



**RS6100  
BLUETOOTH  
1D/2D**



**RS5100  
BLUETOOTH  
1D/2D**



**RS5000  
CORDED  
1D/2D**



**RS4000  
CORDED  
1D**

# Sales Made Simple





## Successful Positioning for Zebra's Wearable Scanners

### A practical guide to selling the RS6100, RS5100, RS5000 and RS4000

Zebra's wearable scanners bring extraordinary comfort to the most scan intensive tasks, including inventory management in warehouses, the plant floor in manufacturing, click-and-collect in retail and route accounting for delivery drivers. And this flexible wearable scanner family can be paired with a wide range of Zebra mobile handhelds and wearable terminals. So how do you determine which wearable scanner to recommend for your customer? The following pages will answer those questions by providing customer profiles for each device, and what features to focus on to help close the sale.



**ZEBRA**  
CAPTURE  
YOUR EDGE

CORDED RING SCANNERS		BLUETOOTH WEARABLE SCANNERS	
RS4000	RS5000	RS5100	RS6100
			
<b>Cost-effective corded 1D ring scanner</b>	<b>Cost-effective corded 1D/2D ring scanner</b>	<b>The “go-everywhere” wearable scanner built for the enterprise</b>	<b>Maximum versatility, power and performance, with advanced range scanning</b>
<p><b>Customer profile:</b></p> <ul style="list-style-type: none"> <li>Existing and satisfied RS4000 customers; <i>only sell to existing RS4000 or RS419 customers</i></li> <li>Does not need the flexibility or comfort of Bluetooth cordless operation</li> <li>No new use cases that require 2D scanning</li> <li>No interest in exploring alternative host mobile devices</li> </ul>	<p><b>Customer profile:</b></p> <ul style="list-style-type: none"> <li>Existing, satisfied RS5000 customer</li> <li>RS4000 customer who now requires 2D scanning and prefers to stay with a corded solution</li> <li>Does not need the flexibility or comfort of Bluetooth cordless operation</li> <li>No interest in exploring alternative host mobile devices</li> </ul>	<p><b>Customer profile:</b></p> <ul style="list-style-type: none"> <li>Prefers multiple wearing styles to accommodate different user preferences and use cases</li> <li>Prefers a cordless solution</li> <li>Does not need freezer operation or the advanced range scanning of the RS6100</li> <li>Needs a wearable solution for customer-facing areas, as well as the warehouse</li> </ul>	<p><b>Customer profile</b></p> <ul style="list-style-type: none"> <li>Wants the latest advanced range scanning technology to maximize productivity and address more use cases</li> <li>Prefers multiple wearing styles to accommodate different user preferences and use cases</li> <li>Needs a freezer-ready device for cold chain applications</li> <li>Prefers a cordless solution</li> <li><u>Upgrade opportunities:</u> RS6000 customers need to migrate to a new platform; RS5100 customers may prefer advanced range scanning or need freezer operation</li> </ul>
<p><b>Key selling points:</b></p> <ul style="list-style-type: none"> <li>Cost-effective 1D scanning</li> <li>Wide working range for 1D barcodes: from near contact to 15 ft./4.5 m</li> <li>Freezer operation (-22° F/-30° C)</li> <li>Ambidextrous on the fly — just swivel for right or left-handed operation</li> <li>Compatible with Zebra’s WT6000, WT6300 wearable mobile computers</li> </ul>	<p><b>Key selling points:</b></p> <ul style="list-style-type: none"> <li>Cost-effective 1D/2D scanning</li> <li>Freezer operation (-22° F/-30° C)</li> <li>Ambidextrous on the fly — just swivel for right or left-handed operation</li> <li>Compatible with Zebra’s WT6000, WT6300 wearable mobile computers</li> </ul>	<p><b>Key selling points:</b></p> <ul style="list-style-type: none"> <li>Maximum flexibility and comfort with interchangeable wearing styles — single finger with a single or double trigger, a lanyard, a customizable Enterprise Hand Mount and one-size-fits-all back of hand mount</li> <li>Top-mounted trigger option on finger mount — low profile operation for picking in tight spots</li> <li>High-performance standard range 1D/2D scanning</li> <li>User-replaceable batteries support back-to-back shifts</li> <li>Ultra-rugged for all day use in harshest environments</li> <li>Corded adapter connects to select Zebra handheld/ wearable computers; eliminates the need to manage wearable scanner batteries</li> <li>High-capacity chargers simplify backroom management</li> <li>Field-replaceable trigger assemblies minimize trips to the service depot</li> <li>Compatible triggers, mounts and batteries with RS6100 (enables cost-effective upgrade and mixed deployment)</li> <li>Only slightly more expensive than a customer’s current corded ring scanner</li> </ul>	<p><b>Key selling points:</b></p> <ul style="list-style-type: none"> <li>Superior ergonomics and user comfort — less than half the size and weight of the legacy RS6000</li> <li>SE55 Advanced Range scan engine with IntelliFocus™ technology — able to scan items in hand and up to 40 ft./12.2 m away; double the scanning range of the RS6000</li> <li>Maximum flexibility and comfort with interchangeable wearing styles — single finger with a single or double trigger, a lanyard, a customizable Enterprise Hand Mount and one-size-fits-all back of hand mount</li> <li>Freezer* and cooler operation for cold chain use cases</li> <li>User-replaceable batteries support back-to-back shifts</li> <li>Ultra-rugged for all day use in the harshest environments</li> <li>Corded adapter connects to select Zebra handheld/ wearable computers; eliminates the need to manage wearable scanner batteries</li> <li>High-capacity chargers simplify backroom management</li> <li>Field-replaceable trigger assemblies minimize trips to the service depot</li> <li>Compatible triggers, mounts and batteries with RS5100 (enables cost-effective upgrade or mixed deployment)</li> </ul>

# Positioning questions: product features

Ask positioning questions to identify which product is right for each sales opportunity

	CORDED RING SCANNERS		BLUETOOTH WEARABLE SCANNERS	
Question	RS4000	RS5000	RS5100	RS6100
<b>What is your top priority?</b>	Cost-effective 1D	Cost-effective 1D/2D	Maximum productivity and versatility	Maximum productivity and versatility, advanced range scanning
<b>Do you prefer corded or cordless operation?</b>	<p><u>Corded</u>: We're not interested in the flexibility and/or comfort of Bluetooth cordless operation; we don't want the added complexity of managing scanner batteries. <i>Note: with the optional corded adapter, the RS5100/RS6100 can be powered by select Zebra computers — eliminating the need for batteries.</i></p>		<p><u>Cordless</u>: Bluetooth provides freedom from cords — there are no cables to the host device for workers to manage, improving ergonomics and the user experience. And there are no cables to break, improving ROI and minimizing downtime. <i>Note: with the optional corded adapter, the RS5100/RS6100 can also be powered by select Zebra computers — eliminating the need for batteries.</i></p>	
<b>What type of barcode scanning do you need?</b>	<p><u>1D only</u>: We are happy with a 1D scanning solution and do not anticipate any new use cases that require 2D.</p>	<p><u>1D/2D standard range</u>: SE4710 1D/2D scan engine for standard range scanning.</p>	<p><u>1D/2D standard or expanded range</u>: SE4770 1D/2D scan engine for rapid-fire scanning with an expanded working range; point-and-shoot simplicity with a large 'sweet spot.'  SE4710 1D/2D scan engine for standard range scanning.</p>	<p><u>1D/2D with most advanced range</u>: SE55 1D/2D Advanced Range scan engine with IntelliFocus™ technology — scan items in hand and up to 40 ft./12.2 m to capture barcodes on the top of a rack without a ladder — or a lower shelf without bending down.</p>
<b>What type of wearing styles do you need? How important is solution flexibility?</b>	<p><u>Ring only/versatility not needed</u>: We prefer a single-finger ring solution and do not need to accommodate different user preferences or multiple use cases with this solution.</p>		<p><u>Ring or hand/versatility is important</u>: With five interchangeable wearing styles, the RS5100 and RS6100 give users the freedom to choose the wearing style they prefer to maximize comfort and simplify task execution. The Enterprise Hand Mount provides a snug, secure, custom fit "glove solution" to maximize finger dexterity for picking applications.</p>	
<b>Do you need freezer operation?</b>	<p><u>Yes, we have cold chain use cases</u>: The RS4000 and RS5000 support freezer operation, down to -22° F/-30° C.</p>		<p><u>No</u>: The RS5100 can support cooler operation, down to -4° F/-20° C with the extended battery.</p>	<p><u>Yes, we have cold chain use cases</u>: The RS6100 supports freezer operation, down to -22° F/-30° C with the extended battery — giving you a single finger, Bluetooth cordless wearable solution for your cold chain applications.</p>

## Positioning questions: product features (continued)

Question	CORDED RING SCANNERS		BLUETOOTH WEARABLE SCANNERS	
	RS4000	RS5000	RS5100	RS6100
<b>What level of durability do you need?</b>	<u>Business durable</u> : IP54 sealing; multiple 4 ft./1.2 m drops to concrete over operating temperature range	<u>Rugged</u> : IP65 sealing; multiple 4 ft./1.2 m drops to concrete over operating temperature range; 1,000 1.6 ft./0.5 m tumbles	<u>Very Rugged</u> : IP65 sealing; multiple 6 ft./1.8 m drops to concrete over operating temperature range; 1,000 1.6 ft./0.5 m tumbles	
<b>What types of host devices are you using or planning on using?</b>	<u>Zebra purpose-built wearable computer</u> : We are satisfied with purpose-built wearable terminals (WT6300, WT6000 or WT41N0) and have no interest in exploring alternative host mobile devices.		<u>Prefer flexibility in host devices</u> : The RS5100 and RS6100 can pair with any Bluetooth-enabled Zebra enterprise-class handheld, tablet, wearable or vehicle mount mobile computer to utilize the full feature set of the RS6100. Or they can be paired with any existing Bluetooth smartphone, tablet or PC in use in the facility.	
<b>What battery features are important to you?</b>	N/A — corded operation only		<u>Standard and extended capacity</u> — choose the battery power you need; a standard battery lasts a full shift, while the extended battery powers longer shifts <u>User replaceable and removable</u> — enables 24x7 operation; never need to return a scanner to the service depot to replace an aging or faulty battery <u>Corded option</u> — Able to power the scanner via a corded adapter connected to select Zebra computers to eliminate the need for batteries <u>PowerPrecision+ battery metrics</u> — Easily spot and discard aging batteries that can no longer hold a full charge to power a full shift, protecting productivity	
<b>How important are field replaceable parts to minimize trips to the service depot?</b>	<u>Not very important</u> : While the RS4000 and RS5000 are both built for maximum reliability and uptime, they do not have as many field replaceable parts.		<u>Very important</u> : The RS5100 and RS6100 have been designed with maximum replaceable parts, including removable and swappable battery and trigger assemblies. The charge contacts and vibration engine are also integrated into the trigger assembly, enabling replacement of these components right on site.	

**SPECIFICATION COMPARISON AT-A-GLANCE**

	<b>RS4000</b>	<b>RS5000</b>	<b>RS5100</b>	<b>RS6100</b>
<b>Size</b>	1.9 in. x 1.4 in. x 1.9 in. (5 cubic in.) 48 mm x 36 mm x 48 mm (83 cubic cm)	2.0 in. x 1.26 in. x 1.1 in. (2.8 cubic in.) 51.5 mm x 32 mm x 27.5 mm (45.3 cubic cm)	2.67 in. x 1.10 in. x 0.83 in. (2.4 cubic in.) 61 mm x 28 mm x 21 mm (35.8 cubic cm)	2.62 in. x 1.29 in. x 0.83 in. (2.8 cubic in.) 66.6 mm x 32.7 mm x 21 mm (45.2 cubic cm)
<b>Weight</b>	2.0 oz./56.7 g	2.7 oz. to 3.9 oz./76 g to 112 g	2.47 oz./70 g (standard battery)	2.47 oz./70 g (standard battery)
<b>Cost</b>	☐ \$	☐ \$	☐ \$\$	☐ \$\$\$
<b>Scanning</b>	☐ 1D	☐ 1D/2D	● 1D/2D, OCR A/B	● 1D/2D, OCR A/B
<b>Scanning Range</b>	☐ Up to 180 in./457 cm (100 mil Code 39)	☐ Up to 25 in./63.5 cm (20 mil Code 39)	☐ Up to 36 in./91.7 cm (20 mil Code 39)	● Up to 554 in./1407.2 cm (100 mil Code 39) Up to 109 in./276.8 cm (20 mil Code 39)
<b>Drop Specification</b>	☐ Multiple 4 ft./1.2 m drops to concrete over the operating temperature range	☐ Multiple 4 ft./1.2 m drops to concrete over the operating temperature range	● Multiple 6 ft./1.8 m drops to concrete over the operating temperature range	● Multiple 6 ft./1.8 m drops to concrete over the operating temperature range
<b>Tumble Test</b>	☐ No tumble spec	☐ 1,000 1.64 ft./0.5 m tumbles	☐ 1,000 1.64 ft./0.5 m tumbles	● 1,000 1.64 ft./0.5 m tumbles
<b>IP Sealing</b>	☐ IP54	● IP65	● IP65	● IP65
<b>Cold Storage Support</b>	● Freezer support -22° F/-30° C	● Freezer support -22° F/-30° C	☐ Cooler support Extended battery only: -4° F/20° C	● Freezer support Extended battery only: -22° F/-30° C
<b>Wearing Styles/ Trigger Options</b>	☐ Single finger on either hand, swivels for on-the-fly right/left hand switching	☐ Single finger on either hand, swivels for on-the-fly right/left hand switching	● Single finger on either hand; single, double or top trigger; custom fit Enterprise Hand Mount; one-size-fits-all back of hand; lanyard;	☐ Single finger on either hand; single or double trigger; custom fit Enterprise Hand Mount; one-size-fits-all back of hand; lanyard
<b>Power (cordless)</b>	☐ N/A (corded only)	☐ N/A (corded only)	● Standard, extended Removable, replaceable Corded adapter to be powered via select Zebra handheld/ wearable computers	● Standard, extended Removable, replaceable Corded adapter to be powered via select Zebra handheld/ wearable computers

**LEGEND**

☐ Good ..... ● Best



**NA and Corporate Headquarters**  
+1 800 423 0442  
inquiry4@zebra.com

**Asia-Pacific Headquarters**  
+65 6858 0722  
contact.apac@zebra.com

**EMEA Headquarters**  
zebra.com/locations  
contact.emea@zebra.com

**Latin America Headquarters**  
zebra.com/locations  
la.contactme@zebra.com

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