



ZEBRA



## PRZM Intelligent Imaging Platform

### BUILT-IN INTELLIGENCE FOR FARTHER, FASTER, SMARTER IMAGING

PRZM resets the bar for 2D imaging with performance-driven innovations unique to Zebra. It's what makes our imagers superior. Built upon the PRZM platform, each data capture device combines the optimum mix of intelligent hardware, software and optics to address different enterprise needs and budgets. The result is up to 53% faster<sup>1</sup>, 30% farther<sup>2</sup> and 56% greater efficiency<sup>3</sup> for first-time, every-time scanning – improving performance, power consumption, and user experience.

#### Capture It All the First Time, Every Time

A barcode that can't be read is an annoyance for customers and a delay for workers. All too often, labels are scratched, poorly printed, distorted, dirty, overwrapped, or wrinkled. In these conditions, they require manual data entry that slows down checkouts and workflows. Dramatically accelerate time to decode with PRZM's patented technology that offloads a portion of the decoding process to the ASIC, instead of the processor. The decoder can then interpret and transmit the data at impressive speeds that keep lines and workers moving.

#### Extend Your Reach

No need to leave the cash wrap or forklift to read a barcode. With PRZM technology, workers can

scan barcodes from up to 75 feet away, depending on your imager. This is particularly useful for scanning large and bulky items or those at the bottom of a cart or high on a warehouse shelf.

#### Lower Costs

Reduce expenses with the technology that reduces power consumption. PRZM technology scans up to 56% more barcodes per battery cycle than the competition<sup>3</sup>, helping lower electricity bills.

#### Adapt for the Future

Whether you're in healthcare, warehousing, retail or manufacturing, your data capture needs are shifting. With PRZM technology, you're better equipped to read virtually any type of data the future holds. Capture 1D and 2D barcodes, as well Digimarc®, mobile barcodes,

OCR, PDF417, images, signatures and documents. The list doesn't stop there. We're constantly evolving PRZM to keep you ahead of the curve by solving tomorrow's problems today.

#### Go Beyond the Barcode

Resolving today's toughest enterprise challenges takes both intelligent hardware and software that address the needs of every stakeholder. That's why our data capture devices contain DataCapture DNA, the genetic code that simplifies the entire Zebra scanning experience. As one of the many solutions of DataCapture DNA, PRZM technology makes short work of data-intensive tasks to maximize every working hour.

Sources: <sup>1</sup> Zebra's DS8100 scans mobile barcodes 34% faster than the competition <sup>2</sup> Zebra's 3600 scans at least 30% farther than the competition <sup>3</sup> Zebra's 3600 decodes up to 56% more scans per battery cycle than the competition

### MAKE EVERY READ A GOOD ONE

For more information, visit [www.zebra.com/PRZM](http://www.zebra.com/PRZM)  
or access our global directory at [www.zebra.com/contact](http://www.zebra.com/contact)

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