



# Heron™ HD3100

February 2015

# New Color Options and More...



- Glossy Black with Carbon Fiber in-mold decorated Top Cover
  - White Pearl with Silver in-mold decorated Top Cover

# New Audio Feedback



## Polyphonic Speaker

- A distinctive, more efficient and flexible audio feedback system vs. conventional beeper
- Innovative way to customize the product with a preferred sound
- Provides a wide variety of choices for audio feedback



# Enhance Your Brand



## Easy Customization

- Different color/feature for top of enclosure
- Add company logo
- Personalize the LED light colors
- Audio jingle and/or custom sounds

# Top Performance



- High-performing Linear Imager
- Outstanding reading snappiness – 270 scans/sec
- Sharp and thin laser-like illumination line
- Long scan line to read long bar codes at closer distance
- Superior reading on bad and hard-to-read labels
- Reading distance around 50 cm (EAN/UPC 13 mil)
- Patented 'Green Spot' technology for additional visual good-read feedback and aiming

# Markets and Applications

# Retail



- Typical Bar Codes Used
  - Mostly 1D Linear
- Activity
  - POS Checkout
- Where
  - Specialty Stores (fashion, cosmetics, jewelry, perfume...)
- Winning Features
  - On-counter best suitability
  - Optimal ergonomics
  - Efficient reading feedback
  - Appealing design
  - Customization opportunity



# Models and Accessories



# Heron HD3100 Models and Kits



Part Number	Description
HD3130-BK	HERON HD3130 1D Scanner, Black, Stand
HD3130-BKK1B	HERON HD3130,1D Scanner, USB Kit, Stand, Black
HD3130-WH	HERON HD3130 1D Scanner, White, Stand
HD3130-WHK1B	HERON HD3130,1D Scanner, USB Kit, Stand, White

# Accessories



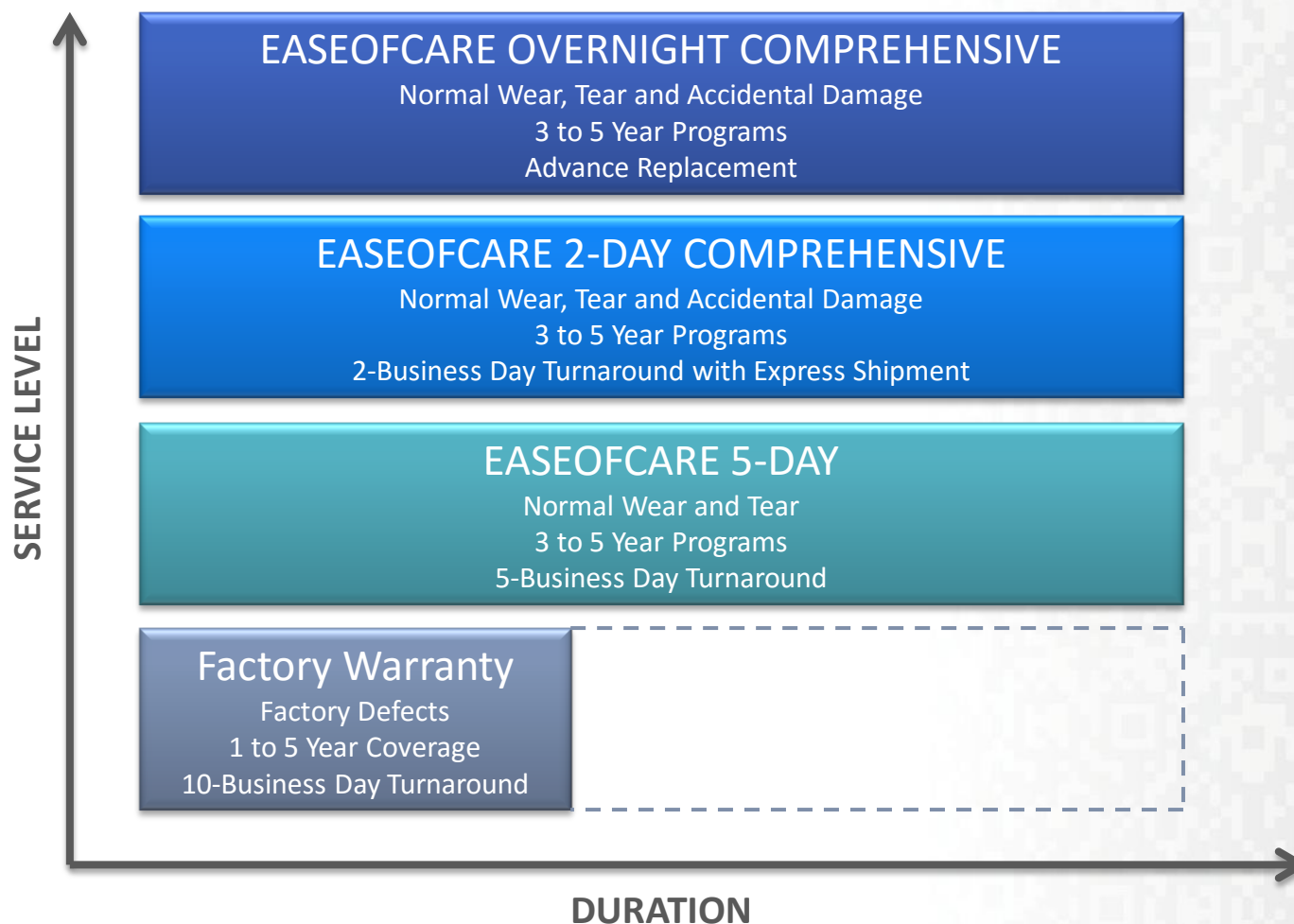
STD-AUTO-H030-BK  
AutoSense Stand Only,  
Black



STD-AUTO-H030-WH  
AutoSense Stand Only,  
White

# Service & Support

# EASEOFCARE Support Programs





# Thank You!

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