



# Boost cashier productivity and customer satisfaction with the Symbol LS7808 slot scanner



## Exceptional performance delivers exceptional service at the retail point of sale

Specialty, chain and department stores have a unique challenge at the point of sale. While these retail operations typically sell many products, the typical customer returns frequently, purchasing a fairly small number of items. These environments need reliable first-time scanning to ensure high throughput at the checkout stand in this heavy traffic environment — but without the cost of a bi-optic scanner.

The new Symbol LS7808 slot scanner from Motorola delivers on these requirements, offering advanced features that boost cashier productivity and ensure high levels of customer interaction, service and satisfaction. And for added reliability in more demanding environments, Motorola offers a scratchproof sapphire glass/stainless steel option.

From fashion and specialty retailers to specialty chain grocers and department stores, the Symbol LS7808 brings a wealth of features that keep checkout lines moving while maximizing and protecting the retailer's investment in scanning technology. Its slot design drops into standard counter cutouts and mounts flush with the countertop to maximize available workspace. A large exit window and multiple scan lines ensure high first pass read rates and high performance so even untrained cashiers can easily scan bar codes from any angle. An enhanced decode algorithm re-constructs poor quality and damaged bar codes. Simple, hands-free scanning allows cashiers to interact with customers and provide higher levels of personalized service.

The Symbol LS7808 provides on-board support for multiple interfaces to a number of POS hosts so you only need a new cable to make a change. The scanner also includes support for Electronic Article Surveillance (EAS) and GS1 DataBar (formerly RSS) bar codes extending scanning efficiency to small and perishable items. And a three-year warranty provides the highest level of protection in its class.

## Sleek scanning for fashion retailing

The Symbol LS7808's sleek design is ideal for fashion retailers where aesthetics reign supreme and technology is kept in the background. The slot scanner's flush-mounted installation doesn't snag clothing, clutter up counter space or employ an industrial, gun-style scanner. Its powerful hands-free scanning

## Key Benefits:

- Slot scanner helps boost cashier productivity and speeds customers through the line
- Scanner mounts flush to the countertop to maximize available counterspace and conceal the underlying technology
- Hands-free design enables cashiers to interact with customers without distraction
- Multiple scan lines easily capture bar codes from any angle
- No training, just swipe the products and go
- Large exit window and multiple scan lines deliver high first pass read rates and very high performance
- Enhanced algorithm optimizes performance on poor quality bar codes
- Support for Electronic Article Surveillance (EAS) included as a standard feature, reducing the number of tasks cashiers need to perform at the POS
- Future proofing through on-board support for multiple POS interfaces and support for GS1 DataBar (formerly RSS bar codes)
- Three-year warranty provides highest level of protection in the slot scanner class



capability is hidden away, efficiently reading bar codes while the cashier maintains rapport with the customer. Customer after customer, the cashier area is kept neat, clean and polished.

With the Symbol LS7808's multiple, omni-directional scan lines, cashiers do not have to look away from the customer to line up the bar code. Its optics scan garments from any angle and are optimized to pick up bar codes — even before the item passes over the window. An enhanced scanning algorithm reads poorly printed or damaged bar codes. Even untrained seasonal or high-turnover employees quickly master the Symbol LS7808's intuitive scanning. Just pass the garments over the scanning window and go.

The Symbol LS7808 also provides on-board support for Electronic Article Surveillance as a standard feature. Two steps are combined into one, since EAS tag deactivation can be performed as the garment's bar code is scanned, further increasing cashier efficiency — and throughput at the POS.

#### **Small grocers can enjoy large-grocer productivity at the checkout stand**

With the Symbol LS7808, high-traffic specialty and small chain grocers can enjoy the same high levels of cashier productivity as the big grocery chains. Omni-directional scanning provides accurate first time

scanning regardless of how the product is oriented to the scanner. High first pass read rates keep checkout lines moving rapidly and enhance the productivity of even a small grocery staff.

Advanced software algorithms reconstruct damaged and poorly printed bar codes to ensure every item in the basket is read accurately — the first time — avoiding the need to manually key in product SKUs, request a price check or other tasks that frequently stall the line and annoy customers.

The Symbol LS7808's flexible design is optimized for the grocery environment. The cashier can switch from hands-free scanning to use an auxiliary handheld scanner to avoid the cashier or customer having to lift heavy or bulky items from the cart, improving safety and reducing potential workplace injuries.

And when it comes to durability and maintenance, the optional scratch-proof glass window withstands damage as canned goods are swiped across the scanner, and is resistant to spills common in a grocery environment.

#### **Department stores can bring order out of chaos**

The Symbol LS7808 is an ideal solution for department stores that funnel customers from different shopping areas to up-front POS checkout

lanes. The slot scanner's flush-mounted profile keeps the checkout area neat and tidy, regardless of the large volume of customers and wide variety of items that are cycled through.

Cashiers can rely on the scanner's advanced omni-directional optics and enhanced algorithms to quickly and accurately scan any item, even those with damaged or poorly printed bar codes. Optional scratch-proof glass and a secondary port for a handheld scanner for large, heavy items is ideal in even rough-and-ready home improvement retail environments, where item size can range from a tiny piece of hardware to a large piece of equipment.

Cashier productivity is maximized by the ability to easily deactivate theft prevention tags and scan bar codes in one easy step, possible through integrated support for Electronic Article Surveillance. And the Symbol LS7808 simplifies technology required at the checkout stand —the ability to simply scan bar codes on customer courtesy cards or store credit cards to obtain customer information eliminates the need for the retailer to purchase and support magnetic stripe readers.

#### **A smart investment for today and tomorrow**

The Symbol LS7808 is a smart investment for the high-traffic, smaller-purchase retail environment. Fashion and specialty retailers, specialty chain grocers and department stores can enjoy the same productivity efficiencies as the large retailers using more complicated scanning systems.

The Symbol LS7808 is designed for ease of use. Its generous exit window and multiple, omni-directional scan lines enable intuitive scanning from any angle while avoiding the expense and lead time of training cashiers on more complicated systems. This simplicity yields great savings in high-turnover retail businesses.

Regardless of the quality of the item's bar code, the Symbol LS7808 maximizes cashier productivity with scanning you can count on. And the ability to support an auxiliary handheld scanner for larger items provides the flexibility to accommodate many retail environments.

The Symbol LS7808 is designed to deliver maximum return on your scanner investment. On-board support for multiple interfaces ensures easy integration with your POS system today and tomorrow. You never have to replace the scanner when you upgrade your host, and its ability to read bar codes on credit cards eliminates the need to purchase redundant magnetic stripe readers. Altogether, the Symbol LS7808 requires less equipment cost and less time spent managing and supporting it.

And to help you protect your investment and maintain peak performance, Motorola Global Services offers one of the industry's most unique support packages for the Symbol LS7808 — Service from the Start with Comprehensive Coverage. This multi-year service agreement goes far beyond normal wear and tear to include accidental damage to exit windows, scan elements and more at no additional charge — virtually eliminating your unforeseen repair expenses. On-site options are also available, providing maximum response and minimum service interruption.

For more information on how you can streamline your point-of-sale operations with the Symbol LS7808, or access our global contact directory at [www.symbol.com/contact](http://www.symbol.com/contact)





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