



# Make every second count at the checkout counter with the next-generation cordless Symbol LS4278



## Improve profitability and customer service at the checkout line

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. Powerful scanning technology enables your operators to capture sales more easily and rapidly than ever before.

The cordless freedom of the Symbol LS4278 from Motorola enables your cashiers to step around the register to scan heavy items as well as check for any missed items still in the cart. Loss of revenue due to unscanned products is eliminated, increasing your profitability. And cashiers and customers no longer need to lift heavy items from the cart, eliminating the possibility and cost of potential injuries.

## Speed transactions with continuous, one-pass scanning

Motorola worked closely with customers around the world to identify issues in the retail environment associated with the use of cordless technology. Problems included wear and tear on the cradle and contacts on the scanner, lack of durability to handle everyday drops and spills without breaking, and less-than-robust scanning technology that required workers to scan products multiple times. The Symbol LS4278 was developed to address these issues, delivering accurate scanning within a 50 ft./15m+ radius range of the register with the durability to withstand all day every day use. The result is a unique, flexible device that maximizes cashier productivity and delivers an outstanding low total cost of ownership.

The intuitive design of the Symbol LS4278 eliminates the need for training. Both novice and experienced cashiers are up and running quickly, able to achieve the same checkout speed in minutes. Superior motion tolerance enables your cashiers to scan items in constant succession without the need to pause between items. And the innovative multi-line rastering scan pattern automatically sweeps multiple times across each bar code to accurately read all types of one-dimensional (1D) symbologies, including damaged, poorly printed and low-contrast symbols. The Symbol LS4278 is 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

## Key Benefits:

- Save time and improve customer service by speeding checkout processes with cordless freedom and superior scanning
- Reduce downtime caused by accidental equipment drops and mishandling
- Reduce support time and costs with comprehensive remote centralized management capabilities
- Protect your investment by ensuring compatibility with future point-of-sale systems and new types of bar codes

to manually move the laser line up and down the symbol, the moving scan line automatically captures the bar code data in a single pass. With this robust combination of performance features, your cashiers will scan items as quickly as today's available technology allows — and your customers will spend less time waiting in line.

#### **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 LS4278 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. The patented single circuit-board construction eliminates failure points commonly found with scanners using interconnect ribbon cables. And the 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 tempered glass window to eliminate scratching that could slow performance or stop scanning. And the Symbol LS4278 eliminates one of the primary concerns with cordless scanners — wear and tear on the contacts. Proven reliability for 250,000 cradle insertions places the Symbol LS4278 in a class of its own, when compared to other common charging techniques that show wear between 5,000 and 10,000 insertions.

#### **Invest for the long term**

The Symbol LS4278 provides the investment protection you need now and in the future. Plug-and-play functionality enables instant installation, right out of the box. Integrated multi-interfaces and universal cables enable connectivity with a variety of hosts, ensuring compatibility in your environment today, while still allowing you to update your systems in the future without worrying about investing in a new scanner. Combined with support for all retail bar code formats, including GS1 DataBar (formerly RSS), you can count on the LS4278 to support your needs for years to come.

And comprehensive centralized management, including the ability to remotely provision, upgrade and configure your Symbol LS4278 scanners, significantly reduces your support time and costs.

#### **Make the most of your time and resources with the Symbol LS4278**

The Symbol LS4278 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 improving the bottom line.

For more information about the Symbol LS4278 from Motorola, please visit us on the Web at [www.symbol.com/ls4278](http://www.symbol.com/ls4278) or access our global contact directory at [www.symbol.com/contact](http://www.symbol.com/contact)



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