THE MOTOROLA DS4800 SERIES

ELITE PERFORMANCE, ELEGANTLY CRAFTED

THE DS4800 SERIES: DIFFERENT BY DESIGN

In today's highly competitive retail market, improving your customers' experience is a must. To differentiate yourself and keep shoppers coming back, you not only need fast, smooth checkouts, you need an aesthetically pleasing store environment that reinforces your brand. Yet, the POS, the most common point of interaction between customers and sales associates, is often overlooked. Current scanner technology does not enhance the checkout experience or integrate your brand into the process. But Motorola's DS4800 Series changes that.

CREATE A COHESIVE CUSTOMER EXPERIENCE

WITH AN ATTRACTIVE, CONTEMPORARY DESIGN AND CUSTOMIZABLE BEZEL, THE DS4800 SERIES COMPLEMENTS ANY STORE ENVIRONMENT.

INNOVATIVE AESTHETICS

Designed for discriminating retailers who aim for a higher standard, our scanners' sleek, modern form factor enhances the store design in which you have invested so much.

SEAMLESS BRAND INTEGRATION

Customize our scanners to complement your checkout counter and they become an extension of your brand. Pick a color palette, a pattern or a custom design, add your logo and even choose a unique feedback tone to make the DS4800 Series all your own.

KEEP CHECKOUT LINES MOVING

THE DS4800 SERIES DOESN'T JUST LOOK GOOD; IT HAS THE PERFORMANCE TO BACK IT UP.

FASTER DATA COLLECTION

PRZM intelligent imaging technology, only from Motorola, resets the bar for 2D imaging by enhancing decode performance and snappiness, dramatically improving the user experience.

FASTER TRANSACTIONS

The scanners' capacitive touch trigger and ergonomic design enable quick, simple handheld functionality, while the Intellistand provides an automatic transition to an equally effective hands-free option.

LONGER LIFECYCLE

Built for the enterprise, the DS4800 Series has all the reliability you'd expect from Motorola.

KEY FEATURES

ERGONOMICS	Designed with human factors in mind, the DS4800 Series combines the sophistication and strength of an arc with an intuitive grip and capacitive trigger to maximize scanning comfort and efficiency.
CAPACITIVE TOUCH TRIGGER	On the DS4800 Series, the traditional mechanical trigger is replaced with a modern capacitive touch trigger, complete with haptic feedback. Cashiers can choose their preferred trigger action – a tap, press or swipe – to individualize their scanning experience and meet the needs of their environment.
DATA CAPTURE	The DS4800 Series can capture both paper and mobile 1D and 2D bar codes, PDF417 bar codes on driver's licenses for quick completion of loyalty and credit card applications, and checks or ID cards for easy, electronic recordkeeping.
INTELLISTAND	The specially designed, optional Intellistand pairs beautifully with the DS4800 Series, allowing sales associates to easily and automatically transition from handheld to hands-free mode.
PROPRIETARY ILLUMINATION SYSTEM	Our proprietary illumination system clearly defines the scanning field and offers a small, sharp aiming dot that is visible over the entire working range, making it easy to capture any bar code the first time, even on pick lists.
CUSTOMIZABLE BEZEL	Order a custom design to complement your retail environment and promote your brand – the DS4800 Series can be printed with a pattern or solid color that matches your store, along with your logo.
FLEXIBLE DECODE FEEDBACK	Replace the traditional beep that signifies a successful scan with something more conducive to your store environment. Choose from vibrations, visual feedback, a library of melodic tones, or even customize the DS4800 further with your short jingle.

FOR MORE INFORMATION ON THE DS4800 SERIES & THE DIFFERENCE IT CAN MAKE AT YOUR POS, VISIT

MOTOROLASOLUTIONS.COM/DS4800

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