



MAGELLAN™ 800i

TABLE OF CONTENTS

1.	Introduction .....	3
2.	Positioning.....	3
3.	Statements .....	4
3.1.	Family Positioning.....	4
3.2.	Product Positioning.....	4
3.3.	Product Overview .....	4
4.	Features and Benefits .....	6
4.1.	Key Features and Customer Benefits .....	6
5.	Market Trends .....	10
5.1.	Technology Trends .....	10
5.2.	Market Trends.....	10
6.	Sales and Marketing Information.....	11
6.1.	Product Ad Builders .....	11
6.2.	Channel Bullets.....	12
6.3.	Elevator Pitches.....	12
6.4.	Email Template Copy .....	13
7.	Warranty and Service Information.....	14
7.1.	Factory Warranty .....	14
7.2.	Maintenance Agreements .....	14
7.3.	Technical Support.....	15
8.	How to Order.....	15
8.1.	BB - Select Scanner Color (black or white).....	15
8.2.	CC - Select Host Interface .....	15
8.3.	D - Select Software Features.....	15
8.4.	E - Determine Packaging Option .....	15
8.5.	F - Determine if an External Power Supply is Needed and for Which Region .....	15
8.6.	GG - Select Host Interfacing Cable.....	15
8.7.	Product Configurations .....	15
9.	Frequently Asked Questions .....	17
10.	Summary.....	18

## 1. Introduction

The Magellan™ 800i imager is an entry-level presentation scanner utilizing the latest in imaging technology to achieve class-leading levels of performance, features and value for its price point. The 800i imager is capable of reading 1D and 2D bar codes as well as supporting more advanced features like image capture and EAS tag deactivation.

The Magellan 800i imager uses third generation Illumix™ intelligent illumination technology to optimize light levels for automatically reading bar codes from mobile phones and for capturing images. Illumix technology also provides incredible motion tolerance, exceeding other 2D scanning solutions, enabling both 'sweep' and 'presentation' style scanning techniques. Its compact size and footprint make it the ideal solution for space-constrained environments.

Like all Magellan bar code scanners, the Magellan 800i imager includes a powerful label editing tool which can parse or manipulate label data and also allows easy integration into existing or new host systems. The Magellan family of value-added features (including Diagnostics Reporting, Host Download and Advanced Label Editing) allow management to use valuable data from the scanner to improve throughput and manage maintenance. Additionally, each Magellan 800i imager supports Remote Management Systems to streamline operations and ongoing support across an enterprise.



## 2. Positioning

### On-Counter Product Positioning



### 3. Statements

#### 3.1. Family Positioning

The Magellan 800i imager is an entry-level product. It will not replace any Magellan reader and will co-exist with the Magellan™ 1100i, 1400i, 2200VS and 3200VSi readers in our portfolio of fixed retail, on-counter products. As the entry-level on-counter scanner in the world's leading Magellan line of high performance retail scanners, the 800i imager is the ideal solution for customers who value good all-around scanning features, high performance, and price over the pure throughput performance and premium features available from the other Magellan data capture products. It is the next step up in performance for those customers dissatisfied with handheld scanner performance or form. Like all other Magellan scanners, the Magellan 800i imager offers category leading performance, value and the industry's best quality and reliability along with unique features like Illumix intelligent illumination technology for automatically reading bar codes from mobile devices or capturing digital images.

#### 3.2. Product Positioning

The Magellan 800i imager represents the latest innovations in imaging based data capture technology from Datalogic ADC for the most cost-conscious users. Never before have such powerful imaging technology and advanced features been offered in an entry-level scanner. Most competitors can only offer inferior, laser-based products for the same price point. Like the Magellan 1100i and 3x00i scanners, the Magellan 800i imager uses a proven solid-state design with no moving parts for excellent reliability and durability. Its sleek 'window forward' look is both stylish and ergonomic for hands-free and handheld use for heavy or large-sized items while maintaining a small overall counter footprint to maximize valuable Point of Purchase (POP) counter selling space.

The Magellan 800i imager is designed to compete against any low cost on-counter presentation bar code reading solution for low to medium volume POS applications. It presents the Magellan brand to be more accessible than ever before to customers unable to afford or consider previous Magellan products based on acquisition price. The Magellan 800i imager will bring a new level of performance and features to an ever increasing population of emerging customers who are discovering the benefits of scanning for the first time or who are familiar with the omnidirectional laser-based solutions of Datalogic's competitors, but desire more capabilities without surpassing their budgets. The Magellan 800i imager creates superior imaging performance with excellent productivity and features available for the first time to virtually anyone who is interested in automating their operation with bar codes or who wants to replace their current omnidirectional laser-based products.

#### 3.3. Product Overview

The Magellan 800i imager employs all the knowledge learned from our previous Magellan imaging products: the Magellan 3200VSi, Magellan 1400i, Magellan 1000i and Magellan 1100i imagers, but at a more economical price. High performance on-counter imaging is now available for the first time to virtually anyone who currently uses omnidirectional laser based products. With superior 1D scanning performance plus all the benefits of Datalogic's patented imaging technology, the Magellan 800i imager is the best choice for improving data collection productivity while supplying the best ROI. The Magellan 800i imager is a new design optimized for providing exceptional data collection and an imaging-based feature set – all for an amazing price! The Magellan 800i imager is available in both 1D and 2D models and all 1D models can easily be upgraded in the field for 2D decoding should the need arise. Datalogic's high powered data editing and parsing engine as well as 'third generation' Illumix intelligent illumination technology for mobile phone scanning, configurable image capture mode and CheckPoint EAS antenna all

combine to make the Magellan 800i imager 'the top choice' for cost-conscious retailers seeking high omnidirectional imaging performance in a compact size.

The Magellan 800i imager achieves astonishing performance by using a hybrid platform of Datalogic's best imaging technologies. First, it uses Digital Scan Lines (DSL's) similar to the Magellan 1100i and 1400i imagers to fully harness all of the advanced decoding capabilities developed over the last 35 years for the World's #1 high-performance in-counter Magellan bi-optic scanners. This allows the Magellan 800i imager to achieve unprecedented levels of performance on the most common retail bar codes using capabilities like the multiple-segment bar code stitching. The second key component comes from Datalogic's Vision Library (VL) which takes advantage of over 30 years of developing high speed, imaging-based automated industrial systems for the most demanding applications using both 1D and 2D codes. The net result is exceptional productivity, even with poor quality codes, from the affordable Magellan 800i on-counter imager.

In any imaging based bar code system two problems always present themselves – how to best handle motion/movement and how to generate the appropriate levels of light. Using Datalogic's improved Illumix intelligent illumination technology in concert with the Magellan 800i imagers' powerful global shutter imager solves these problems by being more efficient with available ambient light and by automatically adjusting to different light levels for the best performance in scanning. This allows the Magellan 800i imager to effectively read bar codes in motion at speeds up to 60 inches per second (ips) and to automatically detect bar codes being presented from illuminated screens (like those found on mobile phones or computer screens). The product also offers a new programmable IR LED based 'Night Vision reading mode' for closed-loop light sensitive applications. This allows the Magellan 800i imager to read bar codes without any visible light. In fact, the Illumix intelligent illumination technology performs equally well in dark or very bright, sun-lit applications while providing consistent performance across different indoor lighting (e.g. halogen, incandescent and fluorescent lighting). Intelligent Illumination provides all of these benefits while minimizing annoying LED flashing commonly associated with imaging-based scanning systems.

The Magellan 800i imager employs an aggressive looking 'window forward' design with a large scanning window affixed to an infinitely adjustable integrated tilting stand for easy scan volume optimization for virtually any application. Another distinct advantage of the Magellan 800i imager is how easy it is to use in applications requiring both on-counter and handheld scanning. The handheld ergonomics of the product are very good for an on-counter presentation scanner. It features a tapered, streamlined design to aid in a secure grip when necessary. The good read LED is very large and in a centralized location to equally facilitate left or right handed users. The product feels comfortable in the hand – there are no hard edges or corners to cause discomfort. The window is deeply recessed to protect it from scratches and uses a scratch resistant coating. Best of all, the Magellan 800i imager offers true 360° omnidirectional reading and there is no alignment of the bar code required for either 1D or 2D bar codes.

Like all Magellan bar code scanners, the Magellan 800i imager is designed and built to last. Datalogic constantly strives to minimize the total-cost-of-ownership (TCO) while keeping the original acquisition price competitive. Quality and reliability are of paramount importance and each new product release, including the Magellan 800i imager, must pass a rigorous series of simulated life tests to prove worthy of the Magellan name. You can rest easy knowing each Magellan 800i imager has been tested to survive multiple 1.2 m / 4.0 ft drops to a concrete surface, up to 100 15.0 cm / 6.0 in counter drops and electro-static-discharge (ESD) events up to 20,000 volts. The Magellan 800i imager is pushed to the limits and beyond so that customers can count on years of worry-free performance with Datalogic products.

Effectively managing loss prevention is a key to restoring lost profits. That's why the Magellan 800i imager comes with an integrated CheckPoint® compatible EAS antenna and Interlock compatible software which can help reduce 'sweet-hearting' shrink at the POS by requiring a good-read before the EAS tag deactivation occurs. Performing EAS tag deactivation at the point of scanning reduces 'failure to deactivate' events at the exit doors, creating a friendlier atmosphere for customers. Additionally, having EAS antenna's pre-installed in every Magellan 800i imager at the factory simplifies field installation and inventory management.

Simplifying data management is essential for POS operations. To make this easier, the Magellan 800i imager has a powerful 'label editing' feature that allows pre-formatting of data before delivery to the POS. This allows the reader to reliably parse specific fields or application identifiers (AI's) without any alteration to the host application. Value-added features such as Diagnostics Reporting and Host Download allow management to use additional data from the scanner to improve throughput and manage maintenance. In addition, each imager can also support Remote Management Systems like IBM Tivoli/Director or other WMI compatible tools by simply using the standard Datalogic OPOS driver for host interfacing.

Improve productivity while expanding the data collection possibilities at the point-of-sale and beyond with the versatile Magellan 800i omnidirectional imager. Never has so much performance and value been available in such a small future-proofed design.

## 4. Features and Benefits

### 4.1. Key Features and Customer Benefits

PRODUCT FEATURES	CUSTOMER BENEFITS
Aggressive Imaging Technology	<p>Increases check-out productivity and improves customer service by reducing the scan time, especially on traditionally hard-to-read or damaged bar code labels using a combination of Datalogic's latest vision and Digital Scan Line (DSL) decoding platforms.</p> <ul style="list-style-type: none"> <li>• Aggressive imaging performance on 1D or 2D codes</li> <li>• Intuitive operation</li> <li>• Reduces checker training</li> <li>• Speeds check-out for better customer service</li> </ul>
1D and 2D Models	<p>All of the most popular codes are supported.</p> <ul style="list-style-type: none"> <li>• 1D models are field upgradable to 2D models</li> <li>• Buy only what you need, when you need it</li> <li>• Future-proofs data collection</li> </ul>
Illumix Intelligent Illumination Technology	<ul style="list-style-type: none"> <li>• Allows the scanner to automatically read bar codes from backlit or illuminated displays (e.g. mobile phones, PC's, etc.) in hands-free presentation or handheld scanning modes</li> <li>• Enables the scanner to perform equally well in very dark to very bright ambient light environments</li> <li>• Automatically optimizes imager and illumination settings for image capture mode</li> <li>• Eliminates the flashing commonly associated with full array imaging</li> </ul>

PRODUCT FEATURES	CUSTOMER BENEFITS
Extensive Image Capture Controls and Settings	<ul style="list-style-type: none"> <li>• Optimize image transfer times using configurable .jpg compression</li> <li>• Contrast and brightness are configurable</li> <li>• Automatically synced LED pulsing for brighter images</li> </ul>
Auto-discriminates All Bar Codes	<p>The checker has the freedom to scan normal items, ID cards and mobile phone codes totally hands-free using the same peripheral device.</p> <ul style="list-style-type: none"> <li>• Separate 2D scanners are not needed</li> <li>• Simplifies and saves space at the point-of-sale</li> <li>• Handheld scanning is still available when needed</li> </ul>
Omnidirectional Operation on All Bar Codes	<p>Allows the checker to use either a sweep or presentation style of scanning, depending upon the environment and the types of items:</p> <ul style="list-style-type: none"> <li>• Reduces checker training times</li> <li>• Speeds check-out for better customer service</li> </ul>
Hands-free or Handheld Scanning Mode Options	<p>Typical hands-free scanning in either presentation or sweep styles or the checker can easily pick up the reader to scan bulky or heavy items:</p> <p>Ergonomic design that matches the right scanning technique to the item to be scanned</p> <p>Reduces checker training</p> <p>Speeds check-out for better customer service</p>
Small Size	<p>Takes up very little valuable counter space:</p> <p>Frees up additional revenue-producing counter space</p> <p>Allows hands of all sizes to comfortably hold the scanner when needed</p> <p>Easy integration into new or existing POS solutions</p>
Automatic Programmable Sleep Mode	<p>Allows unit to automatically go into a low power usage state when there is no scanning activity. The amount of inactive time is programmable by the user.</p> <p>Lowers overall power consumption</p> <p>Because there is no 'spin-up' time for a motor when the unit senses an item, the on time is virtually instantaneous</p> <p>Green LEDs 'breathe' while in sleep mode</p>
Solid-state Electronics	<p>Reduces total-cost-of-ownership (TCO) for the user while increasing performance and improving operational efficiency:</p> <p>Designed with no moving parts, the Magellan 800i imager is more durable than laser scanners with spinning, wobbling mirrors and high-speed motors</p>
Multiple Interfaces in Every Unit	<p>The most popular interfaces are supported in every unit, which increases flexibility while protecting the user's investment:</p> <ul style="list-style-type: none"> <li>• Includes IBM USB, USB HID Keyboard, USB COM and RS-232 interfaces</li> <li>• Provides an easy, low cost migration path – simply scan a programming label and change the cable</li> <li>• Simplifies and reduces costs of inventory for resellers</li> </ul>

PRODUCT FEATURES	CUSTOMER BENEFITS
Checkpoint® Systems EAS and Interlock Compatible	<p>Allows the Checkpoint Electronic Article Surveillance (EAS) system to be integrated into the scanner:</p> <p>Reduces deactivation failures by linking scanning and EAS tag deactivation</p>
Precise Imaging Scan Volume	<p>Provides a well-defined scan volume that helps prevent accidental scans of items on a small checkout surface:</p> <p>Reduces misreads caused by stray laser scan lines</p> <p>Reduces error correction time caused by misreads at the check-out</p>
Flash Memory	<p>Lower cost of ownership since software is easily upgraded:</p> <p>Scanner configuration can be changed</p> <p>New symbologies or updates for existing symbologies are easily added</p>
Micro USB-B Port	<p>The Micro USB-B port on every unit is used to connect a PC with a standard USB cable which can load new application firmware or configuration files. Diagnostic and unit information can also be uploaded from the scanner.</p> <p>Flexibility in software maintenance methods</p>
Magellan™ On Screen Programming Tool	<p>The Magellan 3200VSi is supported by the Magellan On-Screen Programming Tool. The tool is PC based and allows complete software maintenance to be performed on a PC. Configurations and application firmware can be loaded, uploaded and maintained by the PC.</p> <p>Load configurations files directly to scanner</p> <p>Load configuration to a micro-SD card for a later transfer to the scanner</p> <p>Transfer diagnostic, scanner status and serial number to the PC</p> <p>Note: See Magellan OSP reference material</p>
Hands-free or Handheld Scanning Mode Options	<p>Typical hands-free scanning in either presentation or sweep styles or the checker can easily pick up the reader to scan bulky or heavy items:</p> <p>Ergonomic design that matches the right scanning technique to the item to be scanned</p> <p>Reduces checker training</p> <p>Speeds check-out for better customer service</p>
Small Size	<p>Takes up very little valuable counter space:</p> <p>Frees up additional revenue-producing counter space</p> <p>Allows hands of all sizes to comfortably hold the scanner when needed</p> <p>Easy integration into new or existing POS solutions</p>



PRODUCT FEATURES	CUSTOMER BENEFITS
Automatic Programmable Sleep Mode	<p>Allows unit to automatically go into a low power usage state when there is no scanning activity. The amount of inactive time is programmable by the user.</p> <p>Lowers overall power consumption</p> <p>Because there is no 'spin-up' time for a motor when the unit senses an item, the on time is virtually instantaneous</p> <p>Green LEDs 'breathe' while in sleep mode</p>
Solid-state Electronics	<p>Reduces total-cost-of-ownership (TCO) for the user while increasing performance and improving operational efficiency:</p> <p>Designed with no moving parts, the Magellan 800i imager is more durable than laser scanners with spinning, wobbling mirrors and high-speed motors</p>
Fully Integrated Stand with +/- Tilt Adjustment	<p>Tilting base allows the scan volume to be optimized for each application or user</p> <p>Improves user comfort</p> <p>Reduces checker training</p> <p>Speeds check-out for better customer service</p>
Fixed Mounting Plate	Allows the scanner to be fixed or mounted to virtually any flat surface.
Improved 'Green' Features	<ul style="list-style-type: none"> <li>• All plastics used are recyclable – no embedded metal screw hole (called bosses)</li> <li>• Complete RoHS compliance – no lead based solders or heavy metals</li> <li>• Reduced power consumption and new, more efficient power supplies</li> <li>• No motor – one of the hardest components to recycle</li> <li>• Reduced mirrors (also hard to recycle) from 10 to 2 compared to laser based products</li> </ul>
Available in Either Black or Datalogic White	Other colors and custom logo options are available for a minimum quantity purchase. Please contact Datalogic ADC or your Datalogic ADC reseller for more information on this service.
Li-ION battery pack 2,150 mA	Operating autonomy exceeds 30,000 cycles (reading and transmission) → guarantees more than one shift

5. Market Trends

5.1. Technology Trends

- New applications for 2D bar codes like Data Matrix, QR Code and PDF-417 continue to grow
  - Many European countries are migrating to the Data Matrix code for pharmacy and drug marking for enhanced tracking. This trend will likely expand around the world.
  - Emerging 2D codes are currently being used for e-tickets, e-coupons and e-payment applications.
  - IATA endorsing the use of Aztec, QR Code or Data Matrix codes to replace magnetic stripe technology for printed and mobile generated airline tickets.
  - Real ID Act in USA requires the use of a standard PDF-417 bar code for all government issued identification cards.
- Mobile phone-based commerce, coupons and ticketing applications are reinforcing imaging technologies
- More end-user customers (beyond tier 1 retailers) considering and pursuing Remote Management Systems



5.2. Market Trends

**Forecasted Global Shipments of Stationary POS Bar Code Scanners Segmented by Product Type**

(Millions of Dollars)

	Historical	Historical	Historical	Base Year	FORECAST					CAGR
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2010-2015
Bioptic	200.9	246.9	180.8	209.2	219.9	231.9	245.6	261.3	279.1	5.9%
Presentation	126.0	135.0	96.6	115.7	122.8	130.7	139.6	149.4	160.3	6.7%
Mini-Slot	49.5	51.3	37.0	45.2	47.2	49.6	52.3	55.3	58.7	5.4%
Price Checkers	22.4	23.9	18.5	20.2	21.6	23.1	24.4	26.1	27.8	6.6%
<b>Total</b>	<b>398.9</b>	<b>457.1</b>	<b>332.9</b>	<b>390.2</b>	<b>411.6</b>	<b>435.3</b>	<b>461.9</b>	<b>492.1</b>	<b>525.8</b>	<b>6.1%</b>

**Forecasted Global Shipments of Stationary POS Bar Code Scanners Segmented by Product Type**

(Average Factory Selling Price (AFSP) - Dollars)

	Historical	Historical	Historical	Base Year	FORECAST					CAGR
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2010-2015
Bioptic	870.2	735.2	713.9	699.6	679.1	657.2	633.9	610.3	586.0	-3.5%
Presentation	329.7	277.9	269.5	263.6	255.3	246.6	237.5	228.3	219.0	-3.6%
Mini-Slot	386.2	327.5	318.9	314.5	306.6	297.7	288.2	278.9	269.2	-3.1%
Price Checkers	749.1	660.3	617.0	576.0	552.2	526.4	503.8	477.4	449.3	-4.8%
<b>Average</b>	<b>517.1</b>	<b>450.6</b>	<b>439.4</b>	<b>425.8</b>	<b>412.4</b>	<b>398.1</b>	<b>383.3</b>	<b>368.5</b>	<b>353.4</b>	<b>-3.7%</b>

- Presentation scanning represents a robust \$130 million segment across many verticals with the highest growth rate within Fixed Retail Scanning
- 2D handheld scanners offer a compelling alternative to on-counter presentation scanners:
  - They typically have 5-year warranties, longer depth-of-field (DOF) and handheld versatility for similar cost
  - They lack the same throughput as a presentation scanner, especially for on-counter hands-free scanning
  - They have a much lower tolerance for motion of bar codes: typically less than 64 cm per sec. / 25 inches per sec.; most presentation scanners can handle three times that amount of motion
- More industry players are transitioning their presentation scanner class of products to 2D imaging technology and the presentation category is the easiest place to start since performance expectations are less than mini-slot and bi-optic products

## 6. Sales and Marketing Information

### 6.1. Product Ad Builders

Ad Builders are modular blocks of pre-approved copy which are provided to the channel for their individualized use. Examples include: Sales Catalogs, Newsletters, Presentations and localized Promotions. The text could also be used when making prospecting calls.

#### 100 Word Product Copy

The Magellan™ 800i omnidirectional presentation imager is a versatile data collection tool for many applications. It uses Datalogic ADC's latest digital imaging technology to provide intuitive and fast reading of 1D and 2D bar codes. Additionally, it offers image capture, Illumix™ intelligent illumination for seamlessly reading bar codes from mobile devices and has a built-in EAS antenna for linked tag deactivation. The Magellan 800i imager uses a solid-state design with no moving parts for excellent reliability and a small enclosure to maximize valuable counter selling space. Expand your data collection possibilities at the POS with the Magellan 800i imager.

#### 50 Word Product Copy

Expand your data collection possibilities with the Magellan™ 800i omnidirectional presentation imager. It uses Datalogic ADC's latest digital imaging technology to provide intuitive and fast reading of 1D and 2D bar codes. It also features Illumix™ intelligent illumination technology for reading bar codes from mobile devices. Maximize your productivity with Datalogic's Magellan 800i imager.

#### 25 Word Product Copy

The Magellan™ 800i imager is an exceptional value and offers next generation imaging technology for excellent productivity, improved reliability and unique features to expand your data collection possibilities.

#### 15 Word Product Copy

The Magellan™ 800i imager provides excellent performance, reliability and unique features to maximize POS scanning productivity.

## 6.2. Channel Bullets

### Target Audience: (Distributors, Channel or End User)

- Datalogic ADC fixed retail scanners are number one in the world and the Magellan™ 800i imager builds on that reputation with performance, reliability and innovative features that retailers value most.
- The Magellan™ 800i imager uses improved Illumix™ intelligent illumination technology for reading bar codes from mobile devices, optimizing image quality during image capture, providing consistent performance across very dark to very bright ambient lighting and minimizes LED flashing. The product works better in more diverse and emerging applications than any other presentation scanner available.
- The intuitive omnidirectional scanning of 1D and 2D bar codes reduces cashier training and speeds check-out processes for better customer service.
- Proven imaging technology eliminates moving parts (mirrors, motors, etc.) associated with laser scanners for improved reliability and enables new mobile commerce applications like e-coupons, e-ticketing and e-payments using mobile phone-generated bar codes.
- Fully upgradeable software based on digital imaging technology lowers the total-cost-of-ownership. Purchase only the products and accessories that you need. 1D models are field upgradable to 2D models. This provides a new potential revenue stream after the initial product sale and installation, while providing more flexibility to the end-user.
- The Magellan™ 800i imager with 2D decoding excels at driver's license and/or ID verification applications and can be loaded with powerful, custom data parsing logic to engage virtually any host application or output preference.
- For customers using CheckPoint® EAS deactivation systems, the Magellan™ 800i imager comes with an integrated deactivation antenna AND can support interlock functionality to properly link scanning and tag deactivation to minimize shrink.

## 6.3. Elevator Pitches

(An elevator pitch is a brief overview of an idea for a product, service or project. This is intended to be delivered verbally and is called an 'elevator pitch' because it can be delivered in the time span of an elevator ride (about thirty seconds). Picture this: you step onto an elevator and standing right there is your dream customer. To make sure you're ready to seize the moment, you need the quick facts that will help you to deliver an effective "elevator pitch". You have to convey all the essential information in a clear and concise manner. The elevator pitch is simply intended to capture the attention of a potential customer. If you achieve that, the odds are good that you'll get a chance to present your business idea in more detail.)

### Distributors/Channel:

The Magellan™ 800i omnidirectional presentation imager is the ultimate product to replace and extend your current presentation scanning solution. It combines the productivity your customers expect from traditional omnidirectional laser presentation scanners plus 2D bar code reading capabilities, the ability to read bar codes from mobile devices and the ability to capture images - all in a lighter, smaller, more ergonomic form factor than current laser-based designs. Add to that improved reliability because it uses no moving parts and it is a part of Datalogic ADC's number one brand of fixed retail scanners - the Magellan product line – used by the world's top retailers for its consistently high level of reliability and performance. All of this, and more, is available in the new Magellan 800i omnidirectional presentation imager. Are you interested in learning more?

### End Users:

What would you say if I told you that you could have an on-counter scanning solution that combines the productivity you have come to expect from traditional omnidirectional laser presentation scanners and includes 2D bar code reading capabilities, the

ability to read bar codes from mobile devices and the ability to capture images - all in a lighter, smaller, more ergonomic form factor than current laser-based designs? Add to that improved reliability because it uses no moving parts to operate and is a part of Datalogic ADC's number one brand of fixed retail scanners - the Magellan™ product line – used by the world's top retailers for its consistently high level of reliability and performance. All of this, and more, is now available in the new Magellan 800i omnidirectional presentation imager. Are you interested in learning more? It offers more performance, reliability and useful benefits than any other presentation scanner you are currently selling. All for a surprisingly affordable price!

#### 6.4. Email Template Copy

##### **Retail:**

##### **Affordable Excellence!**

Now with the Magellan™ 800i imager, the latest innovations in imaging-based data capture technology are more accessible than ever before. As the newest extension of the Magellan™ product family, the 800i imager offers high performance, extensive features and excellent value for cost-conscious retailers wanting all the advantages of camera-based technology.

- **Aggressive 'hands-free' imaging technology** - Increases check-out productivity and improves customer service by reducing the scan time, especially on hard-to-read or damaged bar code labels
- **Tap into the latest mobile marketing trends** - Datalogic's Illumix™ intelligent illumination technology automatically reads bar codes from mobile devices like smartphones, PDA's and laptops
- **Reads 1D and 2D bar codes - Buy only what you need, when you need it!** - All 1D models can easily be upgraded in the field to read 2D codes
- **Solid-state design with no moving parts** – The Magellan 800i imager is pushed to the limits and beyond so that you can count on years of worry-free operation
- **Powerful, advanced label editing allows pre-formatting of data before delivery to the POS** - Reliably parse specific fields or application identifiers (AI's) without any alteration to the host application
- **Supports Remote Management Systems** - Streamlines operations and ongoing support across an enterprise

**Contact your Datalogic representative to order your Magellan 800i imager today!**

##### **Entertainment / Transportation ACCESS Control:**

##### **May I See Your Ticket Please?**

The Magellan™ 800i imager offers an economical solution for use in all types of stationary access control points like those found at cinemas, theatres, airports, or any event where bar coded tickets and coupons are used.

Featuring Datalogic's third generation Illumix™ intelligent illumination technology, the Magellan 800i imager uses the Illumix technology to automatically adjust to different light levels for the best scanning performance. The Illumix technology empowers the scanner to perform equally well in dark environments like cinemas, or in very bright light such as outdoor events, as well as ensuring consistent performance across different indoor lighting systems (e.g. halogen, incandescent and fluorescent) found in airports, train stations or exhibit halls.

- **Reads 1D and 2D bar codes - Buy only what you need, when you need it!** - All 1D models can easily be upgraded in the field to read 2D codes

- **True 360° omnidirectional reading** - No alignment of the bar code required for either 1D or 2D bar codes, making reading fast, easy and ergonomically safe
- **Small size** - Allows hands of all sizes to comfortably hold the scanner when needed. Small overall footprint saves valuable counter space
- **Automatically read bar codes from backlit or illuminated displays (like those found on mobile phones or computer screens)** - Perfect for e-tickets, e-coupons and e-payment applications
- **Programmable IR LED-based Night Vision reading mode** for closed-loop light sensitive applications -Allows the Magellan 800i imager to read bar codes without any visible light.
- **Fixed mounting plate** - Can be mounted to any flat horizontal or vertical surface

**Contact your Datalogic representative to order your Magellan 800i imager today!**

## 7. Warranty and Service Information

### 7.1. Factory Warranty

All Magellan 800i imagers are warranted for three years against defects in workmanship and materials from the date of manufacture. The unit will be repaired or replaced at the discretion of Datalogic ADC upon receipt of the failed unit. The cable is warranted for 90 days.

### 7.2. Maintenance Agreements

#### **Quick-Replacement Comprehensive Maintenance Agreement**

Datalogic ADC offers a Quick-Replacement (QRP) Comprehensive warranty for the Magellan 800i imager. This plan features an advanced shipment of a replacement scanner providing a 'plug and play' substitute from a pool of spare units owned, serviced and managed by Datalogic. This option includes accidental breakage coverage and transportation both ways. Three and five-year options are available at the time the product is purchased.

#### **2-Day Comprehensive Maintenance Agreement**

A 2-Day Comprehensive Maintenance Agreement may be purchased for the Magellan 800i imager. This plan features a 2-Day turnaround time from receipt of serviceable merchandise. Datalogic pays return freight (Express Shipping) in the European Union and inbound/outbound freight (Express Shipping) in North America. This option includes accidental breakage coverage. Three and five-year options are available at the time the product is purchased.

#### **ServicePlus 5-Day Maintenance Agreement**

A 5-Day Maintenance Agreement may be purchased for the Magellan 800i imager. This plan features a 5-Day turnaround from receipt of serviceable merchandise, when the turnaround time is important but not critical. Customer pays for shipping to Datalogic ADC. Datalogic pays return freight (ground shipping). Three and five-year options are available at the time the product is purchased.

### 7.3. Technical Support

Technical Support is offered at different levels: Local Technical support in each subsidiary covers its assigned territory and customers. Corporate Technical Support assists the local Technical Support. Service will be provided either by Datalogic ADC or a Datalogic ADC Authorized Service Provider.

## 8. How to Order

For complete configuration assistance, please refer to the EASEOFCHOICE on-line configuration tool on the Datalogic ADC Partner Extranet: <https://easeofaccess.adc.datalogic.com/netapps/prodconfig/default.aspx>.

### Selecting the Options – MG08-BBCCDE-0FGG

All model numbers begin with **MG08** which designates a Magellan 800i scanner with EAS antenna (included in every unit)

#### 8.1. BB - Select Scanner Color (black or white)

#### 8.2. CC - Select Host Interface

- RS-232, RS-232-Wincor, OEM USB, USB HID Keyboard or USB COM

#### 8.3. D - Select Software Features

- 1D scanning or 1D/2D scanning

#### 8.4. E - Determine Packaging Option

- Scanner only, scanner with cable or scanner with cable and power supply

#### 8.5. F - Determine if an External Power Supply is Needed and for Which Region

- External power supplies are required for some RS-232 connections. Consult your host terminal host port specifications to determine what is available. Scanner input is 5V.

#### 8.6. GG - Select Host Interfacing Cable

- All of the most popular host terminal port connections are supported. Visit the Datalogic web site or contact your Datalogic ADC Representative for more details.

#### 8.7. Product Configurations

**Magellan 800i 2D Kits:**

PART NUMBER	DESCRIPTION (2D DECODING, CABLE AND POWER SUPPLY – MULTI-INTERFACE IS SET TO MATCH CABLE INTERFACE)
MG08-001022-0110	Magellan 800i, RS-232 Scanner, 2D Decoding, Power Supply (NA), RS-232 DB9 2 m Cable (p/n: 8-0751-11), Black
MG08-011022-0110	Magellan 800i, RS-232 Scanner, 2D Decoding, Power Supply (NA), RS-232 DB9 2 m Cable (p/n: 8-0751-11), White
MG08-001022-0210	Magellan 800i, RS-232 Scanner, 2D Decoding, Power Supply (EU), RS-232 DB9 2 m Cable (p/n: 8-0751-11), Black
MG08-011022-0210	Magellan 800i, RS-232 Scanner, 2D Decoding, Power Supply (EU), RS-232 DB9 2 m Cable (p/n: 8-0751-11), White
MG08-001322-0117	Magellan 800i, RS-232 Verifone Scanner, 2D Decoding, Power Supply (NA), Ruby Verifone 8RJ, P, 2 m Cable (p/n: 8-0751-16), Black
MG08-004121-0040	Magellan 800i, USB HID Keyboard Scanner, 2D Decoding, USB Type A POT 2 m Cable (p/n 8-0754-12), Black
MG08-014121-0040	Magellan 800i, USB HID Keyboard Scanner, 2D Decoding, USB Type A POT 2 m Cable (p/n 8-0754-12), White

**Magellan 800i 1D Kits:**

PART NUMBER	DESCRIPTION (1D DECODING, CABLE AND POWER SUPPLY – MULTI-INTERFACE IS SET TO MATCH CABLE INTERFACE)
MG08-001012-0110	Magellan 800i, RS-232 Scanner, 1D Decoding, Power Supply (NA), RS-232 DB9 2 m Cable (p/n: 8-0751-11), Black
MG08-011012-0110	Magellan 800i, RS-232 Scanner, 1D Decoding, Power Supply (NA), RS-232 DB9 2 m Cable (p/n: 8-0751-11), White
MG08-001012-0210	Magellan 800i, RS-232 Scanner, 1D Decoding, Power Supply (EU), RS-232 DB9 2 m Cable (p/n: 8-0751-11), Black
MG08-011012-0210	Magellan 800i, RS-232 Scanner, 1D Decoding, Power Supply (EU), RS-232 DB9 2 m Cable (p/n: 8-0751-11), White
MG08-001312-0117	Magellan 800i, RS-232 Verifone Scanner, 1D Decoding, Power Supply (NA), Ruby Verifone 8RJ, P, 2 m Cable (p/n: 8-0751-16), Black
MG08-004111-0040	Magellan 800i, USB HID Keyboard Scanner, 1D Decoding, USB Type A POT 2 m Cable (p/n 8-0754-12), Black
MG08-014111-0040	Magellan 800i, USB HID Keyboard Scanner, 1D Decoding, USB Type A POT 2 m Cable (p/n 8-0754-12), White



**Magellan 800i Scanner only**

PART NUMBER	DESCRIPTION
MG08-001020	Magellan 800i, RS-232 Scanner Only, 2D Decoding, Black
MG08-011020	Magellan 800i, RS-232 Scanner Only, 2D Decoding, White
MG08-001010	Magellan 800i, RS-232 Scanner Only, 1D Decoding Only, Black
MG08-011010	Magellan 800i, RS-232 Scanner Only, 1D Decoding Only, White
MG08-004120	Magellan 800i, USB HID Keyboard Scanner Only, 2D Decoding, Black
MG08-014120	Magellan 800i, USB HID Keyboard Scanner Only, 2D Decoding, White
MG08-004110	Magellan 800i, USB HID Keyboard Scanner Only, 1D Decoding Only, Black
MG08-014110	Magellan 800i, USB HID Keyboard Scanner Only, 1D Decoding Only, White

**Accessories**

PART NUMBER	DESCRIPTION
11-0387	Power Supply Kit, 5VDC, AC/DC, Brick with NA Adapter
11-0388	Power Supply Kit, 5VDC, AC/DC, 220V Brick with Europe Adapter
11-0389	Power Supply Kit, 5VDC, AC/DC, 120V Brick with UK Adapter
11-0390	Power Supply Kit, 5VDC, AC/DC, Brick with Australia Adapter
11-0391	Power Supply Kit, 5VDC, AC/DC, Brick with China Adapter
8-0751-11	Cable, RS-232, 9D, S, External Power, Short Overmold, 2 m
8-0751-10	Cable, RS-232, Wincor w/DTR, Power Off Terminal, Short Overmold, Straight, 2 m
8-0751-16	Cable, RS-232, Ruby Verifone, 8RJ, P, External Power, Short Overmold, 2 m
8-0754-12	Cable, USB, Type A, Power Off Terminal, Straight, 2 m
8-0754-07	Cable, IBM USB, Power Off Terminal, Straight, 2 m

**9. Frequently Asked Questions**

**Q: The Magellan 800i imager is an omnidirectional presentation scanner that uses ‘imaging technology’. Can you explain what that is?**

A: The Magellan 800i imager is Datalogic’s fourth generation omnidirectional presentation scanner based on imaging technology. Our proven proprietary camera-based technology provides exceptional reading performance on standard SKU items plus excels at reading poor quality codes of all types. Datalogic ADC’s imaging based technology is based on a completely solid-state design without moving parts which improves reliability. Imaging technology is required to read bar codes from illuminated displays – something laser-based products cannot do. With Illumix™ intelligent illumination technology, the Magellan 800i imager seamlessly scans bar codes from mobile devices and PCs. In addition, the Magellan 800i imager can be ordered or upgraded to support 2D bar

code scanning which laser-based products can't read. With all these benefits, the Magellan 800i imager's imaging technology opens up a new world of data collection possibilities while improving reliability.

**Q: I'm familiar with the Magellan™ 1100i imager. What is the difference between that and the Magellan 800i imager?**

A: The Magellan 800i imager uses very similar technology but does not offer as many premium features as the Magellan 1100i imager. The 800i imager is not available with a targeting button or Datalogic's patented Green Spot indicator. The 1100i imager has a longer depth-of-field to better facilitate handheld scanning and has a wider input power range from 4.5 to 14 VDC. The 800i imager only accepts 5 volts of input power. Like the 1100i imager, the 800i imager maintains an all solid-state/digital design with no moving parts for excellent reliability in a small enclosure to maximize valuable counter selling space. Lastly, for simplicity the 800i imager uses an integrated tilting stand as part of its design. There are no separate stands or mounts needed.

**Q: Is the Magellan 800i imager capable of reading bar codes from a mobile phone?**

A: Yes! Either 1D or 2D models of the 800i imager include the Datalogic's Illumix™ intelligent illumination technology which automatically reads bar codes from mobile devices during hands-free or handheld scanning.

**Q: Is the Magellan 800i imager capable of taking pictures?**

A: Yes! The 800i imager uses imaging technology for all bar code reading but can also be used to capture digital images for a variety of applications. Image capture functionality is available on all models. Simply scan the 'capture image' bar code in the Product Reference Guide found online or use host commands to control this mode. The 800i imager will then send the image to the host. Image capture is limited to the RS-232 and USB COM interfaces. For more information, please contact Datalogic ADC Technical Support.

**Q: Is the Magellan 800i imager compatible with the Magellan 1100i imagers' cables and accessories?**

A: Unfortunately yes and no. All RS-232 cable pin-outs are the same, but the 800i imager will only work properly with 5 volts of input power. For terminals that supply 6-12 volts of power or more, either a separate power supply or a special 'Voltage Reducing' cable will be necessary. For all USB interface types the 800i imager is NOT compatible with other Magellan 1x00i or 3x00i cables. For more information please contact Datalogic ADC Technical Support.

## 10. Summary

The Magellan 800i imager makes the latest innovations in imaging-based data capture technology more accessible than ever before. As the newest extension of the Magellan product family, the 800i imager offers high performance, features and value for cost-conscious convenience stores, drug stores, specialty stores and other low to medium volume scanning applications looking to harness all the advantages of camera-based technology. The 800i imager excels at capturing hard-to-read bar codes in an omnidirectional orientation and supports both sweep and presentation scanning techniques. Its sleek 'window forward' design may look simple but inside the Magellan 800i imager is a sophisticated data collection tool with advanced features like Illumix™ intelligent illumination technology for reading bar codes from mobile devices. Reliability is unmatched thanks to its solid-state design with no moving parts. It's all here now – why wait? Improve productivity and expand the data collection possibilities with the versatile Magellan 800i omnidirectional imager.



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