

**Product: PowerScan® PM8300-DK**

**General Availability: March 23, 2009**

**Product Bulletin Number: PB20090309**

**Public Announcement: April 6, 2009**

**Dated: March 9, 2009**

## The New PowerScan® PM8300-DK Cordless Laser Scanner with Display and Keyboard

### Product Overview

Datalogic Scanning is pleased to announce the introduction of the new PowerScan PM8300-DK, a laser scanner directed to customers requiring extreme mobility and versatility in manufacturing and warehouse environments. The full keypad, combined with the 4 lines x 16 characters display, significantly increases the possibility of interacting with the host, enlarging the potential of the scanner and making it suitable for applications that would normally require a more expensive portable data terminal. All of these new features are an addition to the outstanding characteristics of the PowerScan 8300 family.

The PowerScan PM8300-DK is designed to become the top of the range in the 1D premium line PowerScan family. The PowerScan PM8300 family now includes a basic cordless model: the PM8300; an intermediate model with the display and 3 keys keypad: the PM8300-D; and the superior model with display and full keypad: the PM8300-DK. All models are available with Standard or Auto Range optics to offer the optimal reading depth-of-field in any specific application.



The PowerScan PM8300-DK is equipped with a mobile phone-like keyboard with direct access to numbers. Access to the alphanumeric function is managed through a shift key that toggles between the 2 modes. The main benefits of a full alphanumeric keyboard are:

- The ability to enter manually bar codes that are not readable. In warehouses and generally all mobile applications, the operator is normally far away from the host. When using a standard scanner without the keyboard, a non readable bar code forces the operator to walk back to the host and enter the code on the host keyboard with a relevant time loss.
- The ability to enter manually data which is not encoded into a bar code. For example, when entering the quantity in a picking or inventory application.
- Higher interactivity with the host. While using the full keypad capability, the operator can more easily manage interactive sessions with the application running on the remote computer.

In addition, the 4 function keys are configurable with single or multiple characters to increase the product versatility and to make repetitive actions easier and faster.

Several operational modes are configurable:

- **Basic Data Entry:** bar codes are read or data is entered manually through the keyboard and simply transmitted to the host when the enter key is pressed.
- **Embedded Bar Code - Quantity Application:** the operator is prompted on the display when reading a bar code or entering the quantity. Two fields of information are joined sequentially following the configured format. The Code-Quantity pair can be transmitted separately or together in any order and with programmable separators, headers and terminators. Optionally, the same code can be transmitted repeatedly.
- **Code - Quantity Application can be driven by the host:** utilizing the bidirectional capability of the Datalogic STAR Cordless System™ radio, the prompt on the display and the operator activity is driven by the host.

The PowerScan PM8300-DK keyboard and display are equipped with a backlight which allows easy and intuitive operations in any type of lighting environment.

## Features and Benefits

**Feature:** Graphic Display and Keypad with 16 Keys

- Real interaction of the operator with the host
- Manual entry of 'unreadable' codes
- Manual entry of additional data (quantities, etc.)

**Benefit:** Higher mobility and versatility of use makes this reader attractive for many applications that would normally require a more expensive portable data terminal, reducing the Total Cost of Ownership (TCO)

**Feature:** Robustness and Environmental Protection

- The PowerScan PM8300-DK withstands 50 drops of 2 m / 6.5 ft to concrete
- Sealed from dust and water at an industry leading IP64 rating
- Operates between -20 to 50 °C / -4 to 122 °F
- It is functional after a 20 KV electrostatic discharge

**Benefit:** Reliability in the long term, reducing the Total Cost of Ownership (TCO)

**Feature:** High-speed digital hardware with advanced decoding algorithms including Datalogic's patented Puzzle-Solver™ technology contributes to outstanding good read feedback

**Benefit:** Fast and easy reading of any kind of bar code, providing ease of use

**Feature:** Compatible with the existing PowerScan PM8300 models and related accessories

- Uses the same cradle
- Also compatible with the existing Desk Holder, Stand, Protective Case and Chargers
- Allows the implementation of mixed installations (the existing scanners can be replaced with the new PM8300-DK) allowing for interoperability between the older and the new scanners

**Benefit:** Protects the investment, lowers the Total Cost of Ownership (TCO)

**Feature:** The new PowerScan PM8300-DK can be easily configured using the Datalogic Aladdin™ configuration software. All parameters can be modified and the configuration settings downloaded, saved, printed or sent via e-mail to remote customers.

**Benefit:** For Users: a reduced learning curve. For Partners: an opportunity for easy and effective support.

To summarize, the key product attributes include:

- State of the art durability
- Unmatched good reading feedback
- Outstanding reading performance on real life bar codes
- Reading distance: from contact to over 12.0 m / 39.3 ft
- Configuration simplicity
- Long lasting Li-Ion battery
- Proven reliability and flexibility of the Datalogic Star Cordless System™ radio
- Display and full alphanumeric keyboard with backlight
- Embedded management of code and quantity applications

## Marketing Positioning

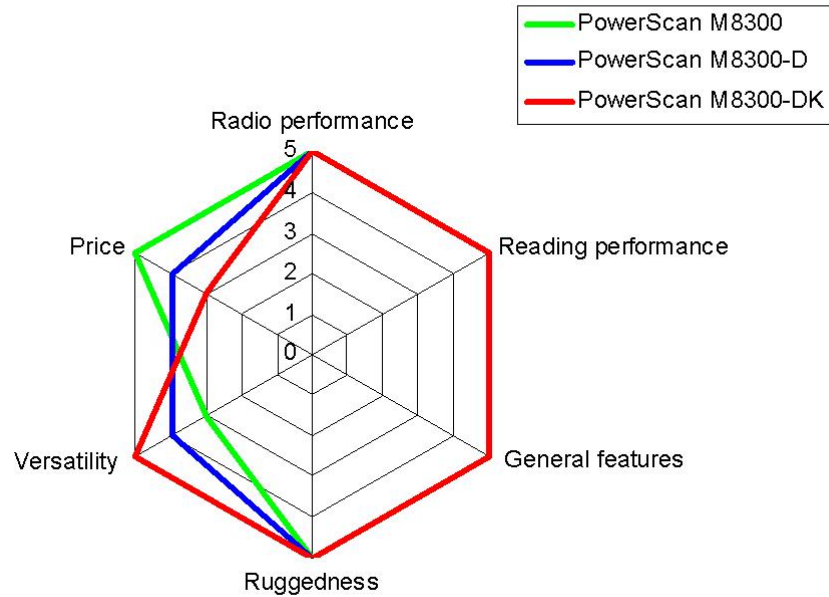
As already stated, the PowerScan M8300-DK will be the top of the range in the 1D premium line PowerScan family. The PowerScan PM8300 family now includes a basic cordless model: the PM8300; an intermediate model with the display and 3 keys keypad: the PM8300-D; and the superior model with display and full keypad: the PM8300-DK. All models are available with Standard or Auto Range optics to offer the optimal reading depth-of-field in any specific application.

The new model further improves the ease and versatility of use, adding the ability to manually enter unreadable codes or increasing the efficiency in simple code-quantity based applications like inventory, picking and DIY or Cash & Carry POS check outs. The radar diagram shown below illustrates the relative positioning of the different models inside the premium line family. The products are evaluated and classified on a complete set of characteristics that are grouped in:

- General Features (Interface Sets, Electrical Characteristics, Warranty, etc.)
- Radio Features (Connection Flexibility and Versatility, Networking, Radio Range, etc.)
- Reading Performance (Reading Distances, Maximum Resolution, Print Contrast Ratio, etc.)
- Versatility (Weight, Ergonomics, Visual and Audible Feedback, Configuration Flexibility, etc.)
- Ruggedness (Drop Robustness, IP Protection, Temperature Range, ESD Protection, etc.)
- Price

All the features on the different models are the same with the exception of the display/3 keys or full keypad. The price positioning directly and proportionally reflects the different value offered by the three models because of the availability of the display/3 keys and the display with the full keypad respectively.

**DATALOGIC PORTFOLIO – 1D PREMIUM LINE**



**Applications**

The PowerScan PM8300-DK can be used in *all of the same applications* where the PowerScan PM8300 and PM8300-D are being used. This is because the keyboard adds the ability to manually enter unreadable bar codes and improves the efficiency in any ‘time critical’ application. Additionally, it provides new opportunities for applications currently using mobile terminals with its sleek and simple design. Simple code-quantity applications such as inventory, picking, etc., can be conveniently utilized.

- 1st Target: Manufacturing/ Warehouse:**  
Shipping and Receiving, order processing, parcel preparation, pallet tracking and put-away are the typical activities in any warehouse (large or small)
- 2nd Target: Retail/POS check-out:**  
Check-out activity takes advantage of the keypad especially when several items with the same bar code are in the trolley
- 3rd Target: Transportation and Logistics / Warehouse / Sorting:**  
In-and-out parcel sorting, conveyor end-of-line and automatic sorting systems backup are all typical activities in Logistic Centers (large or small)

## Ordering Information

The PowerScan PM8300-DK is offered with some variants:

- With 433 or 910 MHz radio (to satisfy the different country regulations)
- With Standard or Auto Range laser module
- All models have a removable battery pack

## Available Models

The table below lists the available models.

Part Number	Description
PM8300-DK433RB	PowerScan PM8300/DK 433 MHz Removable Battery
PM8300-DKAR433RB	PowerScan PM8300/DK AR 433 MHz Removable Battery
PM8300-DK910RB	PowerScan PM8300/DK 910 MHz Removable Battery
PM8300-DKAR910RB	PowerScan PM8300/DK AR 910 MHz Removable Battery

## Critical Dates

General Availability is planned to be March 23, 2009 and the Public Announcement is scheduled for April 6, 2009.

At the GA date we will have limited stock for each model and our capacity could be limited based on demand ramp-up on the different models. We expect a stabilization of orders in late April/May with production working at full speed.

## Accessories

The PowerScan PM8300-DK inherits all of the existing accessories currently available for the other models of PowerScan PM8300: Desk Holder, Stand, Cradles, Chargers, Protective Case, Batteries, etc.

## Service and Technical Support

All models of the PowerScan PM8300-DK family come with a standard 3 year factory warranty. Service will be provided either by Datalogic Scanning or Datalogic Scanning Authorized Repair Centers.

## Frequently Asked Questions

### 1) Does the PowerScan PM8300-DK replace any existing product?

No, the new model is in addition to the existing PowerScan models.

### 2) Does the PowerScan PM8300-DK require a specific model of the base station?

No, the PowerScan PM8300-DK is 100% compatible with the existing base stations (BC8030 and BC8060).

**3) Does the PowerScan PM8300-DK support 'customer' developed application (i.e.; can the user download to the scanner its own application)?**

No, the PowerScan PM8300-DK is not a 'portable terminal'. It is a handheld reader with a keyboard to allow manual data entry.

**4) Does the PowerScan PM8300-DK include the Datalogic patented 'Green Spot'?**

Yes, the PowerScan M8300-DK is equipped with the patented 'Green Spot' on the bar code.

**5) Can customers order a custom configured model?**

Yes they can. They will need to submit an FSR (Field Service Request) for this request. The decision to release a special version will be made based on strategic importance and quantity commitment.

**6) Can this product be made available with a custom logo/color?**

Yes. They will also need to submit an FSR (Field Service Request) for this request. The decision to release a special version will also be made based on strategic importance and quantity commitment.

**7) Will there be Kits available?**

Yes, we are preparing Kits including a scanner, cradle, cable and power supply for the most used combinations.

## Sales Tools

The following Sales Tools are currently available for the PowerScan PM8300-DK scanner:

- [PowerScan PM8300-DK Marketing Information Guide \(MIG\)](#)
- [PowerScan PM8300-DK Competitive Selling Guide](#)
- [PowerScan PM8300-DK PowerPoint Sales Presentation](#)
- [Email HTML Template](#)
- [Web Banner Suite](#)
- Data Sheets
  - [English \(US LTR\)](#)
  - [English \(A4\)](#)
  - [Brazilian Portuguese](#)
  - [Chinese](#)
  - [French](#)
  - [German](#)
  - [Italian](#)
  - [Japanese](#)
  - [Russian](#)
  - [Spanish](#)
- Product Photography – Visit the Extranet for a complete library of photography available.

## For More Information

Please contact Stefano Vassura, Product Manager: [stefano.vassura@datalogic.com](mailto:stefano.vassura@datalogic.com).

**Note:** PowerScan is a registered trademark of Datalogic Scanning, Inc. Datalogic is a registered trademark of Datalogic S.p.A. in many countries and the Datalogic logo, Aladdin, Puzzle Solver and STAR are trademarks of Datalogic S.p.A. All other brand and product names may be trademarks of their respective owners.