

# TWO DIMENSIONAL IMAGERS

WHAT THEY ARE & HOW THEY WILL HELP YOUR BUSINESS GROW

## ? What does a 2D Imager do?



**2D Imagers** are more robust barcode scanners. They are capable of scanning both 1D and 2D barcodes, and can also read barcodes off of a larger variety of materials.

**So,** how can upgraded barcode scanning capabilities lead to upgraded profits?



## Mobile Marketing & Loyalty Programs



**FACT:** 2D Imagers are capable of reading barcodes off of a variety of surfaces, including the screen of a smartphone.

### HOW IT WILL HELP:

Customer receives promo email with coupon barcode



Customer goes to store



Store scans coupon directly off customer's phone



2D Imagers also allow Loyalty Programs to be accessed through a barcode on the customer's smartphone, eliminating the need for wallet or keychain cards.

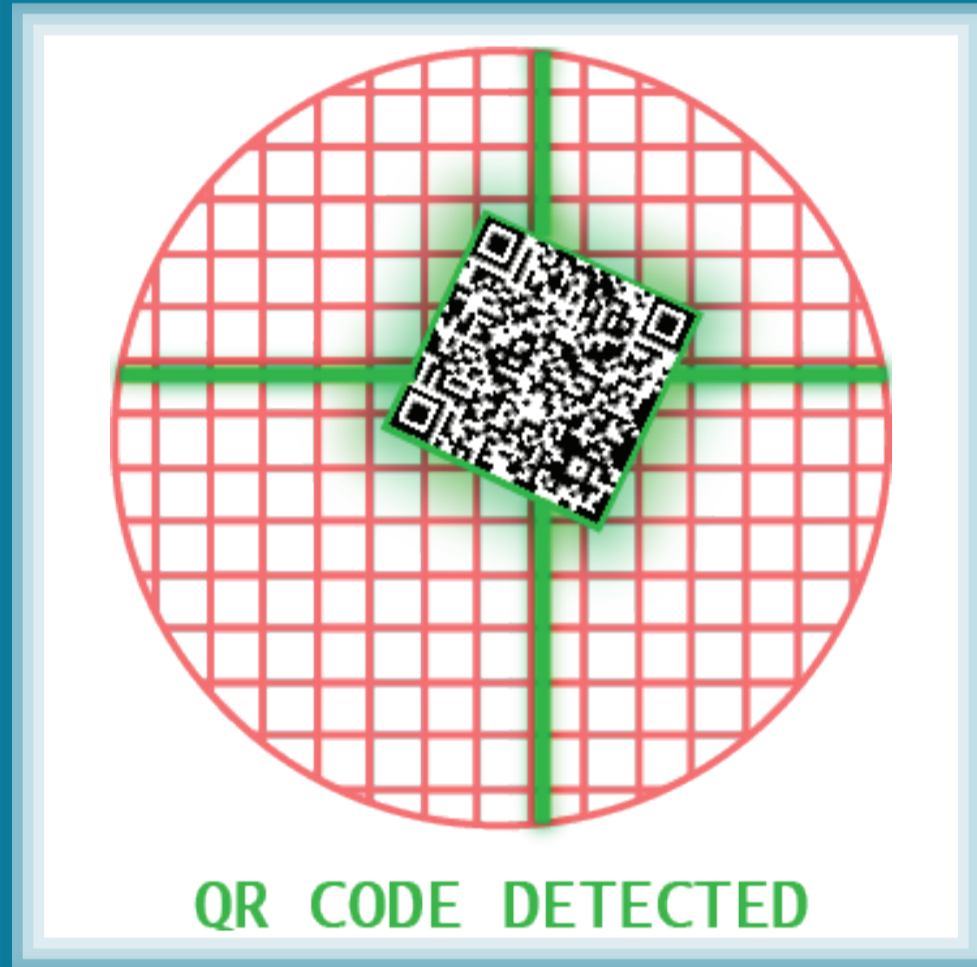
## On-the-Job Scanning



**FACT:** 2D Imagers have omnidirectional scanning, which means they can read barcodes in any orientation.

### HOW IT WILL HELP:

Scan barcodes quickly by eliminating the frustration of finding the "sweet spot."



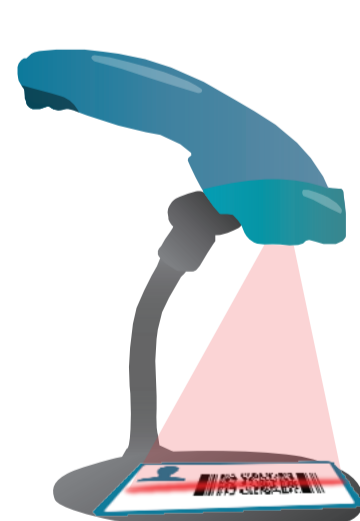
## Instantaneous Age Verification



**FACT:** Most Drivers Licenses in the United States contain the individuals information in a 2D barcode which can only be read by a 2D Imager.

### HOW IT WILL HELP:

Stores that sell alcohol, such as bars, liquor stores, and grocery stores, can take advantage of these barcodes to quickly and accurately verify the age of a customer.



## Lower Total Cost of Ownership



**FACT:** High quality 2D Imagers have no moving parts, and are proven to be the industry's most reliable method of barcode scanning to date.

### HOW IT WILL HELP:

Reliable scanning means less downtime, which allows completion of work without the worry of when the next device will break down.



**Interested in 2D Imaging?  
Give us a call at 800-830-9523**

**Our highly trained tech experts will be happy to answer your questions.**

