COMPETITIVE SELLING GUIDE







	GRYPHON™ I GD4400-HC 2D	MOTOROLA DS6707 HC
Features		
PERFORMANCE		
Frame Rate (2D)	60 frame/sec	30 frame/sec
Field-of-View (horizontal x vertical)	39° H x 25° V	40° H x 30° V
Depth-of-Field (EAN 13: 13 mils)	1.5 - 40.0 cm / 0.6 – 15.7 in	1.3 -24.6 cm / .5 - 9.7 in
Depth-of-Field (PDF417: 10 mils)	0.5 - 22.0 cm / 0.2 - 8.6 in	1.7 -19.2 cm / .6 - 7.5 in
Depth-of-Field (Data Matrix: 10 mils)	2.0 - 16.0 cm / 0.7 – 6.3 in	2.8 -19.1 cm / 1.1 in - 7.5 in
Max. Resolution: 1D Codes	4.0 mils	5.0 mils
Max. Resolution: 2D Codes	5.0 mils	10.0 mils
Motion Tolerance (centimeters/inches per second)	63.5 cm / 25.0 in	12.7 cm / 5.0 in
Print Contrast Ration (minimum)	25%	25%
PHYSICAL CHARACTERISTICS		
Dimensions	18.1 x 7.0 x 10.0 cm / 7.1 x 2.8 x 3.9 in	16.6 x 12.9 x 7.1 cm / 6.5 x 5.0 x 2.8 in
Weight	195.0 g / 6.9 oz	182.0 g / 6.4 oz
Aiming System	4 laser dots (corners) and center cross	Center cross with 4 corners
Enclosure	Disinfectant-Ready w/ Anti-Microbial Additives	Disinfectant-Ready
ENVIRONMENTAL		
Drop	1.8 m / 6.0 ft	1.8 m / 6.0 ft
Sealing	IP52	IP41
Operating Temperature	0 to 50 °C / 32 to 122 °F	0 to 50 °C / 32 to 122 °F
ADDITIONAL FEATURES		
SW Configuration	Aladdin™, Remote Host Download	N/A
Reading Indicators	Green Spot, Beeper, LEDs	N/A
FACTORY WARRANTY	5 years	5 years

Datalogic Advantages:

- Reading distance on linear codes; Deep red non-invasive/flicker illumination
- · Standard range and High Density versions

- Better motion tolerance; Ergonomic design and size
 Higher IP rating
- Standard range and right Density versions
 Datalogic's 'Green Spot' provides a visual good read feedback
- New and unique 'aiming system' which is very visible for users to use
- Datalogic's MotionixTM motion-sensing technology enable scanner to switch between handheld and stand mode automatically and seamlessly
- · Disinfectant-Ready with Anti-Microbial additives provide further protection to the customer application environment

Competitor Weaknesses:

Flickering illumination causes user uneasiness

• Sluggish performance, especially on its' stand due to low motion tolerance

Synopsis:

The Gryphon[™] I GD4400-HC 2D readers use the same enclosures and accessories as the Gryphon[™] I GD4100-HC readers, which provide customers with a strong sense of product family identity. The distinctive features include a clearly defined center cross for aiming and a much less invasive illumination which makes the user feel more comfortable. Disinfectant-ready enclosures with Anti-Microbial additives help to reduce the spread of germs. Datalogic's Motionix[™] motion-sensing technology enables automatic switching between handheld mode and stand mode and provides the customer with greater convenience when using the scanner in different applications. Datalogic's patented 'Green Spot' provides the user with audible and visual good read feedback, indicating a successful read has occurred. This is especially applicable when used in a quiet environment.



	GRYPHON™ I GD4400-HC 2D	MOTOROLA DS4208 HC
Features		
PERFORMANCE		
Frame Rate (2D)	60 frame/sec	60 frames/sec
Field-of-View (horizontal x vertical)	39° H x 25° V	39° H x 25° V
Depth-of-Field (EAN 13: 13 mils)	1.5 - 40.0 cm / 0.6 – 15.7 in	0.8 -38.6 cm / 0.3 – 15.2 in
Depth-of-Field (PDF417: 10 mils)	0.5 - 22.0 cm / 0.2 - 8.6 in	1.5 -19 cm / 0.6 – 7.5 in
Depth-of-Field (Data Matrix: 10 mils)	2.0 - 16.0 cm / 0.7 – 6.3 in	1.0 -18.3 cm / 0.4 in - 7.2 in
Max. Resolution: 1D Codes	4.0 mils	5.0 mils
Max. Resolution: 2D Codes	5.0 mils	7.5 mils
Motion Tolerance (centimeters/inches per second)	63.5 cm / 25.0 in	250 cm / 100.0 in*
Print Contrast Ration (minimum)	25%	25%
PHYSICAL CHARACTERISTICS		
Dimensions	18.1 x 7.0 x 10.0 cm / 7.1 x 2.8 x 3.9 in	17 x 9.3 x 6.8 cm / 6.7 x 3.7 x 2.7 in
Weight	195.0 g / 6.9 oz	172.9 g / 6.1 oz
Aiming System	4 laser dots (corners) and center cross	Center cross
Enclosure	Disinfectant-Ready w/ Anti-Microbial Additives	Disinfectant-Ready
ENVIRONMENTAL		
Drop	1.8 m / 6.0 ft	1.8 m / 6.0 ft
Sealing	IP52	IP43
Operating Temperature	0 to 50 °C / 32 to 122 °F	0 to 40 °C / 32 to 104 °F
ADDITIONAL FEATURES		
SW Configuration	Aladdin™, Remote Host Download	N/A
Reading Indicators	Green Spot, Beeper, LEDs	Beeper, LEDs
FACTORY WARRANTY	5 years	5 years

* - specified at full illumination, measured on 100% UPC bar code 80% MRD at 4 inches distance

Datalogic Advantages:

- · Deep red non-invasive/flicker illumination · Standard range and High Density versions
- Datalogic's 'Green Spot' provides a visual good read feedback
- Datalogic's Motionix™ motion-sensing technology enable scanner to switch between handheld and stand mode automatically and seamlessly
- · Disinfectant-Ready with Anti-Microbial additives provide further protection to the customer application environment

Competitor Weaknesses:

- · Single model, no SR /HD options, or DL option as their previous scanner has
- · Hard to position against it's own DS6707 product line, and using the same engine as the DS9808, but price significantly lower

Synopsis:

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· Ergonomic design and size

· New and unique 'aiming system' which is very visible for users to use

· Higher IP rating



	GRYPHON™ I GD4400-HC 2D	HONEYWELL XENON 1900-HC
Features		
PERFORMANCE		
Frame Rate (2D)	60 frame/sec	N/A
Field-of-View (horizontal x vertical)	39° H x 25° V	42.4° H x 33.0° V
Depth-of-Field (EAN 13: 13 mils)	1.5 - 40.0 cm / 0.6 – 15.7 in	1.3 - 32.3 cm / 0.5 - 12.7 in
Depth-of-Field (PDF417: 10 mils)	0.5 - 22.0 cm / 0.2 - 8.6 in	1.8 - 14.0 cm / 0.7 - 5.5 in
Depth-of-Field (Data Matrix: 10 mils)	2.0 - 16.0 cm / 0.7 - 6.3 in	1.8 - 14.0 cm / 0.7 - 5.5 in
Max. Resolution: 1D Codes	4.0 mils	5.0 mils
Max. Resolution: 2D Codes	5.0 mils	6.6 mils
Motion Tolerance (centimeters/inches per second)	63.5 cm / 25.0 in	610.0 cm / 240.0 in
Print Contrast Ration (minimum)	25%	20%
PHYSICAL CHARACTERISTICS		
Dimensions	18.1 x 7.0 x 10.0 cm / 7.1 x 2.8 x 3.9 in	10.4 x 7.1 x 16.0 cm / 4.1 x 2.8 x 6.3 in
Weight	195.0 g / 6.9 oz	147.0 g / 5.2 oz
Aiming System	4 laser dots (corners) and center cross	Red bar
Enclosure	Disinfectant-Ready w/ Anti-Microbial Additives	Disinfectant-Ready
ENVIRONMENTAL		
Drop	1.8 m / 6.0 ft	1.8 m / 6.0 ft
Sealing	IP52	IP41
Operating Temperature	0 to 50 °C / 32 to 122 °F	0 to 50 °C / 32 to 122 °F
ADDITIONAL FEATURES		
SW Configuration	Aladdin™, Remote Host Download	N/A
Reading Indicators	Green Spot, Beeper, LEDs	N/A
FACTORY WARRANTY	5 years	5 years

Datalogic Advantages:

• Better depth-of-field (DOF) in reading 2D bar codes

Datalogic's 'Green Spot' good read feedback

· IP rating is guite low

Option: integrated base is available

- New and unique 'aiming system' with non-invasive illumination
- Datalogic's Motionix[™] motion-sensing technology enable scanner to switch between handheld and stand mode automatically and seamlessly
- Disinfectant-Ready with Anti-Microbial additives provide further protection to the customer application environment

Competitor Weaknesses:

- · Aiming system is not precise or accurate
- · Cables are not compatible with HHP4600 or Focus models

Synopsis:

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	GRYPHON™ I GD4400-HC 2D	CODE CORP CR1200
Features		
PERFORMANCE		
Frame Rate (2D)	60 frame/sec	30 frame/sec
Field-of-View (horizontal x vertical)	39° H x 25° V	43.5° H x 32° V
Depth-of-Field (EAN 13: 13 mils)	1.5 - 40.0 cm / 0.6 – 15.7 in	0.5 - 25.3 cm / .2 – 10.0 in
Depth-of-Field (PDF417: 10 mils)	0.5 - 22.0 cm / 0.2 - 8.6 in	N/A
Depth-of-Field (Data Matrix: 10 mils)	2.0 - 16.0 cm / 0.7 – 6.3 in	0.5 - 20.5 cm / .2 - 8.0 in
Max. Resolution: 1D Codes	4.0 mils	4.0 mils
Max. Resolution: 2D Codes	5.0 mils	6.6 mils
Motion Tolerance (centimeters/inches per second)	63.5 cm / 25.0 in	12.7 cm / 5.0 in
Print Contrast Ration (minimum)	25%	25%
PHYSICAL CHARACTERISTICS		
Dimensions	18.1 x 7.0 x 10.0 cm / 7.1 x 2.8 x 3.9 in	18 x 11.4 x 6.3 cm / 7 x 4.5 x 2.5 in
Weight	195.0 g / 6.9 oz	181.0 g / 6.4 oz
Aiming System	4 laser dots (corners) and center cross	Flashing light
Enclosure	Disinfectant-Ready w/ Anti-Microbial Additives	N/A
ENVIRONMENTAL		
Drop	1.8 m / 6.0 ft	1.8 m / 6.0 ft
Sealing	IP52	IP41
Operating Temperature	0 to 50 °C / 32 to 122 °F	0 to 50 °C / 32 to 122 °F
ADDITIONAL FEATURES		
SW Configuration	Aladdin™, Remote Host Download	N/A
Reading Indicators	Green Spot, Beeper, LEDs	Vibration
FACTORY WARRANTY	5 years	5 years

Datalogic Advantages:

- Reading distance on linear codes
- Deep red non-invasive/flicker illumination
- Standard range and High Density versions
- Datalogic's 'Green Spot' good read feedback
- New and unique 'aiming system' which is very visible for users to use.
- Datalogic's patented Motionix[™] motion sensing technology enable scanner to switch between HH and stand mode automatically and seamlessly
- Disinfectant-Ready with Anti-Microbial additives provide further protection to the customer application environment

Competitor Weaknesses:

- Flickering illumination causes user uneasiness
- · Sluggish performance, especially on its' stand due to low motion tolerance(Megapixel sensor instead of WVGA sensor)

Synopsis:

The Gryphon[™] I GD4400-HC 2D readers use the same enclosures and accessories as the Gryphon[™] I GD4100-HC readers, which provide customers with a strong sense of product family identity. The distinctive features include a clearly defined center cross for aiming and a much less invasive illumination which makes the user feel more comfortable. Disinfectant-ready enclosures with Anti-Microbial additives help to reduce the spread of germs. Datalogic's Motionix[™] motion-sensing technology enables automatic switching between handheld mode and stand mode and provides the customer with greater convenience when using the scanner in different applications. Datalogic's patented 'Green Spot' provides the user with audible and visual good read feedback, indicating a successful read has occurred. This is especially applicable when used in a quiet environment.

Datalogic ADC, Inc. REVISION B Bulky head

· Deep red non-invasive/flicker illumination

· Disinfectant enclosure with anti-microbial additive

• Ergonomic design and size

· Higher IP rating