



ZEBRA

SP72 Series Single-Plane Scanner

#1 in Speed, Performance and User Experience

Give your customers the convenience they crave with fast, efficient self-checkouts. The SP72 Series makes the checkout experience quick, seamless, and hassle-free — just the way it should be. Your shoppers will get in, get out and on with their day.

Available in both vertical and horizontal orientations



Top-Scoring Performance in Independent Tests

The SP72 Series is faster, higher performing and more intuitive than other single-plane scanners on the market. This means maximum productivity and happier customers.

But don't just take our word for it. In an independent study, the SP72 Series outperformed similar competitive models in all key areas.

Faster Self-Checkouts

35% faster

Up to 35% faster in overall self-checkout time compared to similar competitive models (SP72-V)

Up to 50% faster scanning barcodes on mobile phones at self-checkout (SP72-H)

50% faster



More Intuitive to Use

44% larger sweet spot

Captures barcodes with a 44% more intuitive sweet spot at self-checkout compared to similar competitive models (SP72-V)

Up to 2x more intuitive at scanning common items at self-checkout (SP72-V)

2x more intuitive



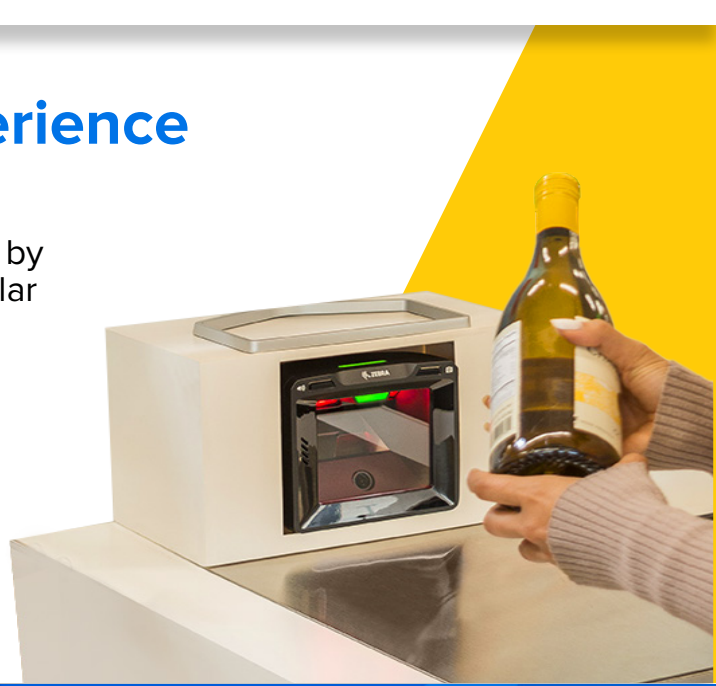
More Comfortable User Experience

37% less effort

Up to 37% less physical effort required by users at self-checkout compared to similar competitive models (SP72-V)

Up to 72% more comfortable to use at self-checkout compared to similar competitive models (SP72-V)

72% more comfortable



Self-checkout made smarter— More Benefits, Less Risk

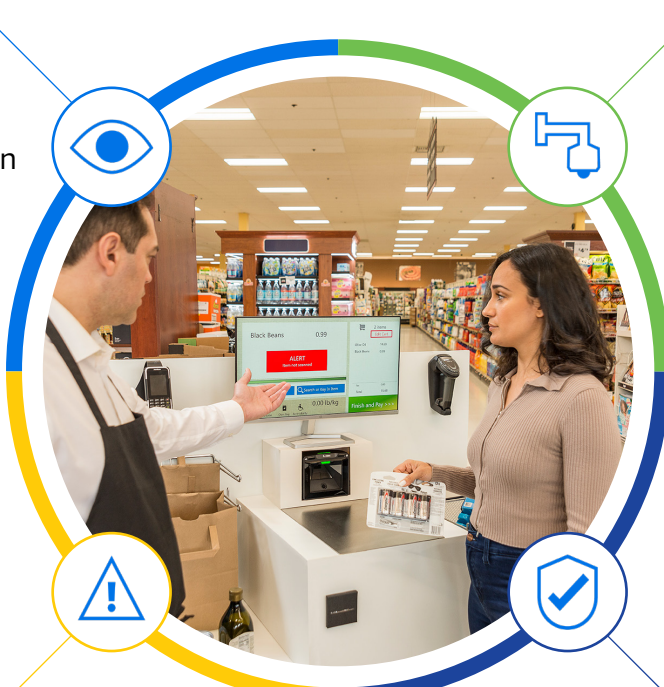
Reduce the risk of shrink to improve your bottom line

Enable vision-based applications with an optional color camera²

Detect mismatches between the scanned item and its barcode, such as when a cheaper item's barcode is placed on a more expensive item

Notify employees of missed scans

Develop applications that identify when a barcode isn't scanned — whether accidental or intentional



Works with video-based loss prevention systems

Upward-facing "good decode" LED can be seen by overhead cameras, helping to ensure every item placed in the bagging area was scanned

Reduce walk-outs with EAS support

Support for Checkpoint and Sensormatic EAS; deactivates the EAS tag when the item is scanned

All the Right Features

Choose your orientation

Available in both vertical and horizontal models

Computer Vision applications²

Optional color camera enables new vision-based applications to reduce shrink and more

Easy self-checkout (SCO) integration

Flat face design easily fits into enclosures; in-counter models drop into popular legacy installations

Eye-friendly intelligent illumination

Recessed illumination activates only when an item is in the scan zone, reducing eye strain

Exclusive PRZM Intelligent Imaging technology

Superior performance on challenging barcodes — dirty, damaged, poorly printed, crinkled and more

Add a handheld scanner³

Let customers easily scan large or heavy items in the cart

Built to last

Zebra scanners deliver the reliability you can count on

USB Certified

Worry-free integration — and can be powered over standard USB

Industry's simplest configuration

Free 123Scan tool makes it easy to get scanners up and running, even without IT support



Value that only Zebra Delivers

Zebra DNA leverages everything we've learned about technology, users and thousands of use cases to ease your journey with our scanners and give your teams an unmatched experience over the lifetime of your scanner.



PRZM Intelligent Imaging

The ultimate in imaging performance. Capture any barcode in virtually any condition the first time, every time.



123Scan

Simplifies every step of deploying a scanner. Loaded with time-saving features and functionality, it's intuitive enough for first-time users.



IoT Connector

Collect enterprise data and route to your endpoint to make data-driven decisions in real time.



Remote Diagnostics

Provides up-to-the-minute insight into every aspect of your scanners.



Advanced Data Formatting

Create scanner data formatting rules to optimize your workflows and improve productivity.



Remote Management

Reduce the time, cost and logistical headache of managing scanners remotely.

Here you will find the complete list of Zebra DNA for Scanners software tools

To learn more how you can offer faster checkouts and improve the customer experience with the best-in-class single-plane scanner, visit www.zebra.com/sp72series



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1. All competitive metrics sourced from independent controlled lab study conducted by United States Ergonomics. ²Ergonomic Performance Testing of Slot Scanners. May 20, 2024
2. SP7208-V models only
3. Auxiliary scanner port available on premium SP7208 models only; use of an auxiliary scanner requires more than 500mA which can be achieved via a high-power USB port (i.e. USB BC1.2), 12VDC PowerPlus cable, or external power supply