

How to Sell Zebra's DS2208 Against Newland's HR22

Zebra Scanners Give You An Edge

In this competitive market, one brand stands apart: Zebra. With Zebra scanners you instantly expand your reach with the industry's broadest, best-in-class portfolio of products and services. You increase your customers' satisfaction with solutions engineered to overcome their obstacles and deliver more... more capabilities, more efficiency, and more reliability. And that's how you capture more business opportunities with the DS2208.



Zebra Scanners' Top Advantages

Provide More Value—Increase Your Value

DataCapture DNA™ is Zebra's exclusive suite of software capabilities engineered to make your scanning journey simple to navigate and manage—because exceptional hardware is no longer enough:

- Every scanner hardware purchase is a software purchase in disguise.
- Devices need to provide a superior user experience that accelerates workflows.
- Software is the differentiator—making devices agile to maximize productivity.
- Devices need to be dynamic so you can adapt to changing business needs.
- Your scanners lifecycle is long and your needs will change over time. The right software can simplify that process at every point, for every user.

A True Partner Invested in Your Success

We are channel-centric, closely working with and supporting our partners. You can expect qualified leads to help fill your pipeline, sales training and certifications, customizable professional marketing assets that help you cut your marketing budget, strategic go-to-market support, plus sales opportunity protection including additional discounts with deal registration—all directly from Zebra.

Be More Competitive with Industry-Leading Quality and Performance

No brand can match the performance and reliability of Zebra scanners. Zebra's commitment to quality is unwavering—our ISO 9001 Quality Management System, commitment to defect prevention and continuous improvement efforts are evident in everything we do. Stand apart from the competition with the ability for leaner, smarter and faster work, built to perform in the toughest environments with a Zebra tested 0.02% failure rate on the DS2208—one of the lowest in the industry.

Seize More Sales Opportunities

Stop the pricing race to the bottom and increase your revenue with a differentiated offer that delivers unique value to your customers—including Zebra's exclusive DataCapture DNA software suite, OneCare™ Services that help maximize uptime, and more. Plus, Zebra's tiered portfolio allows you to position the right product, at the right price point, to help maximize your margin and meet the different budgetary needs of your customers. The value-tier DS2208 doesn't compromise performance or features for price.

Expand Your Market

Opportunities to grow arise from all directions with a complete portfolio of best-in-class scanners, mobile computers, printers and RFID solutions that cover every area of your customers' enterprise operations. From handheld, hands-free, hybrid, ultra-rugged, multi-plane and fixed-mount solutions, you'll find the right scanner best suited for the job. With over a million sold, the DS2208 is the ideal handheld barcode scanner to satisfy a wide variety of customer needs.

Partner with the Global Market Leader

Leverage the Zebra brand, a name that is trusted and that communicates high standards and financial strength. Our ever-evolving innovations keep you at the forefront of technology, letting you anticipate your clients' needs and deliver the best solution. With thousands of patents and industry firsts, Zebra's award winning scanners really do give you an edge.



For Internal Use by
PartnerConnect Members Only

**Scan when and where you need it without worry.
No Issues. No Surprises. Just Consistent Scans.**

Competitive Comparison

In the following chart below, blue shading indicates the best specification available for a specific feature.

	Zebra DS2208	Newland HR22	Why it Matters
Feature			
PRZM Intelligent Imaging	Yes	No	With Zebra's exclusive PRZM Intelligent Imaging technology, the DS2208 can capture barcodes faster than any other scanner in this class to boost productivity and keep lines moving.
Auto-Host Detect Cables	Yes	No	With smart auto-host detect cables, customers simply plug the DS2208 into their POS or other host; the cable automatically identifies the interface and connects the scanner.
Reading Range (100% UPC)	0.5–14.5 in. 1.27–36.83 cm	2.0–10.2 in. 5–26 cm	Wide working range from point of contact to 14.5 in. (35.56 cm) enables users of all skill levels and reduces the need to move heavy or bulky items.
Aimer	Proprietary Aim-line eliminates guesswork across the decode range	Circular with square in the middle	The DS2208 proprietary aim-line is similar to legacy 1D linear scanners, delivering a familiar experience to enable a smooth transition to 2D imager adoption. Eliminates guesswork by providing highly accurate aiming, which improves scan speed, worker productivity, throughput and the learning curve.
Illumination	Red, deeply recessed, long wavelength LEDs	Red LEDs, close to nose, uneven	The DS2208's deeply recessed, long wavelength LEDs are gentle on the eyes and not easily viewed in scan stand mode; improves experience for workers and customers.
High Density Spec (minimum Mil)	4 Mil	5 Mil	Supports the small dense barcodes common on specialty retail items; increases versatility
Scan Stand	Automatic. Base and cup design keep the scanner secure	Automatic. Base and cup design may allow for the scanner to potentially be knocked out or tipped over	The scanner is easy to use in either handheld or hands-free mode and keeps lines moving.
Good Decode LEDs	Top and side mounted	Top mounted	Good decode LEDs that are visible from all angles improves worker productivity and reduces the learning curve.
IP rating	IP52	IP42	Provides additional protection against penetration by dust and liquid spills which can cause a scanner to fail.
Partner-declared best in class software tools	Yes 123Scan & Remote Management (SMS)	No	Allows customers to configure their devices easier and faster than ever before.



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