



Partner

Big News for Series9000 RETAIL *partners*

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Unanticipated cost reductions have enabled Fujitsu-ICL to reduce the price of some Series9000 configurations.

ICL is also pleased to announce new packages for the Series9000 with IBM interfaces, and some packages with the Vertical and Horizontal units only. Additional new Series9000 products are also available for ordering.

THE IBM INTERFACE

The new IBM interface card for the Series9000, and the new Series9000 Scale Interface to IBM provide communications to the IBM 46xx family of terminals. It is field configurable for Port 17 or Port 9B connection. These products will be ready for volume shipment in October.

For use with IBM, use the 58483/001 cable below to connect the Scale to the Series9000 Controller regardless of which IBM terminal port is used. Then, use another 58483/001 cable to connect the scanners and scale from the controller to Port 17 of the terminal, or a 52240/001 to connect the scanners and scale from the controller to Port 9B of the terminal.

IBM-related products:

PIN	Item	Price	Inst	Maint ¹
S977991	"VHS" Package with IBM 46xx interface, Sapphire/Stainless platter	\$3,495	\$55	\$388
S877081	"VS" Package with IBM 46xx interface	2,475	55	316
S670991	"VH" Package with IBM 46xx interface	2,750	50	298
S570001	"V" Package with IBM 46xx interface	1,995	45	198
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)	60	N/A	N/A

¹ 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 offered.

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NEW PRICING

ICL is very pleased to announce a price reduction for the “VS” configuration of the Series9000. This setup provides the high-performance Series9000 Vertical Scanner and scale at a significantly lower price than competing Spectra-Physics or NCR products.

The new list price of the “VS” configuration is \$2,475, a reduction of \$320. The special Series9000 package for RPS/Supermarket has also been reduced by the same \$320. Margins for Series9000 **RETAIL partners** have not been reduced: Resellers will enjoy the same discount from ICL as previously listed. The order backlog will be repriced. Please see Marketing Bulletin #918 for a complete list of products and prices.

SCALE SUPPORT BOX AND LOCATING PLATE

The Series9000 Locating Plate is used in configurations where the “Bucket” checkstand insert is not suitable. This plate is installed under the scale in “VHS” configurations, and firmly aligns the scale and horizontal scanner properly to the vertical scanner.

The Series9000 Scale Support Box is used in “VS” configurations where the scale unit needs to be raised in order to align properly with the counter surface. In many cases, installers will find the Scale Support Box more economical than building a bi-level well in the checkstand. The Scale Support Box is also designed to fit perfectly into the Checkstand Insert Mounting Bracket (“Bucket”) in “VS” designs where the Bucket is used. Order:

PIN	Item	Price ²	Inst	Maint
56678/001	Scale Support Box (8030 3384)	\$24 (net)	N/A	N/A
56918/001	Locating Plate (8030 3383)	12 (net)	N/A	N/A

These products are scheduled to ship before the end of October. See Marketing Bulletin #918 for a complete list of installable and spare parts available for the Series9000 system.

NEW TECHNICAL INFORMATION

I’ve been asked many times why the Series9000 Vertical unit outperforms the Orion. The thinking is that (1) the Orion still compares very well performance-wise against the bi-optics, and if (2) if the Series9000 is even better, then (3) you can sell the VS against a bi-optic for a lot less money without giving up performance. So what is different about the Series9000 Vertical compared to Orion?

First, you have to accept that the Series9000 is a completely new optical design using technology that just didn’t exist when Orion was released. Using new laser diodes, motors, and the hybrid holographic window, the engineers were able to get more performance into a smaller package.

The amazing depth of field is largely a product of the hybrid holographic window, but there are other factors too which make the scanner so “aggressive”.

² No discounts are available on items marked “net”.

First is the higher speed of the scanner in lines per second. The Orion ran at 1,800 lines per second, but the Series9000 Vertical is 33% faster at 2,400 LPS. This means that the scanner spot which defines the reflection point moves much faster and covers a lot more territory. So, it's tougher to get a label past the Series9000 without being read. So, you have higher throughput due to the higher first pass read rate.

Second, the number of scan lines themselves has been increased by the same 33% from 18 to 24. These lines form the "tennis net" that traps the label. With the extra lines, the coverage of the Series9000's enormous scan tunnel is even tighter than before. This dense crossfire of laser lines makes for omnidirectional "can't miss" scanning.

Finally, the Series9000 provides Label Stitching. This feature can electronically assemble separate partial reads of folded, partially obscured or severely wrinkled labels and "stitch together" a complete readable label in its internal processor.

When competing against other scanners, keep these technical features in mind, since they provide real and honest back-up to our competitive claims. Also, don't forget:

- The Series9000 warranty is a full year, not just the 90 days from Spectra or ATT.
- The height of the Series9000 vertical scanner is a full two inches less than the Magellan or the 7870. This provides a cleaner front end, but more importantly it allows the keyboard and other system elements to be mounted in proper ergonomic positions. (Look sometime at keyboards mounted above a Magellan — not so attractive, not so comfortable, is it?)
- Underneath the counter, the scale is only 2 ¼ inches deep, allowing the cash drawer to be mounted under the scale without ergonomically dangerous stooping by the cashier. Compare that to the 7870, or worse, the Magellan which requires almost 7 inches under the counter.
- Compare the easy, top-down calibration of the Series9000 to the time-consuming disassembly of ATT or Spectra.
- The virtually instantaneous settling time of the Series9000 scale eliminates the scan-flow interruptions. Even 25 pounds, dropped onto the platter, will settle in .6 seconds max.
- Modular, mix/match components are easy to swap out.
- Series9000's exclusive grooved plastic platter (shipping late October) cuts friction and gives clerks the easiest slide & scan counter on the market.

And it costs less money.

To Your Success,

Tony

Tony van Seventer
Manager: Supermarket Systems