

# Area-Imaging Technology Overview



## What Retailers Need to Know

**Honeywell**

# The top ten reasons retailers need to know about area-imaging technology are:

Traditional laser scanners read linear bar codes at the point-of-sale—a technology that greatly simplified checkout. But today's highly developed area-imaging scanners enable greater capability and flexibility, putting far more productivity into the hands of retail employees.

It's no wonder VDC's May 2006 Report\* notes that "imaging technology is forecasted to experience greater growth rates over the next five years in comparison to traditional laser-based scanning solutions. In recent years, imaging technology has emerged as a cost-effective, durable, technologically capable alternative to laser-based systems." The report also observed that "interest in 2D imaging continues to grow...as it provides a significant ROI to the end-user community via its improved data storage capabilities and read rates."



## 1 High-performance pass-through and presentation scanning

Today's area-imaging scanners deliver aggressive presentation and pass-through scanning that is equal to and, in some cases, better than that of laser scanners.

## 2 Added capability when used in combination with in-counter scanners

When in-counter scanning is used at the point-of-sale, a secondary area-imaging scanner provides a broad range of image scanning capabilities plus the speed and accuracy of traditional linear hand-held scanners—all in a single device.



## 6 Easy, instant age verification

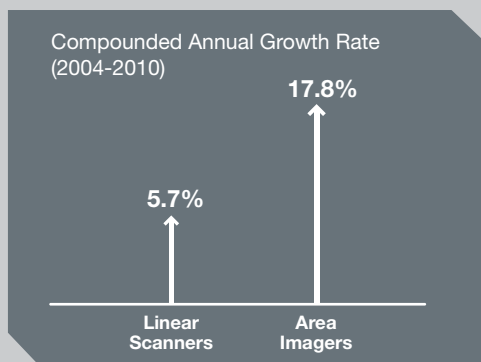
Retailers already face age and/or ID verification requirements for the purchase of alcoholic beverages, tobacco products, lottery tickets, firearms and more. It's likely other product purchases will fall under similar requirements in the future—a growing challenge for retailers. Area-imaging technology provides a simple, cost-effective solution: scanning the PDF417 bar codes on customers' driver's licenses—the easy way to capture proof of age or ID to comply with state or federal regulations. For example, a leading drug store chain uses this approach to enhance productivity in sales of pseudoephedrine.

## 7 Capturing document images

Area-imaging scanners can capture images of a wide range of documents for easy, economical storage, instant access and improved workflow—a fast-growing application adopted by many leading retailers. For example, one of the nation's largest wireless providers formerly used back-room tabletop scanners to capture digital images of customers' driver's licenses. Now, it uses area-imaging scanners at the point-of-service—a faster, easier solution that virtually eliminates paper-based storage and makes achieving customer satisfaction easier.

### Technology Trends

Adoption by Business & Technology Leaders



\*Source: AIDC Global Industry Business Planning Service, Volume 1: Hand-Held Bar Code Scanners, Global May 2008



Increased Profitability Through Automating the In-Store Credit Card Application Process	
<i>Potential Increased Profit</i>	
Number of stores:	500
Number of lanes per store:	5
Additional credit card applicants per lane per month (resulting from simplification of process):	1
Average profit per new credit card:	\$50
Additional monthly profit:	\$125,000
Additional yearly profit:	\$1,500,000

### 3 A complete solution for retailers using a single scanner at the point-of-sale

Area-imaging scanners can do it all. They perform fast, accurate linear bar code scanning while providing support for additional applications. There's no need for a second scanner, enabling retailers to save valuable counter space and money.

### 4 The versatility to handle a wide range of bar codes

Linear bar codes don't contain much information. Many retailers are discovering advantages in more complex bar codes that can hold far more data—information that can drive more effective marketing and inventory management. Area-imaging technology makes reading them easy. It easily handles stacked linear bar codes like PDF417 (found on most driver's licenses), true 2D bar codes such as Data Matrix and Aztec, plus GS1 DataBar codes, which are growing in use in retail applications.

### 5 Automatic electronic form population

Store loyalty and credit cards are proven ways to increase sales and profits. But completing the applications necessary to issue them can be time-consuming and inconvenient for employees and customers alike. Using area-imaging scanners to read the PDF417 bar codes on driver's licenses enables instant auto-population of electronic application forms, eliminating delays that can make shoppers reluctant to apply. Customers move through checkout lines faster—and employees are more productive.



### 8 Providing ease of use

Using area-imaging scanners is easy for employees—and it reduces their physical stress. There's no need to position the devices at any particular angle to read a bar code because they provide omnidirectional reading. They also read damaged bar codes, preventing delays and employee frustration. And with no moving parts, area-imaging scanners offer greater durability, reducing the likelihood of downtime.

### 9 Increasing customer satisfaction

Customers value their time, resent wasting it and demand that retailers get convenience right. Retailers that stand out in customers' minds benefit from more repeat business and higher sales. Area-imaging technology supports applications that help save customers' time and eliminate inconvenience, helping retailers stand apart from their competitors.

### 10 Lower the total cost of ownership

The longer a retailer can continue to use a technology solution, the lower the costs and the better the return on investment. Many leading retailers are already using area-imaging solutions. Area-imaging scanners offer broad capabilities that provide future-proofing for new investments—minimizing the need for early replacement.

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