



Lisa Danese

Voyager® 1200g Single-Line Laser Scanner

Honeywell

Agenda

- Overview
- Portfolio Positioning
- Key Differentiators
 - End User
 - Channel
- Software & Services
- Launch Strategy & Key Takeaways
- Additional Information
 - Part numbers
 - Available kits
 - Accessories
 - Sales tools



4.5 Million

**The number of Voyagers
sold to date...**

**Overview &
Portfolio Positioning**

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Voyager 1200g Overview

Honeywell is introducing the next generation of the world's best-selling single-line laser scanner strengthening its position as a leader in linear scanning solutions:

- Industry-leading, affordable linear hands-free scanning solution
- Best-in-class scan performance especially on poor quality/damaged codes
- Superior out-of-box experience (OOBE)
- Contemporary and ergonomic form factor
- Based on the common Honeywell platform for all new scanning products



Top Target Segments

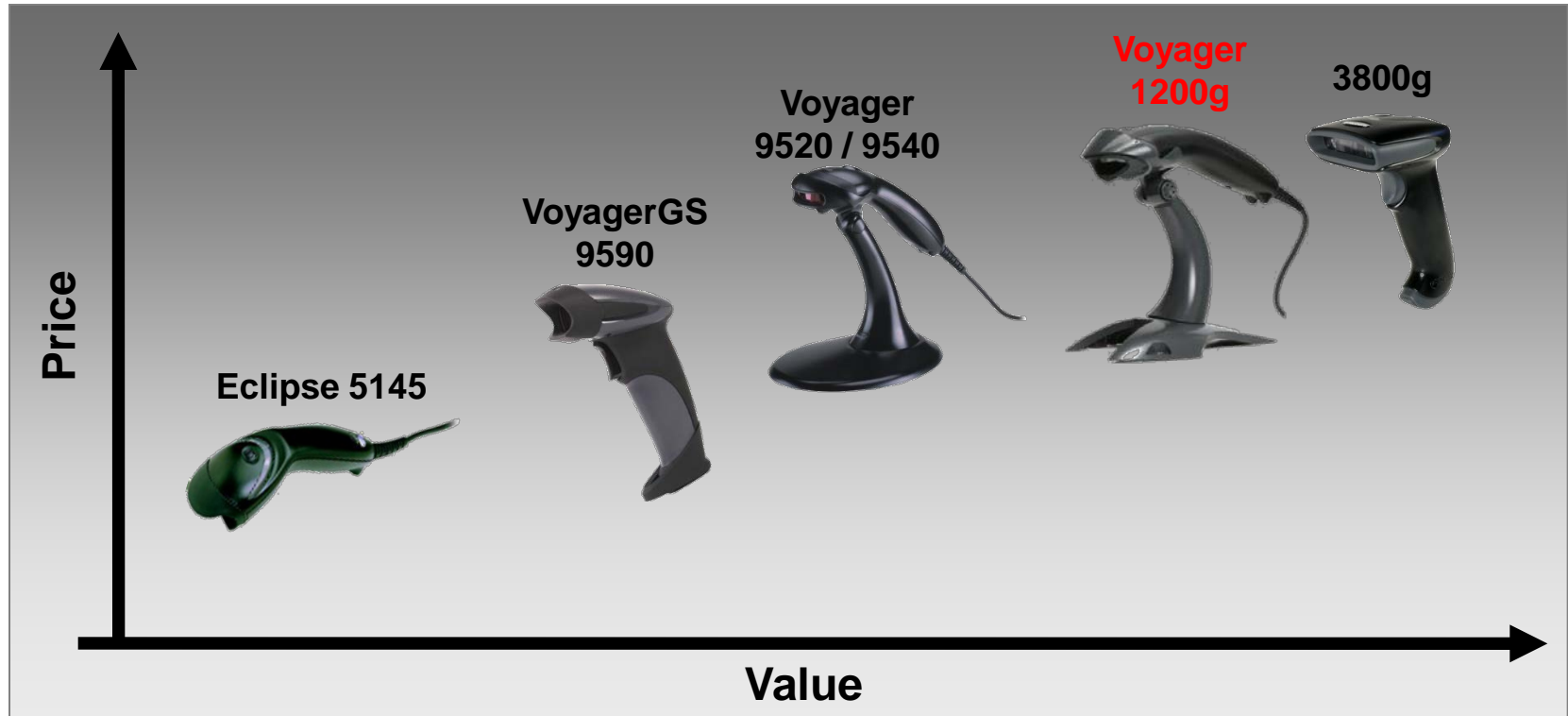
1. **Voyager Crew Members:** current Voyager users looking for increased throughput or greater up-time out of their scanner
2. **Bad Code Buyers:** end users or resellers that sell to end users with poor quality and/or damaged bar codes that they have trouble reading
3. **Look Mom, No Hands (Most of the Time):** price sensitive customers with linear codes concerned with throughput that most of the time require hands-free scanning but occasionally need hand-held scanning
4. **Brand Buyers:** end users/resellers that heavily weighs brand in their purchasing decision



Corresponding Value Propositions

- 15 – 35% improvement in general scan performance, 50 – 100% improvement in reading poor quality codes and greater overall durability/reliability
- 50% faster than closest competitors, and able to read 20% more codes in test database eliminating key-ins and increasing throughput
- ~15% faster than closest competitors with true object detection – the ability to automatically detect when the scanner is in and out of the stand and configure itself appropriately
- With more than 4.5 million devices sold, Voyager is a brand that is proven to work reliably

General Duty Linear Hand-held Portfolio Positioning - Coded



The 1200g is the next generation of the:

- Voyager HD 9521 and 9541 (already EOL)
- Voyager 9520 and 9540

When to Position

<p>Eclipse 5145</p> 	<ul style="list-style-type: none"> • Low volume scanning • Scan performance not as important • Price sensitive
<p>VoyagerGS 9590</p> 	<ul style="list-style-type: none"> • Competing against aggressively priced Motorola LS2208 or Datalogic QuickScan I/L • Gun-shaped preference and price sensitive customer
<p>Voyager 9520 / 9540</p> 	<ul style="list-style-type: none"> • Current 9520/40 customer that is satisfied and prefers not to or is unwilling to transition to the 1200g
<p>Voyager 1200g</p> 	<ul style="list-style-type: none"> • New market opportunities with: <ul style="list-style-type: none"> – difficult-to-read bar codes – linear hands-free scanning requirement • Current 9520/40 customer looking for better performance/reliability
<p>3800g</p> 	<ul style="list-style-type: none"> • High-volume hand-held scanning applications • Light industrial environments

Key Highlights vs. 9520/40



Attribute	9520/40	1200g
Interface	Single	Multi (USB/KBW/RS232)
IP rating	none	42
Scratch-resistant window	No	Yes
Integrated button protective co-mold	No	Yes
Tool-free stand assembly	No	Yes
Number of models	32	2

Scan Performance Improvements vs. 9520/40

Attribute	9520/40	1200g	Measured Improvement
Depth of Field (13 mil UPC-A)	203mm (8")	254mm (10")	>35%
Scan Speed	72 scans/sec	100 scans/sec	39%
Minimum Print Contrast	35%	15%	>50%
Minimum Element Read	5	3.5	67%

Test	9520/40	1200g	Measured Improvement
Scan Board (sec)	39.5	33.3	15%
Basket of Goods (sec)	19.6	16.0	23%
Poor Quality Library (PQL) (sec)	609	283	53%
PQL # Reads Well (<1.5 sec)	26	52	100%
PQL # Cannot Read (>20 sec)	23	9	60%
Out-of-Box Experience (sec)	2:09	1:24	68%

Voyager 1200g scans better across all testing parameters

3,272,027,900,359

Approximate number of total bar codes scanned by the Voyager family...

Key Differentiators – End Users

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Poor Quality/Damaged Bar Code Reading

Targeted Segments: Crew Members Bad Code Buyers No Hands (Most of the Time) Brand Buyers



Competitive Score Card

	HSM 1200g	MOT LS2208	DTLG QS L
Poor Quality Library Avg Time (sec)	283	467	675
# Reads Well (<1.5 sec)	66%	50%	31%
# Cannot Read (> 20 sec)	8%	22%	36%

Increases productivity while reducing risk of manual entry error

Linear Hands-free Presentation Scanning

Targeted Segments:

Crew Members

Bad Code Buyers

No Hands (Most of the Time)

Brand Buyers



Competitive Score Card

	HSM 1200g	MOT LS2208	DTLG QS L
Object Detection	✓	✗	✗
Automatic In-stand Detect & Configure	✓	✓	✗
Basket of Goods Test – Avg Time (sec)	16.0	17.2	20.9

Leading linear hands-free solution that increases throughput

Form Factor

Targeted Segments:

Crew Members

Bad Code Buyers

No Hands (Most of the Time)

Brand Buyers



- Sleek, compact form factor designed to fit comfortably in most hands
- Integrated finger groove supports comfortable and intuitive hand-held scanning
- Form factor optimized for hands-free linear presentation scanning

Sleek, comfortable, and functional

Out-of-Box Experience

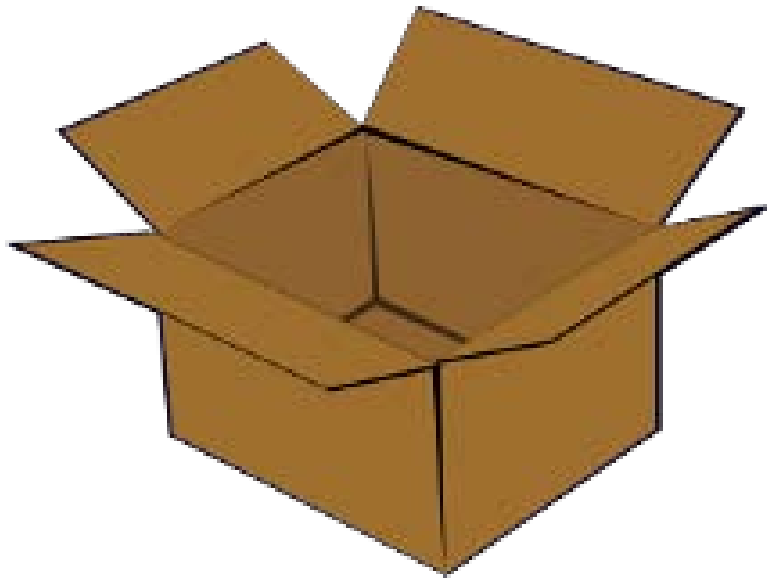
Targeted Segments:

Crew Members

Bad Code Buyers

No Hands (Most of the Time)

Brand Buyers



Competitive Score Card

	HSM 1200g	MOT LS2208	DTLG QS L
Scenario A	1:24	5:57	5:43

Quickly and easily get up and running



A Voyager is sold every...

Key Differentiators – Channel

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Product Line Consolidation



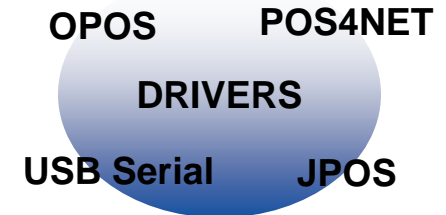
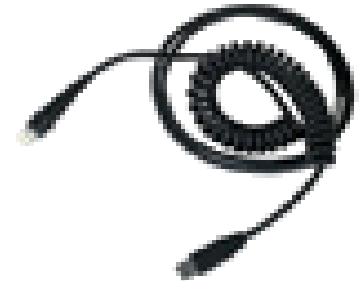
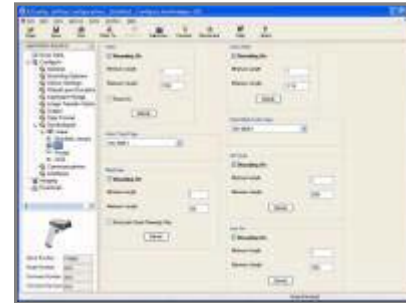
- Model Consolidation: 32 → 2
- 50+ SKUs to 4 SKUs to address 90% of shipments

Model	Button?	Range	Interface	Color	Replaced by:
MS9520-11	No	Standard Range	IBM	Light gray	1200g-1
MS9520-38	No	Standard Range	Low Speed USB	Light gray	
MS9520-40	No	Standard Range	Full Speed USB	Light gray	
MS9520-41	No	Standard Range	RS232	Light gray	
MS9520-47	No	Standard Range	KBW	Light gray	
MS9520-62	No	Standard Range	Verifone	Light gray	
MS9540-11	Yes	Standard Range	IBM	Light gray	
MS9540-38	Yes	Standard Range	Low Speed USB	Light gray	
MS9540-40	Yes	Standard Range	Full Speed USB	Light gray	
MS9540-41	Yes	Standard Range	RS232	Light gray	
MS9540-47	Yes	Standard Range	KBW	Light gray	
MS9540-62	Yes	Standard Range	Verifone	Light gray	
MS9521-38	No	High Density	Low Speed USB	Light gray	
MS9521-47	No	High Density	KBW	Light gray	
MS9541-38	Yes	High Density	Low Speed USB	Light gray	
MS9541-47	Yes	High Density	KBW	Light gray	
MS9520-11-3	No	Standard Range	IBM	Black	1200g-2
MS9520-38-3	No	Standard Range	Low Speed USB	Black	
MS9520-40-3	No	Standard Range	Full Speed USB	Black	
MS9520-41-3	No	Standard Range	RS232	Black	
MS9520-47-3	No	Standard Range	KBW	Black	
MS9520-62-3	No	Standard Range	Verifone	Black	
MS9540-11-3	Yes	Standard Range	IBM	Black	
MS9540-38-3	Yes	Standard Range	Low Speed USB	Black	
MS9540-40-3	Yes	Standard Range	Full Speed USB	Black	
MS9540-41-3	Yes	Standard Range	RS232	Black	
MS9540-47-3	Yes	Standard Range	KBW	Black	
MS9540-62-3	Yes	Standard Range	Verifone	Black	
MS9521-38-3	No	High Density	Low Speed USB	Black	
MS9521-47-3	No	High Density	KBW	Black	
MS9541-38-3	Yes	High Density	Low Speed USB	Black	
MS9541-47-3	Yes	High Density	KBW	Black	

Improved lead times and greater flexibility

Common Honeywell Platform

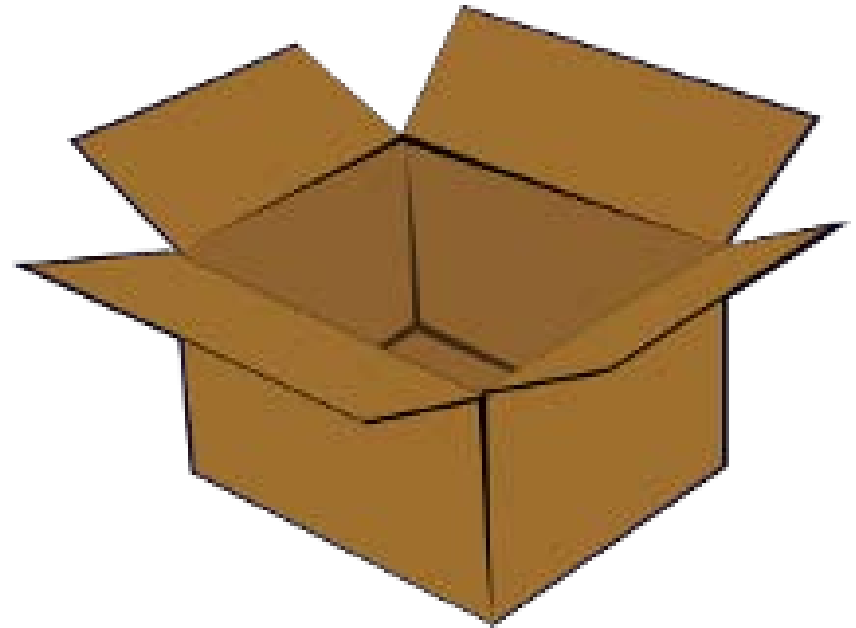
- **Cables & Power Supplies** – Moving forward, cables and power supplies will be compatible across product lines of all new scanning offerings
- **EZConfig** – All new scanning offerings will share a common configuration utility
- **Drivers** – Moving forward, all new scanning offerings will share the same drivers (OPOS, JPOS, POS4NET, USB Serial)
- **Command Language** – All new offerings will be based on the same command structure



One platform moving forward – not compatible with 9520/9540

Out-of-Box Experience

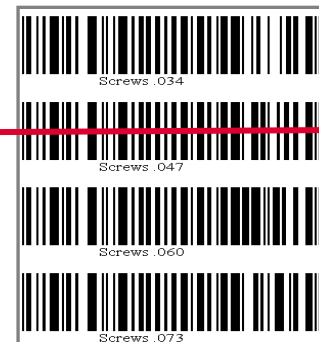
- **If your customer is installing:**
 - Reduces the number of programming/configuration calls and emails you receive
- **If you are installing:**
 - Reduces the installation time which saves money or allows you to support more customers



Reduces time spent supporting your customers

Differentiating Features

- **Voyager Form Factor** – Unique, contemporary and ergonomic design that still maintains the famous “Voyager look”
- **Patented CodeGate® Technology** – Enables users to ensure that the desired bar code is scanned before transmitting data, making the scanner ideal for use in menu scanning applications
- **Superior Poor Quality / Damaged Bar Code Reading** – Excels at scanning hard-to-read codes that have been damaged, were poorly printed, etc.



Differentiating Features = more \$\$\$ in your pocket

A photograph of a swimming pool with lane lines. The lane lines are made of blue, white, and red floats. The water is a clear blue color. The pool is viewed from an elevated angle, looking down the length of the pool.

You could fill 3 Olympic size swimming pools

If you took all of the Voyagers
sold to date...

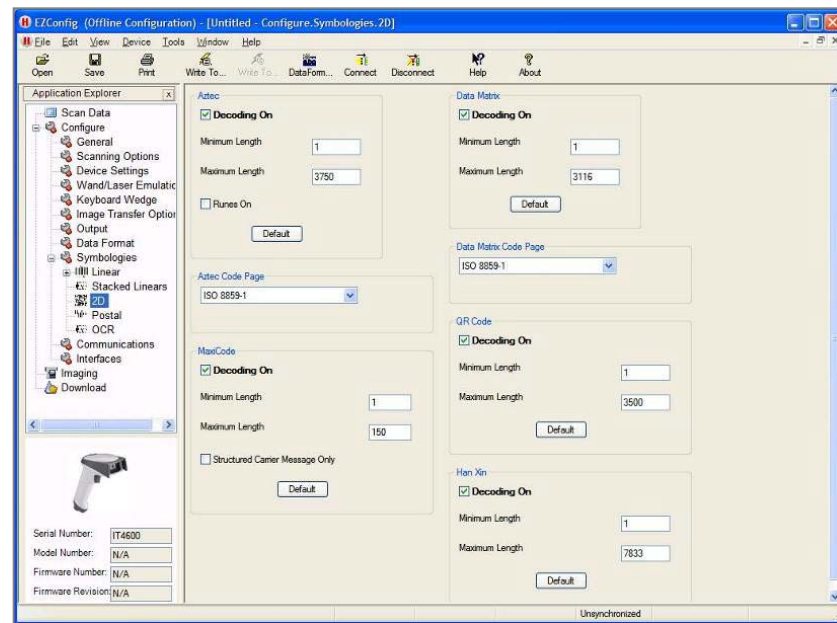
Software & Services

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Software

Common Software Platforms

- New configuration tool – EZConfig
 - Voyager 1200g not compatible with MetroSet
- Remote Management – Remote MasterMind (ReM)
 - Available Q2 2011
- Drivers
 - OPOS
 - JPOS
 - POS4NET
 - USB Serial Driver



Not compatible with MetroSet, legacy Metrologic drivers

Service Offerings

Service Made Simple

- Full comprehensive device coverage against accidental breakage and normal wear & tear
- One business day turnaround
- Expedited return freight
- Three- or five-year packages
- Closes the loop on total cost of ownership

Additional Value Added Services

- Advanced Exchange
- Quarterly Reporting



Introductory Promo: Buy SMS5, get Advanced Exchange for ONE CENT!



The weight of all the Voyagers sold to date is more than the weight of

Pricing & Transition Strategy

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Pricing & Transition Strategy

Pricing

- 9520/9540 price will remain the same
- Introduce 1200g at a slight premium based on additional value it delivers

Transition

- Natural market transition to 1200g
- NO product retirement/EOL notice for 9520/9540

For specific pricing please see regional price books

Social Media

- Exploring social media
 - Follow us on Twitter
 - Honeywellaidc
 - Fan us on Facebook
 - <http://www.facebook.com/Voyager1200g>
 - Watch us on YouTube
 - Honeywell AIDC Channel
 - <http://www.youtube.com/user/honeywellaidc#p/u>

Honeywell Voyager - Barcode Scanners

Wall Info Contest Photos Discussions

Honeywell Voyager

Where in the World are You and Your Voyager?

Visit the Contest Tab to win!

Upload a Picture of you and your Voyager!

The first 500 people to upload a photo will win a **free gift**.

Follow These Steps to Win!

Step 1: Like Our Page ↑

Step 2: Fill out the form and press submit.

Step 3: Upload your photo to the wall with your name and city.

Who Do I Contact For More Help?

- Corporate
 - Lisa Danese: lisa.danese@honeywell.com
- AP
 - Marilyn Li: marilyn.li@honeywell.com
- EMEA
 - David Stevenson: david.stevenson@honeywell.com
- Latin America
 - Ron Jackson: ronald.jackson3@honeywell.com
- North America
 - Amy Conroy: amy.conroy@honeywell.com

Key Takeaways

- The Voyager 1200g offers superior reading of poor quality and damaged bar codes
- The Voyager 1200g is ideal for linear hands-free scanning across a wide variety of applications
- While the Voyager 1200g is intended to be a replacement for the 9520 and 9540, our transition strategy is to allow for a more natural market transition so at this time there are no plans to retire/end-of-life the Voyager 9520 or 9540



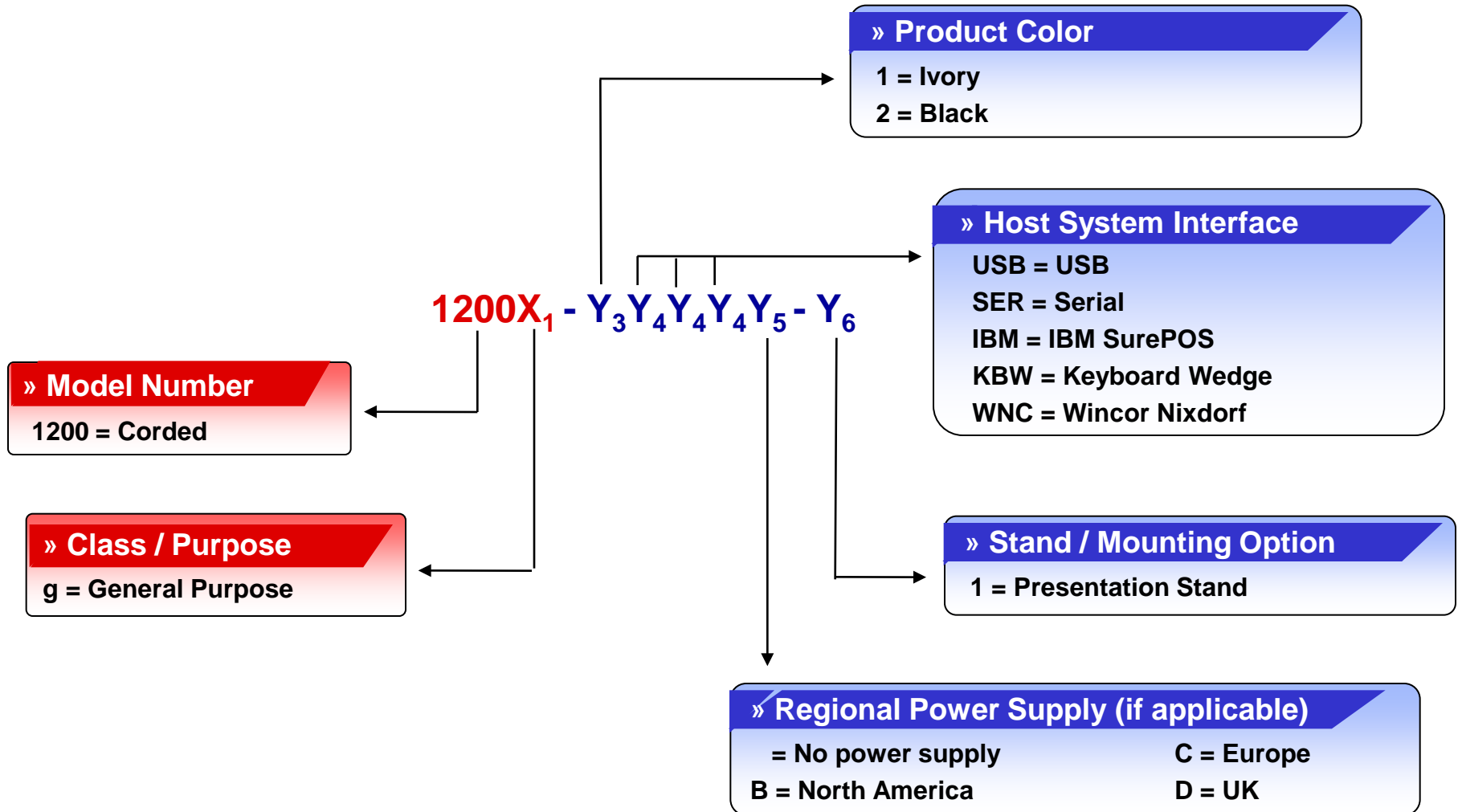
100 Football Fields

If you laid all of the Voyagers sold end-to-end, they would stretch the length of...

Additional information

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Voyager 1200g Kit Configurator



Voyager 1200g Kits

Part Number	Description
1200g-1USB-1	USB Kit: 1D, ivory scanner (1200g-1), rigid presentation stand (STND-19R02002-4), USB Type A 3m coiled cable (CBL-500-300-C00) and documentation
1200g-2USB-1	USB Kit: 1D, black scanner (1200g-2), rigid presentation stand (STND-19R02002-4), USB Type A 3m coiled cable (CBL-500-300-C00) and documentation
1200g-1KBW-1	KBW Kit: 1D, ivory scanner (1200g-1), rigid presentation stand (STND-19R02002-4), KBW PS2 5V Power 3m coiled cable (CBL-720-300-C00) and documentation
1200g-2KBW-1	KBW Kit: 1D, black scanner (1200g-2), rigid presentation stand (STND-19R02002-4), KBW PS2 5V Power 3m coiled cable (CBL-720-300-C00) and documentation

Voyager 1200g: Accessories

Accessory	Part Number	Description
Voyager Standard Stand 	STND-19R02-002-4	<ul style="list-style-type: none"> • Stand: gray, 19cm (7.5") stand height, rigid Voyager-like plastic pole, weighted tripod base, Voyager 1200 cup
Flex Stand (option 1) 	STND-23F05-002-4	<ul style="list-style-type: none"> • Stand: gray, 23cm (9") stand height, flexible rod, weighted tripod base, Voyager 1200 cup
Flex Stand 2 (option 2) 	STND-23F03-002-4	<ul style="list-style-type: none"> • Stand: gray, 23cm (9") stand height, flexible rod, weighted mid-sized universal base, Voyager 1200 cup
Desktop/Wall-mount Holder 	HOLDER-004-U	<ul style="list-style-type: none"> • Holder: desktop/wall mount (includes holder, screws)
Wall Hook 	HOLDER-005-W	<ul style="list-style-type: none"> • Holder: wall mount (includes hook, base, self tapping screws, wood screws and double-sided adhesive tape)

Sales Tools to Help You Win

- Data Sheet
- Sales Presentation
- 360 Product Tour
- Competitive Analysis Document
- Videos
- “What’s Different?” (1200g vs 9520/40) Document
- Mapping Tool