



Partner

The Series9000 Scanner/Scale

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ICL is very pleased to offer the Series9000 Scanner and Scale combination for sale by Series9000 **RETAILpartners**. This new market leader is certain to be the dominant product of its kind for years to come.

Grocers and distributors are right now in a wonderful position to make the best decision on these important peripherals. All the key vendors, ICL, Spectra-Physics and ATT have laid their cards on the table with new designs, all shipping in volume within months of each other. There won't be anything seriously new from anybody in the high-performance scanner area for a very long time.

This is the perfect situation for ICL's **RETAILpartners** - with the Series9000, you have the best product, most flexibility, high margins, and the kind of vendor program you need to be profitable across the board: sales, service, support.

The product itself, suffice to say, is of knockout caliber. It is the **first and only** fully modular dual scanner and scale combination, with slide-in, slide-out interfaces and mix/match side scanner, bottom scanner and scale modules, each fully independent. Each element by itself is built to superlative specifications, and each substantially outperforms its competition. Put them all together, (however you like) and you have an unbeatable, fully flexible, combination...

- with a full one-year warranty,
- at a lower cost than competing products.

So read on. Series9000 is starting to own the market like Orion did, and this program will continue to bring **RETAILpartners** exceptional revenues and profits over the coming years.

To your success,

Tony

Tony van Seventer
Director: Supermarket Systems

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A. Introduction

1. Profile of the Market

Once upon a time, only major chains installed high-performance scanners. In fact, five years ago it was a simple matter to segment the scanning market, since independent grocers bought the mid-range Spectra-Physics products (almost a perfect 1:1 match-up) and the big chains bought high-performance scanners by about a 2:1 ratio.

But Orion changed all that. There came a new emphasis on ergonomics and avoiding health risks. Together with the availability of that new super-scanner and scale which redefined the supermarket workstation almost overnight, the entire grocery market flocked to Orion. It no longer mattered if you had one store or one thousand stores; it didn't matter if you were running DTS or IBM; Orion's performance so outstripped its closest rivals that it was the obvious investment to make.

And it's paid off: remember the Ohio State study, which declared Orion as the **only** scanner with low risk across all tested checkstand types? Its reliability and consistent performance made it a runaway winner for all who installed it.

After years of Orion having the market to itself, however, NCR introduced a more expensive "bi-optic" scanner which provided two scanning windows. Although the 7870 didn't win any performance contests against Orion, and Orion has continued to be installed in massive quantities, it was nevertheless a way for NCR dealers to re-enter the scanning market, selling the theoretical benefits of two scanning windows. After all, it intuitively made sense that two windows are better than one...

But these were expensive units and now buyers are looking for the same benefits at a lower cost. In the beginning, Orion made the cost of a high-end scanner easy to justify, but these bi-optic scanners were costlier still. It has become time to return the market to straightforward cost/benefit thinking, not the old "my terminal is better than theirs because I have 96 keys and they only have 92..." style of selling.

The ICL Series9000 is the perfect vehicle for these value-oriented times, providing more features and higher performance than its rivals, while significantly lowering prices. With Series9000, you can beat any other product at a lower price to clear out your competition, then configure your proposal to provide the best value to the grocer.

2. Requirements of the Target Market

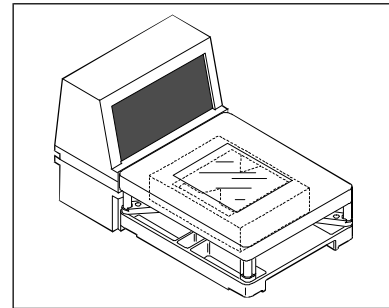
So, independent grocers have been searching for the next product which returns value to their scanning investment. In this case, value means:

- You get your money's worth: you can select the features you need, and when you use the product, it does what you bought it for.
- It keeps working: reliability has become paramount.
- Installing it doesn't mean destroying your checkstand configuration: the units must be slim-line to fit easily and take up as little **vertical** space as possible, not just lateral footprint.

- It must be ergonomic: checkers are all different sizes and use different styles. The size of the scan tunnel, the size of the sweet-spot and the flexibility of the scan path are all critical to lowering cumulative physical stress and cutting health risks.
- You can purchase the configuration you need at the lowest possible price: it can't be a good value if you have to over-buy. Other products are offered just like those "package" options you see at car dealers these days; the options you want (like ABS brakes) are packaged in with things you don't need (like leather floor mats).

3. Series9000 Highlights

- The Series9000 is the only fully modular bi-optic scanner: combine a side scanner, bottom scanner, and scale into a seamless scanning/scaling system.
- Easily swappable interfaces for most major POS systems.
- Interfaces are modular too. Even plug in a hand-held scanner if that's what you need.
- High performance side scanner with hybrid holographic optical design. Great depth of field, even compared with Orion.
- The horizontal scanner is just the size of a dictionary, but it's a high-performance unit itself, performing well above the horizontal scanner competition.
- The scanners feature fully independent optical designs, each optimized for performance within its physical application. The scanner optic designs are optimized for each plane rather than compromised by the need to generate both patterns with a single scan engine: the two complete laser systems meet only at the Controller module.
- The small, modular components mean easier installation/removal in tight fit situations.
- The scale is the best in the world. Fastest settling, super slim, easiest reset and calibration, and with great additional features.
- Label stitching is standard - not an extra charge. The huge scan pattern makes this technology more valuable than on other products.
- In configurations with the Scale and Horizontal Scanner, Sapphire glass is standard - no extra charge.
- Outstanding reliability -- more on this later in this bulletin.
- Small footprint - installs easily with very minor modifications to existing checkstand cutouts.
- It's the only high-performance scanner/scale that allows service of the scanner without forcing scale re-calibration.
- Provides system "redundancy:" if one scanner goes down, the lane stays up because there is still another scanner.

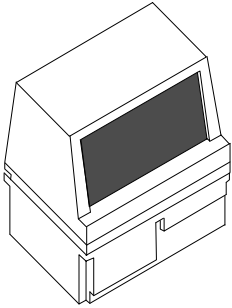


B. Product Overview

1. The Vertical Scanner

Despite the excellence of the other components, the Vertical Scanner is the star of the Series9000 show. The outside packaging **looks** a little like the Orion, but that's where the similarity ends.

Physically, the unit is far smaller, right-to-left, than the Orion. This enables it to fit easily into standard checkstand cutouts where old Spectra-Physics scanners are being replaced. Its rigid casting makes it essentially immune to the kind "spontaneous disassembly" users have experienced with other scanners whose above-surface housings are multiple plastic assemblies.



In the technology area, the Series9000 Vertical module employs a new laser diode system which, despite greater reliability and much lower power consumption, drives a large set of 24 (!) scan lines, more complex than even the Orion. In turn, a new high-speed (but low-power) motor boasts almost twice the MTBF of its predecessor while providing 33% more scanning lines per second.

The optical system technology employs a special hybrid holographic window which combines a "straight" optical path with a holographic area to handle areas of the scan tunnel which would otherwise be impossible to read aggressively and cleanly. Holographic-only scanners, introduced by some companies in the past, were problematic since performance across the board was compromised in order to employ holographic techniques at the "envelope" of the tunnel. But with the Series9000's new hybrid engineering design, users get the best of both worlds without compromises.

Technology talk is easy, but how well does it work in actual practice? Keep in mind, this unit was designed to be the highest performing scanner in the world by the same team that executed the BDX, BDI and Orion scanners. But these engineers had to wait like everybody else for the prototypes to come in. There were plenty of design risks, especially with the special holographic window designed exclusively for this scanner by our optical research labs in Japan. Would the planning pay off? Could the elegant design theory be carried out through Manufacturing?

The afternoon after the first units came in, every engineer on the design team was grinning ear-to-ear. They had hit a home run. Not only did the design work, but the performance had blown clear through the original specifications. The Series9000 Vertical module performance is stunning. You'll see it instantly in your first demonstration.

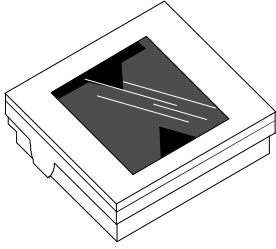
At industry shows people are consistently amazed to see the Series9000 scan small items out at the edge of the checkstand, 16 inches away. And it scans just as well flush up against the window. It reads the bottoms of boxes with just a tiny tilt, and even more impressive, the scanner seemed to ignore the laws of physics by reading the **tops of boxes**, even at the extreme edges of the scan tunnel almost a foot and a half away. The typical reaction of grocers who have seen the Series9000 is to pull out a checkbook and ask how soon Federal Express can bring them a store-full.

And in head-to-head tests against even bi-optic competition in major U.S. Supermarkets, the Series9000 **vertical unit only** has frequently been the scanner of choice.

And then we added...

2. The Horizontal Scanner

Adding the horizontal module to gives you full bi-optic capability with independent, high-performance units. The scanners share only the controller logic, and the optical system of each is optimized for the vertical or horizontal purpose. As mentioned before, the Series9000 Horizontal unit is only about the size of a college dictionary, but don't compare it to one of those "toy" scanners you see these days: this is a full-blown, high-end unit that can easily stand on its own as one of the best scanners ever designed.



Like the Series9000 Vertical module, it employs fast, quiet motors, hybrid holographic optical design and a compact, powerful laser diode light source. In fact, it drives 15 separate scan lines.

Both the Horizontal and Vertical modules feature a dual-mode "sleep" system. After 30 seconds of no use, the laser automatically goes to 1/2 power, but will scan a new item without interruption or re-scan. After a longer period of no use, (programmable) the scanner will go into a full "sleep" mode whereby the motor and laser are turned off to save power and further increase reliability. With the built-in proximity sensor, the scanner then executes an automatic wake-up upon the first scan, returning immediately to full-power use. The VLD optical design further reduces power consumption.

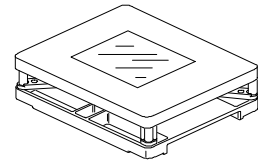
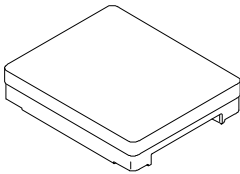
The scanners also offer quick programming of operational settings by simply scanning bar code cards. With these cards, you can program the length of time-out before sleep mode, the volume of the read tones, the pitch of the tone itself and the same-label repeat time-out. In addition, almost all dip switches and other interface protocol settings have been eliminated: just scan a barcode card to set up the hardware.

The Horizontal scanner can even be mounted vertically if the installation environment warrants. A special Vertical Mounting Kit for the Horizontal Scanner will be offered in the near future.

Either the Horizontal or Vertical scanner module by itself would be a breakthrough product. But with the Series9000, you can put them both together to provide a massive scan tunnel with performance once thought to be impossible.

3. Scale

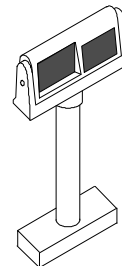
How excited can you get about a scale -- after all, a scale is a scale is a scale, right? They just sit there doing their job quietly, no buzzers, no lights, no lasers. Scales don't even move any more -- no weights or springs -- the load cells just sit there and tell the circuits how much weight you've put on them. Pretty dull stuff.



But like any piece of equipment, a well-made scale will be fast, efficient, reliable and a pleasure to use. Trouble is, because of the current commodity attitude, other manufacturers cut corners on scale design and manufacturing to boost profits. "After all," the thinking goes, "we'll focus on the scanners, and nobody will notice a little "thrifting down" on the scale part, especially in a combination unit..."

But ICL took a more serious approach. A first-rate scale is essential to efficient front-end operation, and ICL set out to offer the finest design possible. Here's the proof of what makes the Series9000 Scale the best in the world:

1. Size -- the scale is only 2 1/4 inches thick. This makes it easy to install into virtually any checkstand configuration. Also, the width along the running direction of the checkstand fits the standard cutout and perfectly matches the Vertical Scanner.
2. Construction -- the Series9000 Scale uses a single massive state-of-the-art, cost-no-object load cell. Take a look, and compare it to the insubstantial small multiple load cells wired together on competing scales to cut costs. The Series9000 load cell is faster, accurate, more reliable, (and will probably last forever).
3. Speed -- for items 5 pounds and under, the Series9000 scale will settle in 500 milliseconds, **maximum**. This is 20% faster than the nearest competition. For items over 5 pounds, the Series9000 Scale will settle in just 600 milliseconds maximum -- the nearest competition takes at least 1.2 seconds, twice as long. This means no hesitation at checkout when weighing heavy items, and it also tells you a lot about the quality of the scale itself.
4. Auto-Zero Maintenance -- this feature maintains a true zero load even when dirt and dust accumulate on the platter.
5. Auto-Zero Tracking -- this exclusive Series9000 feature lets you specify that the scale display and transmission to the terminal will be cut off if the load has gone beyond the Auto-Zero Maintenance range and the scale needs to be re-zeroed. This feature can be turned on or off.
1. Instant Re-Zero, three ways -- when you need to re-zero the scale, it's quick and easy. The clerk can simply lift and replace the platter, and a fresh true re-zero will occur automatically. The clerk can also press the handy re-zero button on the scale display, and in some systems, a POS keyboard command can automatically re-zero the scale electronically.
2. Tares -- besides whatever POS system tare facilities exist, there is an automatic tare button on the scale display. Just put the container on the scale and press the button - the proper tare will then be in force for that weighing cycle. Then the scale returns automatically to it's pre-tare state for the next scale item.
3. Ease of installation -- you install, level, and calibrate the Series9000 Scale, **all from the top**. Just set the scale into the checkstand well, and all leveling adjustments are made from above. A bubble level indicator is built into every unit for more ease and accuracy.
4. Ease of calibration -- this is a breakthrough, and, if you've ever installed and calibrated a store full of scales, you will immediately understand its importance. No disassembly is required, and calibration is done from the top of the unit without having to even remove the scale or disturb the installation in any way. You simply press the calibration plunger twice to start the process, load on the 20 pound weight, and press the calibration plunger twice more to finish the job. Replace the platter, and you're done. One minute, maybe two. You will be able to calibrate an entire ten-lane store of Series9000 scales in less time than it would take you to calibrate just one competing unit, saving hours and hours of installation cost.

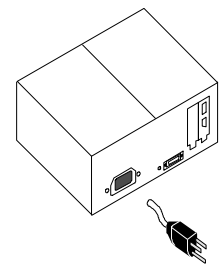


Are those enough advantages? Just in case, here's more:

- The scale includes its own power supply and interface for complete independence from the scanner units. This is a big weights-and-measures advantage, and simplifies servicing and depot maintenance plans.¹
- A special scale display eliminates your dependence upon combination testing with other POS systems. This scale display rotates and tilts, and features Tare and Re-Zero buttons to speed up checkstand operation.
- A dip switch allows you to install the scale in pounds or kilograms mode.
- Easy-to-change interface cards make it simple and inexpensive to reconfigure or retrofit a scale for a wide variety of POS systems.
- The Series9000 Horizontal scanner fits neatly with the scale into the checkstand by using the "Horizontal Scanner/Scale. If the two are ordered in combination, the special Sapphire/Stainless platter is automatically included at no additional charge.
- You may recall how the Orion ridged plastic platter reduced friction and made it easy to slide product across the scale. Besides, it's quieter than the stainless platters required on other combination assemblies. We didn't forget: a similar design was made standard for the Series9000 Scale when the Horizontal Scanner isn't configured. Of course, if a stainless steel platter is desired, one is available.
- The special Scale Support Box and Locator Plate option allow easier installation of Vertical Scanner and Scale combinations. With the scale mounted upon the Support Box, the Vertical Scanner and scale will match perfectly flush with the countertop without elaborate and precise checkstand carpentry, while the Locator Plate position the modular elements perfectly in relation to each other.

4. Controller

To save still more counter space and limit the depth of the installation, a small separate Controller module is used to move the interface and logic hardware to less valuable real estate under the counter. The Controller is the heart of the Series9000's flexibility, and features simple slide-in cards which provide configurations for multiple scanners and multiple interfaces. This easy swap-in, swap-out feature makes it easy to change a scanner from one POS system to another. No more "taking it into the shop" (or sending it back to the manufacturer for an expensive motherboard change and refurb). Just swap the card.



Each Controller provides the system AC input, and a scanner input. The scanner input will handle either the Vertical or the Horizontal unit, conducting both data and power in a single cable to minimize clutter. Then there are two additional card slots:

- One slot is used for the POS interface. Choose the card that interfaces to the POS system and specify the proper cable.

¹ Note that with the IBM interface, the Scanner and Scale are both handled through the POS interface since it is essentially an RS-485 multidrop configuration. With all other interfaces, the Scale does not interface via the Controller unit but instead connects directly to POS.

- The other slot can be used for either a Second Scanner Interface or a Hand-Held Scanner Interface. With the Second Scanner Interface, you may attach a Horizontal Scanner for a bi-optic system. The Hand-Held Scanner Interface will support such products as the Symbol Technologies LS-2020. In both options, data and power are fed through the same cable.

The Controller automatically arbitrates reads between scanners in a dual scanner, or scanner-plus-hand-held situation where both scanners successfully read the product.

“Label Stitching” is the technology which allows multiple partial reads of a scanned UPC label and electronically “stitches” the partial images of the label together to provide the complete label. For example, consider a wrinkled bag of M&Ms, where the package has been folded over so that a crease runs diagonally through the bar code. In this case, there will be no single straight line through that UPC symbol which passes through all 12 barcoded numbers. With label stitching, one scan line might read the first seven numbers, but not the last 5, while another scan line (even from another scanner) might not see the first 4 numbers, but pass through the final 8. The Series9000’s Label Stitching function would be able to put these two partial reads together to electronically provide a complete label and a successful read.

It is important to note that label stitching is only as useful as the quality and density of the scan pattern. This is why the Series9000’s label stitching is more valuable has more positive impact than similar functions you must purchase as options on other scanners. Imagine, for example, a hypothetical scan pattern that had its scan lines six inches apart -- it would have to be a pretty big label for two different scan lines to both get a look at the UPC. But take the Series9000 Vertical Scanner’s 24 scan lines and add 15 more from the Horizontal Scanner, you have an extremely dense, tight and aggressive **39-line** scan pattern that will read a UPC multiple times with several different lines in the scan path. This massive network of lines adds geometrically to the chance that the label will be read, and will result in many more cases where a label, unreadable even with label stitching on another product, can be read successfully with the Series9000.

And with the Series9000, you don’t pay the phone company \$275 extra for this feature. It’s standard software on all units.

5. Reliability

The Series9000 was designed to exceed the reliability requirements of the present, and set new standards for products of the future. So when you think about failures, concentrate on the words, “few” and “far between”...

The scanner units feature low-power laser diodes which are less delicate and much more reliable than previous Helium-Neon laser tubes. The motors are also far more reliable than previous scanners, with a result that the Vertical and Horizontal scanners will have a five year Mean Time Between Failures (MTBF) **assuming operation 24 hours a day, seven days per week**. Obviously, the typical duty cycle for the average supermarket is only about 1/3 of that figure, so the actual MTBF will be some multiple of five years. Note that the Series9000’s Auto-Sleep and Laser-Saver features will prolong the time between service calls even further.

The Series9000 Scale is a new design with no moving parts and little to fail except for a small interface board. No meaningful or reliable calculations appear to be possible. Like the scanner failures, just figure on years and years and in many cases, never.

The number of failures you will see on the Controller box will also be vanishingly small, calculated to be in the neighborhood of an eight year MTBF assuming 24-hour, 7-day operation. Here, you can thank VLSI and low-power operation for the fact that the Controller may never fail during the Series9000’s lifetime.

ICL provides a one-year warrantee on all Series9000 modules.

E. Other Scanner/Scale Products

Note: This section reflects the best information available from reliable sources and ICL experience. ICL endeavors to ensure that this information is correct and fairly stated, but does not accept liability for any error or omission.

ATT 7870

Dayton was able to break Orion's absolute hold on the high-performance market two years ago with the introduction of the 7870 scanner which featured a bottom as well as side-reading windows. Although the productivity benefits of the dual window have never been quantified, and ergonomic issues have not matched Orion, the bi-optic idea has undeniable "sizzle" and previous NCR staff succeeded in making the most of it.

Even excluding cables, the 7870 is not inexpensive, however. With a starting price of \$3,150, the \$275 Label Stitching ("Pacesetter") option, \$180 for the display and \$475 more the Sapphire window takes the total price to \$4,080. All these items are not really options - they are essential to either fundamental operation or long term performance of this product.

Besides the steep pricing, specific reported shortcomings and problems with the NCR product compared to Series9000 include:

- Limited scan path: the scan tunnel is much smaller than Orion, let alone Series9000, forcing the clerk to scan in a much more limited area and much closer to the vertical scan head.
- Poor construction of the vertical scan head, which is assembled rather than cast. Grocery items repeatedly strike the vertical portion, eventually loosening the bezel and freeing the plastic lens. Glue does not effectively fix the problem, and there are many 7870s held together with duct tape. Apparently, this problem appears after about six months of heavy use.
- A statistically unproved but consistent report is that the performance of the 7870 falls off after initial installation and that users become less satisfied with the product over time. Possible explanations for this phenomenon could be window abrasion, actual degradation of the laser and optics system, or negative halo effect from the scanner's worsening appearance.

The 7870 uses a single laser optical system and forces it to do double duty through both windows. As a result, the scan power and patterns in both windows are heavily compromised for economic reasons.

Regarding ergonomics, the 7870 copies Orion's vertical window design in hopes that it would pull even with Orion in the ergonomic area. The platter design and limited scan path, however, are serious drawbacks that will prevent NCR from achieving the same "low risk" designation earned by ICL.

Given the combination of high price, high cost of production and relatively limited performance of the 7870, it is understandable why ATT went after Spectra-Physics for patent infringement in an attempt to limit a possible competitor: both the Spectra-Physics Magellan and the ICL Series9000 render the 7870 obsolete, a distant "third" in the technology race.²

² Be aware that ICL's dual, independent optics design is completely different than the ATT or Spectra-Physics product, and is in no way subject to the same type of suit served upon Spectra-Physics.

SPECTRA-PHYSICS "MAGELLAN"

Spectra-Physics bet the company on their Magellan in hopes that their latest box will relieve the serious cash problems which have plagued the firm over the past 3 years and resulted in waves of layoffs and cancellation of important expenditures.

To aggravate the situation further, ATT's suit of Spectra-Physics claimed that the Magellan infringed upon patents used in the 7870 development. It is interesting to note that the suit hinged on Spectra's use of a single optics system for both windows; this is, of course, an inferior technology to begin with. Spectra-Physics even approached ICL requesting to license Series9000 technology.

All in all, the Magellan appears to be a superior product to the ATT 7870. Spectra-Physics claims that the scanner will read labels over 360 degrees, and ICL's experience with the product indicates that this is true, but only so long as the checker moves the groceries carefully through a very specific path. This restriction severely limits any benefits the design might have otherwise brought. Like the 7870, however, this limited "sweet spot" decreases the variation a checker can use when performing the scanning motion and forces constant replication of arm movements. This will almost certainly limit its ergonomic ratings.

Magellan's depth of field on the side scanner is also limited compared to Orion and especially when compared to the Series9000.

Pricing is not favorable at all, with a starting price of \$3,495 - plus extras.

One more thing -- Spectra-Physics has attempted to make much of a direct coupon reading and clearing option service which effectively by-passes the grocery store and ownership and takes data and clearing directly to third parties. Please imagine, just for a moment, the reaction of your independent grocery owners when you suggest that you have a new scanner that will cut them out of the loop...

THE SERIES 9000'S ADVANTAGES

- Performance: each Series9000 module handily surpasses its ATT and Spectra-Physics counterparts. The Horizontal module outperforms both the ATT and Spectra bottom windows, the Vertical Scanner dominates the ATT and Spectra side window, and the scale, as you already know, is no contest. Put them together and the Series9000's superiority are compounded. Remember: 39 scan lines, and scale settling time that's twice as fast as the nearest competitor.
- Purpose-built: the Series9000 Vertical and Horizontal scanners each contain their own optical systems which provide 2 lasers instead of one, more power and more scan lines. Most important, each optical unit is optimized for its own application, not compromised to try to do two different jobs at once.
- Series9000 users will have better investment protection, not just from reliability and solid construction, but from the fact that modules, options and interfaces can be swapped out without even pulling the scanner out of the checkstand. And these parts are available at low cost.
- Series9000 has features such as the Tare and Zero-Reset that make it faster to use.
- Series9000 improves upon the Orion model, which ran away with the Ohio State ergonomics test. You can safely carry over these results to the Series9000, but ATT and Spectra's copying of Orion's vertical window design won't give the same ergonomic advantages because of their performance limitations and short depth of field. You can be sure that the ergonomic status of Series9000 will continue to surpass its closest rivals.

- Series9000 relies upon its superb Vertical unit for most of the scanning power. This means better long-life performance, since bottom-read units suffer performance degradations due to abrasion and dirt, even with long-life glass.
- Configurability - tailor your checkstand, optimize your investment. All the Series9000 units are compact and easy to install into standard cutouts. (Compare this with the massive one-piece 7870s or Magellans.) The Scale and Horizontal Scanner are ultra-thin to minimize depth (compare to the deep cutout required for the Magellan.)
- Installation - just on the basis of scale calibration alone, your service staff will go home hours sooner with the Series9000.
- Consistency and Quality - Spectra-Physics has long touted its manufacturing capabilities, but this time they're competing against Fujitsu. The Series9000, while designed in Santa Clara, will be manufactured by the same team that brought you the most rugged and consistent hardware in the POS business, including the 9518/200 terminal. In POS manufacturing, that's the ultimate credential.
- Finally, consider the key pricing tack: the Series9000 "VHS" package includes a great horizontal scanner, but take it away for a great Vertical/Scale product. Observe the outstanding Series9000 "VS" Scanner/Scale configuration, priced at only \$2,575.³ This is the competitive crusher. How on earth can a grocer justify the extra money for the ATT unit or Magellan? None of the alternatives make any sense at all.

CLAIMS AND KNOCK-OFFS - 7870

Below are listed the main strengths that are typically claimed for the 7870 along with responses (or "knock-offs") used to counter them. Many of these strengths/knock offs apply also to the Spectra-Physics Magellan.

7870 Claim One: Bi-Optic scanners are faster.

Responses:

- Is this something you've been told, or something you have found to be true in your own tests? The Series9000 Vertical-Only has come out even with the 7870 bi-optic in tests by several major retailers. There is no reason to pay more if it doesn't help you.
- The real goal of a high-performance scanner is increased customer throughput. Do tests show that you will be able to get more customers through your store more quickly and easily with the 7870? When measuring purely on customer throughput — which is the bottom line for store profitability — you will find that the Series9000 can keep up with the real world pace of even your fastest checkers.
- Be sure that any performance testing includes a typical amount of produce. The Series9000 scale is significantly faster than competitive products, and produce represents a major percentage of the total transaction time per customer (even though produce is typically only 10-25 percent of the item count). Again, it is the total transaction time that determines the real value of a scanner/scale.

7870 Claim Two: Bi-optic scanners are better ergonomically.

Responses:

³ And with the RPS/Supermarket or **ISS45** package, that even includes the Scanner and Scale cables, an extra \$140 - \$150 non-discountable cost with Spectra and ATT.

- They have opened the door for you with this one. Bi-optics scanners have never been part of any independent tests of ergonomics. In the FMI-sponsored study on ergonomics, the Vertical scanner was the only scanner found to minimize the risk of unhealthy scanning techniques. In fact, many of the scanning behaviors determined by FMI to be risky are required or encouraged by a bi-optic scanner. These key areas are 1) lifting, 2) reaching, 3) twisting, 4) wrist acceleration (twisting or "flipping" the wrist).
 - The 7870 requires more force and lifting because the steel/sapphire platter is a high-friction surface.
 - It requires more reaching because the read zone is shallow and close to the vertical scan window.
 - It may force more upper body twisting if it is too tall to allow a checkstand design with the keyboard above the scanner. If the keyboard is above the scanner, it may be too high, and will violate FMI ergonomic recommendations for keyboard height.
 - Finally, to get the best performance out of a bi-optic, clerks learn to grab the item with their fingertips and pull it through the scan tunnel. This is the opposite of the recommended "power grip" and will increase the risk of repetitive stress injuries such as carpal tunnel.

7870 Claim Three: the 7870 is compatible with most common counter cut-outs, thus very easy to install.

Responses:

- The response to this challenge depends on the checkstand situation:
 - Are the scanners going into new lanes? For a checkstand manufacturer, one scanner is as easy to design for as another. In fact, when vertical room is tight, the low profile and modular design of the Series9000 will let it be installed more easily than a single-piece bi-optic with scale.
 - ATT and Spectra may tout their ability to swap scanners with no modifications, but that really depends on how the original installation was performed. Counter cut-outs for NCR scanner models vary as much as two inches in length. Some have full shelves, some have partial shelves, and some have a routed area to ensure the scanner presents a smooth surface with the counter. There really is no such thing as a "standard" cut-out.
 - In many cases the effort to change between an Spectra-Physics F and a Series9000 is no greater than changing between the F and a 7870. Depending on the keyboard location and height, the Series9000 may turn out to be easier.

7870 Claim Four: the ATT gives you a full bi-optic for not much more than the Series9000 vertical only.

Responses:

- Not only is the Series9000 purchase price lower, but the savings are even greater when you examine total cost of ownership. Look at service/warranty pricing, MTBF and lane down time, and total predicted scanner lifetime (the 9000 will outlast any fixed scanner on the market.)
- The 7870 is low priced because it is less well made.
 - To save money, the 7870 uses a single-diode, and single motor to create the scan pattern. This compromises the design and performance of both the vertical and horizontal scanners, causing poor depth of field and a low density scan pattern. Only 12 vertical and 12 horizontal lines, compared to 24 lines in the Series9000 vertical

alone, with another 18 in the horizontal. A low density pattern reduces first-pass-read-rate and throughput.

- Due to poor depth-of-field, product is constantly slammed against the vertical window and housing. This leads to scratching on the vertical window which greatly reduces the scanner performance after only a few months. Just go look at a 7870 in a store environment to see how banged up it is, then compare that to an Orion or 9000. In addition, the vertical portion of the 7870 has a multi-piece housing — we have seen vertical windows actually falling out of the scanner after less than six months.
- The 7870 uses a lower grade, slow, hard to level, hard to calibrate scale. They hope the grocers won't notice it within the hoopla of the bi-optic scanning.
- The motor is lower quality and has a shorter MTBF than the motor used in a Series9000. This component is likely to determine long term life of a scanner.

CLAIMS AND KNOCK-OFFS - MAGELLAN

The Magellan was introduced in 1994 as Spectra-Physics' bi-optic response to the NCR 7870. It has overcome some of the shortcomings of the 7870, is very aggressively discounted, and is likely to be your primary competition in the next 24 months (depending on the success of the 7876 offering from ATT).

Below are listed the main strengths that are typically claimed for the Magellan, and some responses that can be used to counter them. Again, many of these are the same as relate to the 7870.

Magellan Claim One: Bi-Optic scanners are faster.

Responses:

- Is this something you've been told, or something you have found to be true in your own tests? The Series9000 Vertical-Only has come out even with the Magellan bi-optic in tests by several major retailers. There is no reason to pay more if it doesn't help you.
- The real goal of a high-performance scanner is increased customer throughput. Do tests show that you will be able to get more customers through your store more quickly and easily with the Magellan? When measuring purely on customer throughput — which is the bottom line for store profitability — you will find that the Series9000 surpasses the real world pace of even your fastest checkers.
- Be sure that any performance testing includes a typical amount of produce. The Series9000 scale is significantly faster than competitive products, and produce represents a major percentage of the total transaction time per customer (even though produce is typically only 10-25 percent of the item count). Again, it is the total transaction time that determines the real value of a scanner/scale.

Magellan Claim Two: Bi-optic scanners are better ergonomically.

Responses:

- They have opened the door for you with this one; besides, anyone who makes this claim is simply guessing (or hoping). Bi-optics scanners have never been part of any independent tests of ergonomics. In the FMI-sponsored study on ergonomics, the Vertical scanner was the only scanner found to minimize the risk of unhealthy scanning techniques. In fact, many of the scanning behaviors determined by FMI to be risky are required or encouraged by a bi-optic scanner. These key areas are (1) lifting, (2) reaching, (3) twisting, (4) wrist acceleration (twisting or "flipping" the wrist).

- The Magellan requires more force and lifting because the steel/sapphire platter is a high-friction surface.
- It requires more reaching because the read zone is shallow and close to the vertical scan window.
- The Magellan design especially encourages poor reaching techniques to keep the item next to the vertical window, because that is the only place that the 360 degree feature is effective.
- It may force more upper body twisting if it is too tall to allow a checkstand design with the keyboard above the scanner. If the keyboard is above the scanner, it may be too high, and will violate FMI ergonomic recommendations for keyboard height.
- To get the best performance out of a bi-optic, clerks learn to grab the item with their fingertips and pull it through the scan tunnel. This is the opposite of the recommended "power grip" and will increase the risk of repetitive stress injuries such as carpal tunnel.
- Repetitive stress injuries may be an extra risk with the Magellan: use of the recommended "power grip" with this Magellan eliminates the possibility of effective 360 degree scanning, so checkers won't use it.

Magellan Claim Three: the Magellan is compatible with most common counter cut-outs, thus very easy to install.

Responses:

- The response to this challenge depends on the checkstand situation:
 - Are the scanners going into new lanes? For a checkstand manufacturer, one scanner is as easy to design for as another. In fact, when vertical room is tight, the low profile and modular design of the Series9000 will let it be installed more easily than a single-piece bi-optic with scale.
 - ATT and Spectra may tout their ability to swap scanners with no modifications, but that really depends on how the original installation was performed. Counter cut-outs for Magellan scanners vary as much as two inches in length. Some have full shelves, some have partial shelves, and some have a routed area to ensure the scanner presents a smooth surface with the counter. There really is no such thing as a "standard" cut-out.
 - In many cases the effort to change between an Spectra-Physics F and a Series9000 is no greater than changing between the F and a Magellan. Depending on the keyboard location and height, the Series9000 may turn out to be easier.

Magellan Claim Four: This a full bi-optic for not much more than the Series9000 vertical only.

Responses:

- The Magellan is low priced because it is less well made.
 - To save money, the Magellan uses a single-diode and single motor to create both scan patterns. The result is an optics design that compromises both the vertical and the horizontal performance, and gives the scanner poor depth of field.
 - An interesting point - during the ATT lawsuit, Spectra-Physics went to a dual laser design to cover installations in case they lost the suit. It was more costly, but was less compromising and almost certainly performed better: there was a laser dedicated to each scanning window. Unfortunately for new Magellan users, as soon as the lawsuit was done with, Spectra **went back** to the cheaper single laser design at the probable cost of performance. Spectra-Physics has not put this disclaimer on test results, so new

prospects **are being sold single-laser products on the basis of tests carried out with dual-laser scanners.**

- Due to poor depth-of-field, product is constantly slammed against the vertical window and housing. This leads to scratching on the vertical window which greatly reduces the scanner performance after only a few months. Just go look at a Magellan in a store environment to see how banged up it is. Compare that to an Orion or the 9000.
- The Magellan uses a lower quality scale, hoping it won't be noticed given the hoopla of its bi-optic scanning. The scale unit **looks** similar to the Series9000, but believe me, it's not. For example, Magellans need 1.3 seconds to settle any item over 5 pounds, more than double the Series9000 time for such items. This has a major impact on the smooth flow of product through the checkstand since the clerk has to stop and wait, checking to make sure settling has occurred.
- The motor is lower quality and has a shorter MTBF than the motor used in a Series9000. This component is likely to determine long-term life of a scanner.

Magellan Claim Five: the Magellan has 360 degree scanning.

Response:

- Spectra has done an excellent job of promoting and demonstrating that feature, but nowhere has it been convincingly demonstrated that it has any bearing on the scanner performance. Unless the checker holds the product on the top and pull it through the scan zone, their hands will block much of the 360 view. This actually encourages scanning techniques that increase the likelihood of repetitive stress related injuries, while not resulting in increased throughput anyhow.
- The actual zone for successful 360 scanning is very narrow. Again, this encourages poor scanning technique since there is very little variance
- By the way, the Series9000 VHS can

Other Magellan Knock-Offs:

- The Magellan has a serious problem with beeper volume when the keyboard rests just above the vertical scanner. Because the speaker vent is on top of the vertical scanner, at least one major chain has found certain checkstand designs make it impossible to hear the beeper.
- Spectra-Physics cannot support the Magellan themselves. They are going to other vendors, (including ICL) to find a way to install and maintain their own scanners.

SERIES9000 KNOCK-OFFS AND RESPONSES

In Section B we looked at the Series9000 strengths. Following are some of the main objections customers raise, and responses to counter them. Again, only the account rep can judge when a given response is appropriate.

Series9000 Knock One: The Series9000 VS is not as fast as a bi-optic.

Response:

- Same response as claim one for the Magellan and 7870 (above).

Series9000 Knock Two: The competitive rep claims studies show that bi-optics are better ergonomically.

Response:

- Same response as for claim three for 7870 and Magellan (above).

Series9000 Knock Three: The Series9000 doesn't fit into a "standard" cutout.

Responses:

Use the responses for claim three for the Magellan and 7870, plus:

- There is more to an installation than the cutout size. When vertical room is tight (due to the keyboard location), the low profile and modular design of the Series9000 will let it be installed more easily than a single-piece bi-optic with scale. If original setup was an Orion or an older flatbed scanner with the keyboard above it, the keyboard will probably have to be moved to install a Magellan or 7870.
- We have installation methods to quickly swap back and forth between an NCR 7870, a Magellan, and the Series9000.
- We also have a kit to install the Series9000 in an Orion cut-out with no counter modifications. The scale sits sideways to re-create the "feel" of the Orion, but with even better performance.

Series9000 Knock Four: The scale platter is too small.

Responses:

- It is the same size as the competition.
- It is about two inches shorter than the Orion, but turned sideways.
- The ribbed platter helps hold produce in place; objects roll off the stainless platters on bi-optics.
- The Series9000 ribbed platter is a far better ergonomic design, lowering friction and encouraging proper scanning technique.

D. Professional Services

1. Education and Training

The Series9000 has been designed to be straightforward to configure, install and support. Complete documentation (see below) is supplied, and no special training courses in addition are required for service or support personnel. A Training Video on service and repair is included as part of the Start-Up kit:

Video Title	PIN	Part Number	Price ⁴
Series9000 Service Training Video	53479/002	V-063	\$75

2. Professional Services Support

Series9000 **RETAILpartners** are offered standard professional services support at ICL's toll-free number, (800) 998-3337. Use Site Number TSA0020 for Series9000s connected to S18 systems, TSA0021 for Series9000 used with ISS400, TSA0023 for 2200/KeyScan, TSA0024 for RPS/Supermarket and TSA0028 when the Series9000 is attached to NCR, IBM or other non-ICL POS systems.

3. Service

The Series9000 Spares and Repair program and pricing is designed so that **RETAILpartners** will enjoy substantial revenues and profitability in the service portion of the business.

The critical success factors in the Series9000 service business include:

- Extremely low failure rates on all components,
- Very short time to repair,
- Modularity, making depot maintenance practical where desired,
- Low cost spare parts,
- Zero Inventory Program (ZIP)

In addition, diagnostics are included in the software of the Series9000 scanner and scale systems. The following test tools are available. One each of these test devices is included in the Series9000 Partner Start-Up Kit:

⁴ All prices for documentation are net Reseller cost.

Service Item	PIN	Part Number	Price⁵
RS-232 Interface Loopback Connector	46122/001	8021 2630	\$30
OCIA Interface Loopback Connector	46122/002	8021 2631	30
MDL Interface Loopback Connector	46122/003	8021 2632	30
OCR Interface Loopback Connector	46122/004	8021 2633	30
Hand Held Interface Loopback Connector	46122/005	8021 2634	30

4. Documentation

A complete set of thorough and accurate documentation is available for the Series9000. A complete set of this literature is included in the Series9000 Partner Start-Up Kit. Additional copies may be purchased via the normal Publications Order System. These items include:

Document Title	PIN	Part Number	Price⁶
Series9000 User Reference Manual	45022/001	8020 3933	\$10
Series9000 Site Preparation and Installation	45651/001	8020 3931	16
Series9000 Service Reference Manual	46172/001	8020 3932	23
Series9000 Product Support Guide	46801/001	8020 3935	6
Series9000 Programming Manual	47263/001	8030 3230	14
Series9000 Quick Reference Cards	47169/001	8020 3936	2

5. Collateral and Sales Aids

The following Sales Aids are available:

Title	PIN	Part Number	Price⁷
Series9000 Data Sheet (Package of 25)	53479/003	RS-048	\$25

⁵ All prices for these items are net Reseller cost.

⁶ All prices for documentation are net Reseller cost.

⁷ All prices for collateral are net Reseller cost.

This material is included in the Series9000 Partner Start-Up Kit. Additional copies may be purchased via standard methods.

E. Administration

1. Timing and Availability

All configurations and modules of the Series9000 system are now available for volume shipment with the exception of the Hand Held Scanner interface which is pending field trial.

2. Pricing and Configuration

DISCOUNTS

ICL is very pleased to offer **RETAILpartners** a 40% discount against list price on Series9000 packages, modules and associated products. All spare and repair prices quoted are Reseller net, with no further discounts available.

SERIES 9000 PACKAGES FOR RPS/SUPERMARKET AND ISS45

As with other **RETAILpartner** programs, the configuration of the Series9000 has been designed to simplify ordering. The most popular configurations have been packaged, and additional ordering methods for simplicity or increased flexibility will be added as required. In the configurations note that “V” stands for Vertical Scanner, “H” for Horizontal Scanner and “S” stands for the Scale. So the “VHS” model, for example will have Vertical and Horizontal Scanners and the Scale. **Please note that except for the special ISS45 and RPS/Supermarket packages in the table immediately below, cables and Remote Displays are not included in the packages.**

PIN	Item	Price	Install	Maint ⁸
45088/001	ISS45 Series9000 VS Scanner/Scale Package, lb ⁹	\$ 2,575	\$ 65	\$ 339
45088/002	ISS45 Series9000 VS Scanner/Scale Package, kg ¹⁰	2,575	65	339
45033/001	ISS45 Series9000 VHS Scanner/Scale Package, lb ¹¹	3,762	65	401
45033/002	ISS45 Series9000 VHS Scanner/Scale Package, kg ¹²	3,762	65	401

⁸ Maintenance prices quoted are ICL's **list** prices for maintenance to its customers, and are provided for reference only. Note that very substantial discounts to these prices are generally available.

⁹ Includes the Series 9000 Vertical Scanner, Scale, Controller with RS-232 interface, Remote Weight Display (pounds legend version) and all required cables for TeamPoS.

¹⁰ Includes the Series 9000 Vertical Scanner, Scale, Controller with RS-232 interface, Remote Weight Display (kilograms legend version) and all required cables for TeamPoS.

¹¹ Includes the Series 9000 Vertical Scanner, Horizontal Scanner, Scale, Controller with RS-232 interface, Remote Weight Display (pounds legend version) and all required cables for TeamPoS.

¹² Includes the Series 9000 Vertical Scanner, Horizontal Scanner, Scale, Controller with RS-232 interface, Remote Weight Display (kilogramss legend version) and all required cables for TeamPoS.

PIN	Item	Price	Install	Maint¹³
45099/001	RPS/Supermarket Series9000 VS Scanner/Scale Package, lb ¹⁴	2,575	65	339
45099/002	RPS/Supermarket Series9000 VS Scanner/Scale Package, kg ¹⁵	2,575	65	339
45211/001	RPS/Supermarket Series9000 VHS Scanner/Scale Package, lb ¹⁶	3,762	65	401
45211/002	RPS/Supermarket Series9000 VHS Scanner/Scale Package, kg ¹⁷	3,762	65	401

ADDITIONAL SERIES 9000 CONFIGURATIONS

PIN	Item	Price	Install	Maint¹⁸
S988991	"VHS" Dual Scanner/Scale with RS-232 interface, Sapphire/Stainless platter	\$ 3,495	\$ 55	\$ 388
S888081	"VS" Vertical/Scale with RS-232 interface	2,475	55	316
S680991	"VH" Dual Scanner with RS-232 interface	2,995	50	298
S580001	"V" Vertical Scanner with RS-232 interface	1,995	45	198
S480991	"H" Horizontal Scanner with RS-232 interface, sapphire platter	1,995	45	198
S788991	"HS" Horizontal/Scale with RS-232 interface, sapphire platter	2,895	50	298
47614/008	S9000 Scale Only with RS-232 interface	825	45	118

¹³ Maintenance prices quoted are ICL's **list** prices for maintenance to its customers, and are provided for reference only. Note that very substantial discounts to these prices are generally available.

¹⁴ Includes the Series 9000 Vertical Scanner, Scale, Controller with RS-232 interface, Remote Weight Display (pounds legend version) and all required cables for 9518/200.

¹⁵ Includes the Series 9000 Vertical Scanner, Scale, Controller with RS-232 interface, Remote Weight Display (kilograms legend version) and all required cables for 9518/200.

¹⁶ Includes the Series 9000 Vertical Scanner, Horizontal Scanner, Scale, Controller with RS-232 interface, Remote Weight Display (pounds legend version) and all required cables for 9518/200.

¹⁷ Includes the Series 9000 Vertical Scanner, Horizontal Scanner, Scale, Controller with RS-232 interface, Remote Weight Display (kilogramss legend version) and all required cables for 9518/200.

¹⁸ Maintenance prices quoted are ICL's **list** prices for maintenance to its customers, and are provided for reference only. Note that very substantial discounts to these prices are generally available.

PIN	Item	Price	Install	Maint¹⁹
S999991	"VHS" Dual Scanner/Scale with MDL interface, Sapphire/Stainless platter	\$ 3,495	\$ 55	\$ 388
S899081	"VS" Vertical/Scale with MDL interface	2,475	55	316
S690991	"VH" Dual Scanner with MDL interface	2,995	50	298
S590001	"V" Vertical Scanner with MDL interface	1,995	45	198
S490991	"H" Horizontal Scanner with MDL interface, sapphire platter	1,995	45	198
S799991	"HS" Horizontal/Scale with MDL interface, sapphire platter	2,895	50	298
47614/009	S9000 Scale Only with MDL interface	825	45	118
S977991	"VHS" Dual Scanner/Scale with IBM 46xx interface, Sapphire/Stainless platter	\$ 3,495	\$ 55	\$ 388
S877081	"VS" Vertical/Scale with IBM 46xx interface	2,475	55	316
S670991	"VH" Dual Scanner with IBM 46xx interface	2,995	50	298
S570001	"V" Vertical Scanner with IBM 46xx interface	1,995	45	198
S470991	"H" Horizontal Scanner with IBM 46xx interface, sapphire platter	1,995	45	198
S777991	"HS" Horizontal/Scale with IBM 46xx interfaces, sapphire platter	2,895	50	298
S966991	"VHS" Dual Scanner/Scale with OCIA interfaces, Sapphire/Stainless platter	\$ 3,495	\$ 55	\$ 388
S866081	"VS" Vertical/Scale with OCIA interfaces	2,475	55	316
S660991	"VH" Dual Scanner with OCIA interface	2,995	50	298
S560001	"V" Vertical Scanner with OCIA interface	1,995	45	198
S460991	"H" Horizontal Scanner with OCIA interface, sapphire platter	1,995	45	198
S766991	"HS" Horizontal/Scale with OCIA interfaces, sapphire platter	2,895	50	298
S964991	"VHS" Dual Scanner/Scale with OCIA /Character Serial interfaces, Sapphire/Stainless platter for DTS, Casio, TEC	\$ 3,495	\$ 55	\$ 388
S864081	"VS" Vertical/Scale with OCIA/Character Serial interfaces for DTS, Casio, TEC	2,475	55	316
S460991	"H" Horizontal Scanner with OCIA interface, sapphire platter	1,995	45	198
S764991	"HS" Horizontal/Scale with OCIA/Character Serial interfaces for DTS, Casio, TEC, sapphire platter	2,895	50	298

¹⁹ Maintenance prices quoted are ICL's **list** prices for maintenance to its customers, and are provided for reference only. Note that very substantial discounts to these prices are generally available.

SERIES 9000 OPTIONS

PIN	Item	Price	Install	Maint
52412/001	Remote Scale Display, lb (8021 2340)	\$175	\$ 10	\$
52412/002	Remote Scale Display, kg (8021 2341)	175	10	N/A
53961/001	Checkstand Insert/Mounting Bracket (8030 3381)	75	N/A	N/A
56678/001	Scale Support Box (8030 3384)	40	N/A	N/A
56918/001	Locating Plate (8030 3383)	15	N/A	N/A

SERIES 9000 CABLES

PIN	Item	Price	Install	Maint
<u>TeamPoS,</u>				
<u>9520/150 r3</u>				
52413/001	Scanner Interface Cable, 9520/150 Release 3 or TeamPoS, RS-232 (8030 3044)	60	N/A	N/A
51765/001	Scale Interface Cable, 9520/150 Release 3 or TeamPoS, RS-232 (8020 3983)	60	N/A	N/A
45531/001	Scanner and Scale Interface Cable Kit, 9520/150 or TeamPoS, RS-232/RS-232	100	N/A	N/A
<u>9518/200</u>				
51382/001	Scale Interface Cable, 9518/200, RS-232 (8030 3043)	60	N/A	N/A
45531/005	Scanner and Scale Interface Cable Kit, 9518/200, RS-232	100	N/A	N/A
<u>Casio</u>				
58277/001	Scanner Interface Cable, Casio SA-2100 OCIA	60	N/A	N/A
53479/001	Scale Interface Cable, Casio SA-2100 Character Serial	60	N/A	N/A
45531/012	Scanner and Scale Interface Kit, Casio SA-2100, OCIA/Character Serial	100	N/A	N/A
<u>DTS</u>				
50075/001	Scanner Interface Cable, DTS, OCIA ²⁰	60	N/A	N/A
58540/001	Scale Interface Cable, DTS, Character Serial ²¹	60	N/A	N/A
<u>9520/100</u>				
52251/001	Scanner Interface Cable, 9520/100, RS-232 (8030 3035)	60	N/A	N/A
52964/001	Scale Interface Cable, 9520/100, RS-232 (8030 3046)	60	N/A	N/A

²⁰ Release pending as of this publication.

²¹ Release pending as of this publication.

PIN	Item	Price	Install	Maint
9520/150				
52413/001	Scanner Interface Cable, 9520/150 Terminal, RS-232 (8020 3983)	60	N/A	N/A
51765/001	Scale Interface Cable, 9520/150 Terminal, RS-232 (8030 3044)	60	N/A	N/A
45531/001	Scanner and Scale Interface Cable Kit, 9520/150 Terminal, RS-232	100	N/A	N/A
54597/002	Scanner or Scale Interface Cable, 9520/150 (Release 3) Terminal, SDL, 3M (8020 3215)	60	N/A	N/A
45531/003	Scanner and Scale Interface Cable Kit, 9520/150 (Release 3) Terminal, SDL, 3M (8020 3215)	100	N/A	N/A
47428/001	Scanner or Scale Interface Cable, 9520/150 (Release 1 and 2) Terminal (003-02294-000)	60	N/A	N/A
45531/002	Scanner and Scale Interface Kit, 9520/150 (Release 1 and 2) Terminal	100	N/A	N/A
MT2001				
47428/001	Scanner or Scale Interface Cable, MT2001 Terminal, MDL (003-02294-000)	60	N/A	N/A
45531/002	Scanner and Scale Interface Kit, MT2001 Terminal, MDL	100	N/A	N/A
IBM				
58483/001	Interface Cable, IBM 46xx port 17 (8030 3038)	60	N/A	N/A
52240/001	Interface Cable, IBM 46xx port 9b (8030 3036) ²²	60	N/A	N/A
NCR				
53273/001	Scanner Interface Cable, NCR 2126, OCIA (8020 3990)	60	N/A	N/A
57252/001	Scale Interface Cable, NCR 2126, OCIA (8020 3989)	60	N/A	N/A
45531/007	Scanner and Scale Interface Kit, NCR 2126, OCIA	100	N/A	N/A
57048/001	Scanner Interface Cable, OCIA/OCIA, NCR 2126 (8020 3987)	60	N/A	N/A
55226/001	Scale Interface Cable, NCR 2127, OCIA (8020 3988)	60	N/A	N/A
45531/008	Scanner and Scale Interface Kit, NCR 2127 OCIA/OCIA	100	N/A	N/A
56428/001	Scanner Interface Cable, NCR 7050/51 OCIA (8020 3986)	60	N/A	N/A
55487/001	Scale Interface Cable, NCR 7050/51 OCIA (8020 3985)	60	N/A	N/A
45531/009	Scanner and Scale Interface Kit, NCR 7050/51, OCIA/OCIA	100	N/A	N/A
55848/001	Scanner Interface Cable, NCR 7052/53, OCIA (8020 3981)	60	N/A	N/A
57641/001	Scale Interface Cable, NCR 7052/53, OCIA (8020 3982)	60	N/A	N/A
45531/010	Scanner and Scale Interface Kit, NCR 7052/53 OCIA/OCIA	100	N/A	N/A
TEC				
52538/001	Scanner Interface Cable, TEC M2300, OCIA	60	N/A	N/A
58163/001	Scale Interface Cable, TEC M2300, Character Serial	60	N/A	N/A
45531/010	Scanner and Scale Interface Kit, TEC M2300, OCIA/Char. Serial	100	N/A	N/A
9520/A				
51443/001	Scanner Interface Cable, 9520A, RS-232, DB9 (8030 3033)	60	N/A	N/A
56729/001	Scanner Interface Cable, 9520/A, RS-232, IDC28 (8030 3034)	60	N/A	N/A
58826/001	Scale Interface Cable, 9520A, RS-232 (8030 3045)	60	N/A	N/A

²² IBM scale comes with port 9 cable. If using a “single cable configuration” this cable connects to Series9000 controller. If using dual cable config, which is rare, this cable connects directly to the host port 9. In either case, you need to order only one cable in addition to the cable which is included in the IBM scale kit.

SERIES 9000 ADDITIONAL INTERFACES

Please see parts listings for these items.

SPARE PARTS

The chart on the following page lists spare parts for Series9000 which are available for **RETAILpartners** under the ZIP program (see Page 31 for details). To interpret the columns, note that:

- The *Zip Swap Price* is the price charged to swap out a defective unit/part for a new or refurbished part under the *ZIP* program.
- The *Spare Purchase Price* is the current net Reseller price charged to **RETAILpartners** for supply of spare units.
- The *Minimum Start-Up Quantity* lists the minimum number of spares which *must* be purchased to provide proper retailer support for installed stores. The numbers supplied assume that the units using these parts have been installed.
- The *Recommended Start-Up Quantity* lists the number of spares recommended to support about 100 scanners. Keep in mind that these low numbers are due to the reliability of the hardware coupled with the next-day shipping response of the *ZIP* spares system. Also remember that your demonstration system can provide additional spares in unusual circumstances.

Description	Part Num	Zip Swap Price	Spare Purchase Price	Min Start-Up Quant	Recmd Start-Up Quant
Vertical Scanner Module (58033/001)	8021 2590	\$175.00	\$750.00	1	1
Horizontal Scanner Module (51716/001)	8021 2601	150.00	700.00	1	1
Controller Unit (54788/001)	8021 2602	N/A	300.00	1	1
Controller Main Board	8021 2605	N/A	135.00	1	1
Controller Power Supply	8021 2603	N/A	85.00	1	1
Scale (without interface) (56785/001)	8021 2160	100.0	350.00	1	1
Scale Power Supply (59525/001)	8021 2347	N/A	25.00	1	1
Scale Plastic Platter (52196/001)	8030 3382	N/A	18.00	1	1
Scale Stainless Flat Platter (55721/001)	8021 2339	N/A	35.00	0	0
Scale Sapphire Window Platter (57906/001)	8021 2352	N/A	250.00	0	0
Scale Remote Display, LB, (52412/001)	8021 2340	N/A	100.00	1	1
Scale Remote Display, KG, (52412/002)	8021 2341	N/A	100.00	1	1

Description	Part Num	Zip Swap Price	Spare Purchase Price	Min Start-Up Quant	Recmd Start-Up Quant
RS-232 Scanner Interface (559000/001)	8021 2604	N/A	75.00	1	1
OCIA Scanner Interface (59393/001)	8021 2606	N/A	75.00	1	1
IBM Scanner Interface (52438/001)	8021 2608	N/A	75.00	1	1
MDL Scanner Interface (51109/001)	8021 2609	N/A	75.00	1	1
2nd Scanner Interface (52322/001)	8021 2610	N/A	75.00	1	1
Hand-Held Scanner Interface (58223/001) ²³	8021 2611	N/A	95.00	1	1
OCIA Scale Interface (58726/001)	8021 2344	N/A	75.00	1	1
Character Serial Scale Interface (50872/001)	8021 2346	N/A	75.00	1	1
IBM Scale Interface (55282/01)	8021 2345	N/A	75.00	1	1
RS-232 Scale Interface (59841/001)	8021 2342	N/A	75.00	1	1
RS-422/MDL Scale Interface (53444/001)	8021 2343	N/A	75.00	1	1
Scale/Horizontal Scanner Mounting Kit (58266/001)	8021 2350	N/A	30.00	1	1

For servicing speed and simplicity, we expect that the overall system reliability will make the unit spares philosophy reflected above to be the most efficient method overall for the **RETAILpartner**. Depending upon actual Reseller experience and business requirements, it is possible additional spare parts at lower assembly levels may be provided in the future.

²³ Release pending as of this publication.

START-UP KITS

You get started in the Series9000 business by signing the **RETAILpartner** agreement and ordering the Series9000 Start-Up Kit. The Series9000 Start-Up Kit contains the following:

ITEM DESCRIPTION	QTY
DEMONSTRATION EQUIPMENT	
- Series9000 Vertical Scanner (58033/001)	1
- Series9000 Horizontal Scanner (51716/001)	1
- Scale/Horizontal Scanner Mounting Kit (58266/001)	1
- Scale Sapphire Window Platter (57906/001)	1
- Series9000 Scale (56785/001)	1
- OCIA Scale Interface (58726/001)	1
- IBM Scale Interface (55282/01)	1
- RS-232 Scale Interface (59841/001)	1
- RS-422/MDL Scale Interface (53444/001)	1
- Scale Power Supply (59525/001)	1
- Scale Plastic Platter (52196/001)	1
- Scale Stainless Flat Platter (55721/001)	1
- Scale Remote Display (52412/001 lbs or 52412/002 kg)	1
- Series9000 Scanner Controller (54788/001)	1
- Second Scanner Interface (52322/001)	1
- Hand-Held Scanner Interface (58223/001)	1
- RS-232 Scanner Interface (55900/001)	1
- OCIA Scanner Interface (59393/001)	1
- IBM Scanner Interface (52438/001)	1
- MDL Scanner Interface (51109/001)	1
- Cables	
- Scanner interface cable RS-232, 9518/200 (56487/001)	1
- Scale interface cable, RS-232, 9518/200 (51382/001)	1
- Scanner interface cable, OCIA, NCR 2127 (57048/001)	1
- Scale interface cable, OCIA, NCR 2127 (55226/001)	1
- Interface cable, IBM 4683 port 17 (58483/001)	1
- Interface cable, IBM 4683 port 9B (52240/001)	1
- Checkstand Insert/Mounting Bracket (53961/001)	1
- Locating Plate (56918/001)	1
- Scale Support Box (56678/001)	1
COLLATERAL MATERIAL	
- Series9000 Data Sheet Kit (50@ RS048)	1
DOCUMENTATION SET	
- Series9000 User Reference Manual (45022/001)	1
- Series9000 Site Preparation and Installation (45651/001)	1
- Series9000 Service Reference Manual (46172/001)	1
- Series9000 Product Support Guide (46801/001)	1
- Series9000 Programming Manual (47263/001)	1
- Series9000 Quick Reference Cards (47169/001)	1
- Series9000 Service Training Video (V-063)	

Start-Up Kit, Continued:

ITEM DESCRIPTION	QTY
DIAGNOSTIC TOOLS	
- RS-232 Interface Loopback Connector (46122/001)	1
- OCIA Interface Loopback Connector (46122/002)	1
- MDL Interface Loopback Connector (46122/003)	1
- OCR Interface Loopback Connector (46122/004)	1
- Hand Held Interface Loopback Connector (46122/005)	1

Due to production schedules, the **RETAILpartner** Start-Up kits will not ship all at once. Items in the Series9000 Start-up Kits will be shipped upon availability.

To receive the Start-Up kit, order:

PIN	Item	Price ²⁴	Inst	Maint
45222/001	Series9000 Start-Up Kit, lb display	\$3,095	N/A	N/A
45222/002	Series9000 Start-Up Kit, kg display	\$3,095	N/A	N/A

Contact the following Fujitsu-ICL sales personnel for information:

Area	Name	FAX	Telephone
Canada	Mike Pitura	(416) 675-3745	(416) 798-5386
USA South, South East	Larry Schmitz	(214) 716-8571	(214) 716-8396
Mexico, Latin Region	Skip Steele	(714) 717-2516	(714) 717-2506
USA North East	Tom Downs	(617) 270-2084	(617) 270-2084
USA Midwest, East Central	Ken DeMuesy	(216) 493-6641	(216) 493-6641
USA West, West Central	Pat Huston	(619) 457-9968	(619) 458-5515
Or call Fujitsu-ICL's Director of RETAILpartner Sales for USA	Rod Stevens	(619) 457-9968	(619) 458-5456
Or call Fujitsu-ICL RETAILpartner Marketing for USA, Canada and Latin Region	Tony van Severter	(408) 982-3208	(408) 982-3327

²⁴ This price is net **RETAILpartner** cost. No additional discounts are available.

3. Ordering Process

PRODUCT FOR RESALE

Standard ICL ordering procedures are followed.

SPARES AND REPAIRS

ICL has taken another step for the **RETAILpartners** by extending the *Zero Inventory Program (ZIP)* to the Series9000. This program has been very successful with RPS/Supermarket and ISS45 and drastically decreases your need to inventory spares while increasing ICL's responsiveness. Combined with low spare parts and unit repair prices, and the Series9000's naturally high reliability, **RETAILpartners** are ensured sustained profitability.

Here's how *ZIP* works:

1. First, order a basic spares kit. See Page 27 for pricing and configuration.
2. When a fault occurs, replace the failed part in the field from your minimal spares inventory.
3. Call Bruce Verret (see below) at ICL's Logistics operation to order a replacement spare. He will ensure that it ships out next day,²⁵ by your choice of standard carriers.²⁶ It will be temporarily logged at **RETAILpartner** spares prices.
4. At the same time as you order the ZIP swap, request an RCA.²⁷ We will then FAX you a copy of the RCA.
5. When the new part arrives at your location, place the defective part in the box with the FAX copy of the RCA and ship it to ICL. You will be credited the difference, and charged only the ZIP Swap charge.

ZIP has important benefits for the **RETAILpartners**:

- There are *no expedite charges*,
- The **RETAILpartner** only needs to buy a very small spares kit to handle the installed base,
- Storage requirements are minimized,
- Obsolescence of stock from product revisions is eliminated -- you always have an up-to-date spare,
- Overall, these factors increase the **RETAILpartner's** profits from the service business.

²⁵ Next day shipment assumes that ICL has the part in stock. To avoid delays, ICL will make best efforts to keep all parts in sufficient stock to fill all **RETAILpartner** ZIP orders on this next-day basis.

²⁶ **RETAILpartners** are responsible for freight charges.

²⁷ Request for Credit Authorization.

LOCATION

All orders for product should be sent to the attention of:

Lori Drenth
ICL Retail Systems
445 West Fullerton Avenue
Elmhurst, IL 60126

Telephone: (708) 993-3555
FAX: (708) 832-7045

All spare parts and ZIP orders should be sent to:

Bruce Verret
ICL Retail Systems World Headquarters
5429 LBJ Freeway.
Dallas, TX 75240

Telephone: 214-716-3707
FAX: 214-716-8687

(NOTE: Bruce will soon have a new telephone number and FAX. These will be communicated as soon as they are available. Be aware that you will continue to be able to reach Bruce at 1-800-538-8716 + Option 4 + Option 1.)

All spare parts and ZIP orders in Canada should be sent to:

Phil Boseley
FUJITSU-ICL
129 Carlingview Drive
Unit 1
Etobicoke, ON M9W 5E7

Telephone: 416-798-5368
FAX: 416-675-3745

F. Questions and Answers

How do I sign up? Call your ICL account manager, who will be happy to work with you. See Page 30 of this bulletin for a complete list.

I sold DTS, Datachecker and ICL. Does that mean I'm automatically a RETAILpartner for the Series9000? New systems and platform products are sold through ICL **RETAILpartners** who wish to sign up and sell those particular products. Many Resellers have chosen to specialize, and not sell into certain markets such as Specialty, Hospitality or Supermarkets. It is important that ICL **RETAILpartners** in one type of product not be forced into performance in all vertical markets, so therefore Resellers may pick and choose in which product programs they wish to participate.

What kind of contract is there? The familiar ICL Reseller contract together with **RETAILpartner** paperwork will be signed.

Why do I have to buy a Start-Up Kit? ICL assembles a kit of all the things you need to be successful in your sales and support program, including demonstration hardware, tools, sales aids and technical documentation. Then this package is substantially discounted to give you the complete set at the lowest possible price. ICL will continue to use the signing of a **RETAILpartner** agreement and the purchase of the Start-Up Kit as the entry points to the programs.

When will I be able to get my Start-Up kit? Almost all parts of the Start-Up Kit are available now. The Hand-Held interface is pending release.

Who will ICL be signing up to sell the Series9000? We have invited many current ICL Resellers, ISS45 **RETAILpartners** and RPS/Supermarket **RETAILpartners** to join the **RETAILpartner** program for the Series9000. We do not intend to sign up more than one Series9000 **RETAILpartner** in any one geographical territory.

What is the sign-up time frame? ICL has already signed up most Series9000 **RETAILpartners**. Those territories not accounted for will be solicited for agreement by all comers.

What about other conflict from other channels? ICL's major account sales force will of course sell the product to large accounts in the same way Orion has been sold. In cases where an ICL Reseller or **RETAILpartner** carries account relationships with the same major accounts, ICL sales will work out an agreement using a named account list or other specific mechanism to protect the **RETAILpartner** from conflict.

What about wholesalers? It is likely that one or more wholesalers would like to carry the Series9000 as part of their offering to their members. Please be aware that new ground rules will be in effect, however. First, wholesalers do not offer the same set of services provided by **RETAILpartners** and are not therefore entitled to the same level of discounts. This protects the **RETAILpartner** from prospecting and making a sale, then losing it at the last moment to a wholesale competitor on a price basis.

What about other interfaces? I want this to work on IBM, NCR and Casio. These interfaces and cables are available.