

# Improving Productivity at the Point of Sale with the High-Performance DS6600 Series Scanners

**symbol**<sup>®</sup>  
The Enterprise Mobility Company™

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Application Brief

Symbol Technologies

## Providing Unmatched Digital Scanning Performance at the Point of Sale

Retail customers want a quick and easy checkout process. Checkout lines can get long when bar codes need to be lined up with the scanner—or when the bar-code quality is poor—causing slow-downs at the register and frustrations for both customers and clerks. Customers don't want to wait in line while a clerk rescans items over and over.

The DS6600 Series was built for the high productivity you demand at the point of sale. It gives clerks the flexibility to switch between hands-free and hand-held scanning instantly—no bar code

programming necessary. With laser-like performance, these digital scanners can read any type of bar code encountered in a retail environment, including two-dimensional (2D) and one-dimensional (1D) bar codes, regardless of quality. As a retailer, you need the most efficient technology solutions available to ensure faster checkout times and increased customer satisfaction at the point of sale. You need solutions that help you accurately capture data for use throughout your enterprise.



### Key Benefits

- *Increases employee productivity*
- *Improves speed at checkout*
- *Increases customer satisfaction*

### **Increasing Speed at Checkout with Versatile Scanning Capabilities**

In a perfect world, all bar codes would be oriented properly and lined up neatly for a smooth, uneventful checkout process. Unfortunately, that scenario doesn't exist in the real point-of-sale world. Bar codes are oriented every which way, which forces the clerk or the customer to find the bar code to get a direct shot with the scanner.

The DS6600 Series from Symbol Technologies offers affordable, high-performance, omni-directional scanning of 2D and 1D bar-code symbologies in retail environments. The DS6600 Series reads bar codes omni-directionally, no matter how they're oriented. The DS6600 Series uses a laser-generated aiming pattern to indicate the full field of view—just point and shoot to get fast, accurate scanning performance.

Because some items require the functionality of a handheld device while other larger items demand the performance achieved with a hands-free solution, the DS6600 Series offers the added flexibility of the optional hands-free Intellistand. The Intellistand allows the user to easily and automatically switch between hands-free and handheld mode.

Decoding performance is only as good as the technology used for capture. That's why Symbol's digital scanning technology relies on a charge-coupled device (CCD) sensor. This is the same sensor technology used in high-quality digital cameras, and it results in superior laser-like decoding performance. This allows clerks to achieve levels of productivity previously attainable only with laser scanners.

### **Increasing Flexibility to Meet Retail Point-of-Sale Needs Today and Tomorrow**

Without a doubt, your point-of-sale requirements will change over time; the scanner you choose must support those changes. The DS6600 Series lets you connect to a wide range of hosts with a single device, so you can connect to the legacy systems you are operating today as well as to any hosts you may migrate to in the future.

### **Adding Value with Symbol Service and Support**

As with all our products, Symbol backs the DS6600 Series with our world-class service and support, which is designed to reduce downtime by ensuring that any issues with the unit are quickly resolved. All units come with a five-year standard warranty that covers manufacturing defects.

## Combining Multi-Use Laser-Like Scanning with the Advantage of Digital

As retail customers demand more speed and efficiency at the point of sale, you need a better solution for point-of-sale checkouts to read all bar codes, regardless of quality, and to speed the checkout process. The DS6600 Series of digital scanners improves point-of-sale throughput with laser-like performance in an omni-directional scanner.

Giving you the ability to read both 2D and 1D bar codes with a combination of performance and versatility unmatched by other scanners, the competitively priced DS6600 Series helps you increase productivity while enhancing your customers' point-of-sale experience.

For more information about the DS6600 Series, please contact us at +1.800.722.6234 or +1.631.738.2400 or visit us on the Web at [www.symbol.com/ds6600](http://www.symbol.com/ds6600).



## About Symbol Technologies

Symbol Technologies, Inc., The Enterprise Mobility Company™, manufactures and services enterprise mobility systems, delivering products and solutions that capture, move and manage information in real time to and from the point of business activity. Symbol enterprise mobility solutions integrate advanced data capture products, radio frequency identification technology, mobile computing platforms, wireless infrastructure, mobility software and services programs under the Symbol Enterprise Mobility Services brand. Symbol enterprise mobility products and solutions are designed to increase workforce productivity, reduce operating costs, drive operational efficiencies and realize competitive advantages for the world's leading companies.

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