CORDED			BLUETOOTH		

RS4000 CORDED 1D

RS5000 CORDED 1D/2D

RS5000x CORDED 1D/2D

RS2100 BLUETOOTH 1D/2D

RS5100 BLUETOOTH 1D/2D

RS6100 BLUETOOTH 1D/2D

Sales Made Simple

Successful Positioning for Zebra's Wearable Scanners

**A practical guide to selling the corded RS4000, RS5000, RS5000x
and Bluetooth: RS2100, RS5100, RS6100 Wearable Scanners**

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. 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

The Zebra Wearable Scanner Portfolio

Zebra **wearable scanners** provide your workforce with the hands-free scanning they need to maximize productivity. Choose from a range of form factors, feature sets and price points. There's a Zebra wearable scanner that's just right for every worker and environment.

CORDED

RS4000
Corded 1D Scanner

Cost-effective corded 1D ring scanner

- 1D laser scan engine
- Durable
- Freezer operation
- Compatible with Zebra wearable computers

RS5000
Corded 1D/2D Scanner

Cost-effective corded 1D/2D ring scanner

- SE4710 scan engine
- Rugged
- Freezer operation
- Compatible with Zebra wearable computers

RS5000x
Corded 1D/2D Scanner

High performance corded 1D/2D ring scanner

- SE4770 scan engine
- Rugged
- Freezer operation
- Compatible with Zebra wearable computers

BLUETOOTH

RS2100
Bluetooth 1D/2D Scanner

Smallest enterprise wearable scanner, priced for any budget

- SE4770 scan engine
- Rugged
- Compatible with Zebra wearable computers
- Compatible with Bluetooth devices

RS5100
Bluetooth 1D/2D Scanner

The "go-everywhere" wearable scanner built for the enterprise

- SE4770 or SE4710 scan engine
- Very rugged
- Cooler operation
- Removable battery
- Multiple wearing options
- Corded option
- Compatible with Zebra wearable computers
- Compatible with Bluetooth devices

RS6100
Bluetooth 1D/2D Scanner

Maximum versatility, power and performance, with advanced range scanning

- SE55 scan engine
- Very rugged
- Freezer operation
- Removable battery
- Multiple wearing options
- Corded option
- Compatible with Zebra wearable computers
- Compatible with Bluetooth devices

Zebra Wearable Scanner Positioning Chart

A broad portfolio with a choice of form factors, features and performance levels.

CORDED			BLUETOOTH		
RS4000	**RS5000**	**RS5000x**	**RS2100**	**RS5100**	**RS6100**
Cost-effective corded 1D ring scanner	Cost-effective corded 1D/2D ring scanner	High performance corded 1D/2D ring scanner	Smallest enterprise wearable scanner, priced for any budget	The "go-everywhere" wearable scanner built for the enterprise	Maximum versatility, power and performance, with advanced range scanning
Customer profile: • Existing and satisfied RS4000 customers; *only sell to existing RS4000 or RS419 customers* • Does not need the flexibility or comfort of Bluetooth cordless operation • No new use cases that require 2D scanning • No interest in exploring alternative host mobile devices	**Customer profile:** • Existing, satisfied RS5000 customer • RS4000 customer who now requires corded 2D scanning and does not need the advanced performance of the RS5000x • Prefers the "plug and play" simplicity of corded operation • No interest in exploring alternative host mobile devices	**Customer profile:** • RS5000 customer who would benefit from enhanced scanning performance and/or freezer ergonomics • RS4000 customer who now requires 2D scanning and prefers to stay with a corded solution • Prefers the "plug and play" simplicity of corded operation • No interest in exploring alternative host mobile devices	**Customer profile:** • Wants to add hands-free workflows, but has hesitated due to price or complexity • Prefers a Bluetooth solution • Wants a reliable wearable solution that's affordable and easy to purchase, deploy and manage • Does not need multiple wearing styles — one size back-of-hand mount is sufficient • Does not need freezer operation or removable battery	**Customer profile:** • Prefers multiple wearing styles to accommodate different user preferences and use cases • Prefers a Bluetooth solution • Does not need freezer operation or the advanced range scanning of the RS6100 • Needs a wearable solution for customer-facing areas, as well as the warehouse	**Customer profile** • Wants the latest advanced range scanning technology to maximize productivity and address more use cases • Prefers multiple wearing styles to accommodate different user preferences and use cases • Needs a freezer-ready device for cold chain applications • Prefers a Bluetooth solution • <u>Upgrade opportunities</u>: RS6000 customers need to migrate to a new platform; RS5100 customers may prefer advanced range scanning or need freezer operation
Key selling points: • Cost-effective 1D scanning • Wide working range for 1D barcodes: from near contact to 15 ft (4.5m) • Freezer operation (-22F/-30C) • Ambidextrous on the fly — just swivel for right or left-handed operation • Compatible with Zebra's WT6400, WT6300 and WT6000 wearable computers	**Key selling points:** • Cost-effective 1D/2D scanning • Freezer operation (-22F/-30C) • Ambidextrous on the fly — just swivel for right or left-handed operation • Compatible with Zebra's WT6400, WT6300 and WT6000 wearable computers	**Key selling points:** • Two models: standard/light gloves and freezer/heavy gloves (note freezer version requires freezer battery) • High-performance 1D/2D scanning • High motion tolerance and laser aimer enable fast, accurate scanning in picking, loading, sorting and put-away use cases • Durable strap and quick-adjust metal buckle make it easy to get a comfortable fit • Freezer trigger mount is optimized for wearing over heavy freezer gloves • Freezer operation (-22F/-30C) • Ambidextrous on the fly — just swivel for right or left-handed operation • Compatible with Zebra's WT6400, WT6300 and WT6000 wearable computers	**Key selling points:** • Zebra's smallest and lightest wearable scanner • Innovative back of hand mount leaves the entire palm bare for a better and more secure grip when handling items • Lowest profile on the market for easy picking in tight spaces • High-performance standard range 1D/2D scanning • Simplest to deploy due to fewer options • Embedded battery eliminates the need to manage separate batteries • Durable for all-day enterprise use • Bluetooth adapter can connect up to seven scanners to a host device, ideal for packing stations • Compatible with Zebra handheld and wearable mobile computers, as well as Apple and Android tablets and smartphones and PCs • Zebra quality at an essential tier price	**Key selling points:** • 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 • Top-mounted trigger option on finger mount — low profile operation for picking in tight spots • High-performance standard range 1D/2D scanning • User-replaceable batteries support back-to-back shifts • Ultra-rugged for all day use in the harshest environments • Corded adapter connects to select Zebra handheld/wearable computers; eliminates the need to manage wearable scanner batteries • High-capacity chargers simplify backroom management • Field-replaceable trigger assemblies minimize trips to the service depot • Compatible triggers, mounts and batteries with RS6100 (enables cost-effective upgrade and mixed deployment) • Only slightly more expensive than a customer's current corded ring scanner	**Key selling points:** • Superior ergonomics and user comfort — less than half the size and weight of the legacy RS6000 • SE55 Advanced Range scan engine with IntelliFocus™ technology — able to scan items in hand and up to 40 ft (12.2m) away; double the scanning range of the RS6000 • 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 • Freezer* and cooler operation for cold chain use cases • User-replaceable batteries support back-to-back shifts • Ultra-rugged for all day use in the harshest environments • Corded adapter connects to select Zebra handheld/ wearable computers; eliminates the need to manage wearable scanner batteries • High-capacity chargers simplify backroom management • Field-replaceable trigger assemblies minimize trips to the service depot • Compatible triggers, mounts and batteries with RS5100 (enables cost-effective upgrade or mixed deployment)

* Requires extended battery

Positioning Questions: Product Features

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

Question	CORDED			BLUETOOTH		
	RS4000	**RS5000**	**RS5000x**	**RS2100**	**RS5100**	**RS6100**
What is your top priority?	Cost-effective 1D	Cost-effective 1D/2D	High-performance 1D/2D	Affordable and easy to deploy	Maximum productivity and versatility	Maximum productivity and versatility, plus advanced range scanning
Do you prefer corded or Bluetooth operation?	Corded: 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. *Note: with the optional corded adapter, the RS5100/RS6100 can be powered by select Zebra computers — eliminating the need for batteries.*			Cordless: 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. *Note: with the optional corded adapter, the RS5100/RS6100 can also be powered by select Zebra computers — eliminating the need for batteries.*		
What type of barcode scanning do you need?	1D only: We are happy with a 1D scanning solution and do not anticipate any new use cases that require 2D.	1D/2D standard range: SE4710 1D/2D scan engine for standard range scanning.	1D/2D expanded range: SE4770 1D/2D scan engine for rapid-fire scanning with exceptional motion tolerance for enhanced performance when objects or worker is in motion.	1D/2D expanded range: SE4770 1D/2D scan engine for rapid-fire scanning with exceptional motion tolerance for enhanced performance when objects or worker is in motion.	1D/2D standard or expanded range: SE4770 1D/2D scan engine for rapid-fire scanning with exceptional motion tolerance for enhanced performance when objects or worker is in motion. SE4710 1D/2D scan engine for standard range scanning.	1D/2D with most advanced range: SE55 1D/2D Advanced Range scan engine with IntelliFocus™ technology — scan items in hand and up to 40 ft (12.2m) to capture barcodes on the top of a rack without a ladder or a lower shelf without bending down.
What type of wearing styles do you need? How important is solution flexibility?	Ring only/versatility not needed: We prefer a single-finger ring solution and do not need to accommodate different user preferences or multiple use cases with this solution.			Simple, back-of-hand mount with bare palm gripping: The one-size-fits-all mount simplifies management and is intuitive to put on; innovative bare palm design gives workers a secure grip when handling packages and other items.	Ring or hand; versatility is important: 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.	
Do you need freezer operation?	Yes, we have cold chain use cases: The RS4000 and RS5000 support freezer operation, down to -22F/-30C.		Yes, we have cold chain use cases: The RS5000x supports freezer operation, down to -22F/-30C. The RS5000x offers a standard trigger mount and a freezer trigger mount that provides a secure, comfortable and safe fit over heavy freezer gloves, and a larger trigger pad that's easy to actuate with gloves.	No: The RS2100 does not support cold chain operations, including coolers; its operating temperature is limited to +32F (0C).	No: The RS5100 can support cooler operation, down to -4F (-20C) with the extended battery.	Yes, we have cold chain use cases: The RS6100 supports freezer operation, down to -22F (-30C) with the extended freezer-rated battery — giving you a single finger, Bluetooth cordless wearable solution for your cold chain applications.

Positioning Questions: Product Features (continued)

Question	CORDED			BLUETOOTH		
	RS4000	**RS5000**	**RS5000x**	**RS2100**	**RS5100**	**RS6100**
What level of device durability do you need?	Business durable: IP54 sealing; multiple 4 ft (1.2m) drops to concrete over operating temperature range	Rugged: IP65 sealing; multiple 4 ft (1.2m) drops to concrete over operating temperature range; 1,000 1.6 ft (0.5m) tumbles		Rugged: IP54 sealing; multiple 6 ft (1.8m) drops to concrete over operating temperature range; 1,000 1.6 ft (0.5m) tumbles	Very Rugged: IP65 sealing; multiple 6 ft (1.8m) drops to concrete over operating temperature range; 1,000 1.6 ft (0.5m) tumbles	
What types of host devices are you using or planning on using?	Zebra purpose-built wearable computer: We are satisfied with purpose-built wearable terminals (WT6400, WT6300, WT6000 or WT41N0) and have no interest in exploring alternative host mobile devices.			Prefer flexibility in host devices: The RS2100, 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.		
What battery features are important to you?	N/A — corded operation only			Standard capacity, non-removable — embedded Li-ion battery pack, no need to manage separate batteries	Standard, cooler-rated extended capacity and freezer-rated extended capacity (RS6100 only) — Choose the battery power you need. Both models offer a standard battery that lasts a full shift. The RS5100 extended battery powers longer shifts and is built for cold storage environments, such as the cooler. The RS6100 extended battery also powers longer shifts and can be used in the freezer. User replaceable and removable — enables 24x7 operation; never need to return a scanner to the service depot to replace an aging or faulty battery. Corded option — Able to power the scanner directly from select Zebra wearable computers to eliminate the need to purchase and charge batteries. PowerPrecision+ battery metrics — Easily spot and discard aging batteries that can no longer hold a full charge to power a full shift, protecting productivity.	
How important are field replaceable parts to minimize trips to the service depot?	Not very important: While the RS4000, RS5000 and RS5000x are built for maximum reliability and uptime, they do not have as many field replaceable parts as the RS5100/RS6100.			Not important: While the RS2100 is built for maximum reliability and uptime, it does not have field replaceable parts.	Very important: 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

Feature	CORDED			BLUETOOTH		
	RS4000	RS5000	RS5000x	RS2100	RS5100	RS6100
Size	1.9 in x 1.4 in x 1.9 in (5 cubic in) 48mm x 36mm x 48mm (83 cubic cm)	2.0 in x 1.26 in x 1.1 in (2.8 cubic in) 51.5mm x 32mm x 27.5mm (45.3 cubic cm)	2.0 in x 1.6 in x 0.8 in (2.56 cubic in) 51.5mm x 32mm x 21.5mm (35.4 cubic cm)	2.05 in x 1.4 in x 0.57 in (1.6 cubic in) 52mm x 35.5mm x 14.6mm (26.9 cubic cm)	2.67 in x 1.10 in x 0.83 in (2.4 cubic in) 61mm x 28mm x 21mm (35.8 cubic cm)	2.62 in x 1.29 in x 0.83 in (2.8 cubic in) 66.6mm x 32.7mm x 21mm (45.2 cubic cm)
Weight	2.0 oz (56.7g)	2.7 oz to 3.9 oz (76g to 112g)	Standard Mount: 2.7 oz (78g) Freezer Mount: 2.9 oz (82g)	1.1 oz (31g)	Standard battery: 2.47 oz (70g)	Standard battery: 2.47 oz (70g)
Cost	$	$$	$$	$	$$	$$$
Scanning	1D	1D/2D	1D/2D, OCR A/B	1D/2D, OCR A/B	1D/2D, OCR A/B	1D/2D, OCR A/B
Scanning Range	Up to 180 in (457cm) (100 mil Code 39)	Up to 25 in (63.5cm) (20 mil Code 39)	Up to 36 in (91.7cm) (20 mil Code 39)	Up to 36 in (91.7cm) (20 mil Code 39)	Up to 36 in (91.7cm) (20 mil Code 39)	Up to 554 in (1407.2cm) (100 mil Code 39) Up to 109 in. (276.8cm) (20 mil Code 39)
Drop Specification	Multiple 4 ft (1.2m) drops to concrete over the operating temperature range	Multiple 4 ft (1.2m) drops to concrete over the operating temperature range	Multiple 4 ft (1.2m) drops to concrete over the operating temperature range	Multiple 6 ft (1.8m) drops to concrete over the operating temperature range	Multiple 6 ft (1.8m) drops to concrete over the operating temperature range	Multiple 6 ft (1.8m) drops to concrete over the operating temperature range
Tumble Test	No tumble spec	1,000 1.64 ft (0.5m) tumbles	1,000 1.64 ft (0.5m) tumbles	1,000 1.64 ft (0.5m) tumbles	1,000 1.64 ft (0.5m) tumbles	1,000 1.64 ft (0.5m) tumbles
IP Sealing	IP54	IP65	IP65	IP54	IP65	IP65
Cold Storage Support	Freezer support -22F (-30C)	Freezer support -22F (-30C)	Freezer support -22F (-30C)	None +32F (0C)	Cooler support Extended battery only: -4F (-20C)	Freezer support Extended battery only: -22F (-30C)
Wearing Styles/Trigger Options	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, swivels for on-the-fly right/left hand switching; freezer trigger mount optimized for heavy gloves	One-size-fits-all back of hand with left or right hand versions	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
Power (cordless)	N/A (corded only)	N/A (corded only)	N/A (corded only)	Standard, non-removable	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

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