

OVERVIEW

SM72 Series OEM Scan Module

The SM72 Series OEM Scan Module empowers manufacturers to meet the growing market demand for convenient self-checkout and self-service experiences, as well as high-speed manned checkout solutions. It's the industry's first purpose-built OEM single-plane scan module – enabling manufacturers to build solutions without compromise. Tiered offerings meet specific application needs, including EAS support¹ to boost productivity at the retail point of sale and a color camera¹ for leading-edge vision-based applications.



Features & Benefits

Top 3 Customer Messages

1 Specially designed for OEM integration

- Manufacturer's own brand takes center stage — there's no Zebra logo
- Create higher quality products with purpose-built housing; SM72 Series is fully enclosed for superior durability and longevity — manufacturers don't need to design around an open back and exposed components
- Accommodates a wide variety of form factors and designs — can be mounted in any orientation and fits into tight locations
- Flat face mounts flush in self-service enclosures and kiosks
- Can be powered over 5V USB — no external power supply needed²

2 Innovation for a new age of self-service

- Support new workflows and solve business problems such as SCO loss with an optional color camera¹ that enables vision-based applications — for example, develop applications that can identify a mismatch between the item scanned and the associated barcode
- Add a live video stream at self-checkout and self-service kiosks
- “Good decode” LED can work with overhead cameras and video-based loss prevention systems
- Zebra's Non-Decode Event alerts can identify if an item passes by the field of view, but the barcode is not scanned
- Optional EAS support with Interlock¹

3 High-performance scanning elevates the end user experience

- Zebra is the world's leader in barcode capture — ensures high quality products and a better end user experience
- Superior performance on virtually any 1D, 2D, Digimarc®, paper and mobile barcode with a high-resolution 2.3 megapixel sensor and Zebra's exclusive PRZM Intelligent Imaging
- Fast swipe speeds and a large reading area for easy “swipe and go” scanning
- Trouble-free scanning of reflective barcodes on glass bottles, mobile phones and cellophane packaging
- Industry-best performance on low contrast and other challenging barcodes

Additional Differentiating Features

Durable design is built to last

Fully enclosed housing; optional Gorilla Glass offers additional scratch protection on the scanner window

All the interfaces you need

Multiple interfaces make the SM72 Series compatible with popular host systems; additional ports for integrating a handheld scanner and external speaker

Intelligent illumination is easier on the eyes

Deep red recessed illumination activates only when an item is in the scan zone — reducing eye strain and liability issues

Customizable audible feedback options via external speaker

Select a traditional beep tone; choose from our library of digital and melodic sounds; or add a custom sound that reflects the brand identity

What's New

Purpose-built for OEM integration

Unlike some scanners marketed for OEM, the SM72 Series scan module has been designed for OEM use from the start

Unbranded, minimal housing

Ensures manufacturer's brand takes center stage

Optional color camera¹

Enables vision-based applications to support new workflows, such as shrink reduction and more

More advanced scan performance

2.3 megapixel sensor for higher resolution best-in-class scanning; Zebra's exclusive PRZM Intelligent Imaging technology; captures even the most challenging barcodes the first time, every time

Fast swipe speeds

Up to 120 in./305 cm per second (13 mil UPC) for fast, intuitive, swipe-and-go scanning in manned and self-checkout lanes

Better performance on mobile barcodes

Offset illumination reduces reflections that can blind the scanner; better performance on reflective barcodes

Optional EAS support with Interlock

Barcodes must be scanned to deactivate the EAS tag; supports Checkpoint and Sensormatic¹

Competitive Highlights

Following are the top competitive selling points for the major direct and indirect competitive products.

<p>DIRECT COMPETITOR</p> <p>Datalogic M3410VSI OEM</p>	<p>INDIRECT COMPETITOR</p> <p>Newland FR80/FM80</p>	<p>INDIRECT COMPETITOR</p> <p>Mindeo MP8600</p>	<p>INDIRECT COMPETITOR</p> <p>Honeywell 7990g</p>
 <p>Inferior scanning performance lowers productivity. The SM72 Series has a higher resolution 2.3 megapixel sensor and Zebra's proprietary PRZM Intelligent Imaging technology for superior performance on virtually every type of barcode, including the most challenging ones.</p> <p>Does not support vision-based applications — less future-proof. No color camera option; cannot enable new business applications with vision solutions.</p> <p>Open back, less reliable design. The back housing of the M3410VSI OEM has been removed, exposing sensitive electronics; requires manufacturers to accommodate for the opening in their designs.</p> <p>Fewer features to help retailers reduce shrink. In addition to the lack of a color camera option/vision-based applications, there's no equivalent feature to Zebra's Non-Decode Event alerts and no support for EAS.</p> <p>More complex deployment. Lacks an external speaker port.</p>	 <p>Not a true OEM product. The FR80 is an on-counter scanner and the FM80 is a fixed mount scanner marketed for OEM use. However, neither model was designed for OEM from the start; Newland branding competes with the manufacturer's branding.</p> <p>Less flexible integration. FR80 and FM80 are vertical only; cannot be mounted horizontally, limiting design options.</p> <p>Inferior scanning performance lowers productivity. The SM72 Series has a higher resolution 2.3 megapixel sensor and Zebra's proprietary PRZM Intelligent Imaging technology for superior performance on virtually every type of barcode, including the most challenging ones.</p> <p>Does not support vision-based applications — less future-proof. No color camera option; cannot enable new business applications with vision solutions.</p> <p>Fewer features to help retailers reduce shrink. In addition to the lack of a color camera option/vision-based applications, there's no equivalent feature to Zebra's Non-Decode Event alerts and no support for EAS.</p> <p>Fewer value-added features. Lacks intelligent illumination to reduce eye annoyance; no port for an auxiliary scanner; no support for polyphonic and customizable feedback tones; no support for Digimarc.</p> <p>More complex deployment. Lacks an external speaker port.</p>	 <p>Not a true OEM product. The MP8600 may be marketed for OEM use, but it was not designed as an OEM product from the start; results in a more complex, time-consuming integration and inferior end product. Mindeo branding competes with the manufacturer's branding.</p> <p>Less flexible integration. Vertical only; cannot be mounted horizontally, limiting design options.</p> <p>Inferior scanning performance lowers productivity. The SM72 Series has a higher resolution 2.3 megapixel sensor and Zebra's proprietary PRZM Intelligent Imaging technology for superior performance on virtually every type of barcode, including the most challenging ones.</p> <p>Does not support vision-based applications — less future-proof. No color camera option; cannot enable new business applications with vision solutions.</p> <p>Fewer features to help retailers reduce shrink. In addition to the lack of a color camera option/vision-based applications, there's no equivalent feature to Zebra's Non-Decode Event alerts and no support for EAS.</p> <p>Fewer value-added features. Lacks intelligent illumination to reduce eye annoyance; no port for an auxiliary scanner; no support for polyphonic and customizable feedback tones; no support for Digimarc.</p> <p>More complex deployment. Lacks an external speaker port.</p>	 <p>Not a true OEM product. The 7990g may be marketed for OEM use, but it was not designed as an OEM product from the start; results in a more complex, time-consuming integration and inferior end product. Honeywell branding competes with the manufacturer's branding.</p> <p>Less flexible integration. Vertical only; cannot be mounted horizontally, limiting design options.</p> <p>Inferior scanning performance lowers productivity. The SM72 Series has a higher resolution 2.3 megapixel sensor and Zebra's proprietary PRZM Intelligent Imaging technology for superior performance on virtually every type of barcode, including the most challenging ones.</p> <p>Does not support vision-based applications — less future-proof. No color camera option; cannot enable new business applications with vision solutions.</p> <p>Fewer features to help retailers reduce shrink. In addition to the lack of a color camera option/vision-based applications, there's no equivalent feature to Zebra's Non-Decode Event alerts and no support for EAS.</p> <p>Fewer value-added features. Lacks intelligent illumination to reduce eye annoyance; no support for polyphonic and customizable feedback tones; no support for Digimarc.</p> <p>More complex deployment. Lacks an external speaker port.</p>

Qualifying Questions

Q What are your biggest priorities: time to market, customer satisfaction, margins?

A The SM72 Series enables you to meet all those priorities with industry-leading features, performance and reliability. You save on development time and enjoy greater margins, while your customers get best-in-class, proven technology. Purpose-built for OEM, the SM72 Series offers the flexibility your designs require, with an easy integration that reduces development time and costs. A large, intuitive field of view and rapid-fire swipe speeds provide fast and easy scanning of paper and mobile barcodes for a better end user experience. And innovative features, including an optional 2.3 MP color camera¹, enable you to stay ahead of the curve and meet the latest business applications and workflows.

Q Are you developing SCO solutions and are your customers concerned about shrink?

A Self-checkouts offer significant benefits for retailers — they lower labor costs, increase productivity and shorten customer wait times. In Zebra's 15th Annual Global Shopper Study, 45% of decision-makers reported they plan to convert manned cash register space to self-checkout. And while the benefits of SCO are clear, it can be an expensive source of shrink. With the SM72 Series, you can help your customers minimize SCO shrink — enabling them to enjoy all the benefits with less risk. For example, use the optional color camera¹ to livestream video to discourage fraud. Develop vision-based applications that can identify a mismatch between the item scanned and the associated barcode — for example, if a barcode from a less-expensive item is placed on a more expensive item for purchase. Develop an application that alerts when a scan was missed, whether accidental or intentional. Support for Checkpoint and Sensormatic¹ electronic article surveillance (EAS) systems boosts productivity and eliminates the risk of “sweethearting” and other forms of shrink as the barcode must be scanned to deactivate the EAS tag.

Q Have finished products been complicating your design integration and would you prefer a purpose-built OEM solution?

A With the SM72 Series scan module, you get Zebra's industry-leading scanning technology in a product that has been specially designed for OEM use from the start. You get greater flexibility to design your solutions without compromise. Unbranded housing lets your brand take center stage. With its compact footprint, four mounting holes and flat face, the SM72 Series can be mounted in any orientation and inside the tightest locations to accommodate your design. The SM72 Series can be powered from a 5V USB connection, eliminating the cost and labor associated with adding external power.²

Sales/Reference Materials

The Source (for internal Zebra only):

<https://zebra.showpad.biz>

SM72 Series Product Home:

www.zebra.com/sm72

Zebra OEM:

www.zebra.com/oem

Partner Gateway:

<https://partnerportal.zebra.com>

Services:

www.zebra.com/services

Support pages:

www.zebra.com/support

No-cost Software Tools

With Zebra, you get more than hardware alone. A suite of value-added software tools makes your OEM journey simple to navigate. For example:

- 123Scan Utility: Industry's easiest programming experience with 600,000+ loyal IT users; proprietary configuration wizard simplifies every step of deployment, from configuration to firmware updates
- Scanner Software Development Kits: Easily develop scanner applications with our Scanner SDKs for Windows, Linux, Android and iOS
- Remote Diagnostics: Provides up-to-the-minute insights into every aspect of SM72 Series scan modules
- Advanced Data Formatting: Easily create scanner data formatting rules to optimize workflows and solve business problems
- IoT Connector: Routes data from SM72 Series scan modules into a preferred IoT endpoint, so businesses can make data-driven decisions informed by their scanners

Objection Handling

Technical Lead	Product Management Lead	Technical Lead
<p>“What are the benefits of using an OEM instead of a finished product in my design?”</p>	<p>“Self-service is a huge opportunity. How will the SM72 Series differentiate our self-service products?”</p>	<p>“Why should we choose Zebra as our OEM partner?”</p>
<p>Response:</p> <p>The SM72 Series is developed specifically to integrate into a wide variety of self-service kiosks and SCO enclosures with ease. It was purpose-built for OEM from the start, reducing your development costs and increasing customer satisfaction.</p> <ul style="list-style-type: none"> • No Zebra branding or logo — your branding takes center stage, not ours • Minimal housing and can be mounted in any orientation; fits into a wide variety of form factors and designs for maximum flexibility • Industry-leading durability and reliability; housing is fully enclosed, protecting sensitive electronics (the back is not exposed as it is with some competitive solutions) • Flat face design mounts flush in your enclosure • Operates from 5V USB to simplify your design and save costs — no external power required² 	<p>It’s the age of customer satisfaction — speed and convenience. With the SM72 Series, you can provide innovative self-service products for savvy customers that are used to doing everything on their own and want convenient, lower touch points.</p> <ul style="list-style-type: none"> • Provide a superior user experience with high swipe speeds and a large reading area — ensures easy, intuitive scanning even for infrequent self-service users • Optional 2.3 MP color camera¹ enables vision-based applications that solve business problems for your customers — for example, help retailers reduce SCO shrink with an application that can verify the proper barcode was scanned for an item • Add a live video stream at self-service kiosks for loss prevention or other applications (requires optional color camera) • Provide a better end user experience with support for an auxiliary handheld scanner, intelligent illumination that reduces eye annoyance and customizable audible feedback — including custom polyphonic tones 	<p>Zebra stands out as a top OEM partner for businesses looking to bring innovative products to market quickly and efficiently. With Zebra’s easy integration, best-in-class technologies and dedicated OEM team, you can get your products to market faster.</p> <ul style="list-style-type: none"> • Zebra solutions are built to last and designed to reduce downtime • Software tools simplify application development, deployment and diagnostics • Your customers get best-in-class, well-proven solutions; Zebra’s scanning technology captures virtually any barcode — even dirty, damaged, underneath shrinkwrap and on a mobile phone display • Zebra OneCare plans provide ongoing support and maintenance • With over 50 years of market-leading expertise, Zebra brings a wealth of knowledge and experience to every OEM partnership

1. Color camera and Sensormatic EAS available Q4 2023. 2. Use of auxiliary scanner or color camera requires external power supply.



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Target Markets

Ideal for self-service kiosks, automated systems, self-checkout (SCO) and manned checkout in:

- Retail: grocery/supermarkets, drug stores, pharmacies
- T&L/Travel
- Specialty healthcare

Services

The SM72 Series is covered by a standard 15-month warranty. **Zebra OneCare® Support Services** go beyond the standard warranty to cover it all — helping to maximize device uptime and increase customer satisfaction.

Zebra OneCare Essential:

- Comprehensive repair services
- 3-day repair turnaround time
- VisibilityIQ OneCare
- Full access to technical support resources
- Rights to download and use software releases
- 3- or 5-year coverage

Zebra OneCare Select:

Zebra OneCare Essential features, plus:

- Advance device replacement
- 24/7 Level I support
- 3- or 5-year coverage

Refer to Solutions Pathway for the most up-to-date information, including global availability and pricing.