if you encounter new types of bar codes

flexible enough to be used as your primary scanner. With the optional Intellistand, your cashiers are able to use the Symbol LS4208 in hands-free mode and quickly process items by passing them under the scanner. If they need to scan a heavy or bulky item, they can then simply remove the scanner from its stand to activate the handheld mode. Unlike other types of handheld scanners, the Symbol LS4208 lets your cashiers automatically change from hands-free to handheld use without wasting time scanning a programming bar code each time they switch modes.

Minimize interruptions at the checkout counter

In high-traffic stores, you can't afford downtime. That's why you need a scanner able to withstand constant and rigorous use. The Symbol LS4208 offers reliability in a durable package that reduces the possibility of equipment failure. It's designed to keep working even after being dropped accidentally onto a concrete floor multiple times. In addition, its patented single circuit-board construction eliminates failure points commonly found with scanners using interconnect ribbon cables, while its liquid polymer scan element — tested for over 150 years' worth of aggressive use and covered by a lifetime warranty — minimizes the chances of downtime. The scanner also comes with a scratch-proof, tempered glass window able to resist stains and scratches that could slow scanning performance. With the Symbol LS4208, you'll experience increased uptime and lower equipment maintenance costs.

Invest for the long term

The Symbol LS4208 scanner is also designed to protect your investment both now and in the future. It offers plug-and-play functionality to simplify installation and ensure you'll be able to get started quickly and easily. In addition, the scanner's on-board multi-interfaces and universal cables enable connectivity with a variety of hosts, allowing you to update your systems in the future without having to

worry about investing in a new scanner. And since it supports all retail bar code formats including GS1 DataBar (formerly RSS) bar codes, you'll be assured that your scanner will continue to support your needs for years to come.

Make the most of your time and resources with the LS4208

The Symbol LS4208 is designed to help you do more with fewer resources by allowing you to process more sales in less time. It's the ideal scanner for retailers looking to upgrade their checkout counter to a high-speed point-of-sale operation that keeps customers happy while benefiting the bottom line.

For more information about the Symbol LS4208, please visit us on the Web at www.symbol.com/ls4208 or access our global contact directory at www.symbol.com/contact



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