

## ZEBEX Omnidirectional Scanners Succeed in Emerging Markets

### AT A GLANCE

#### Region

Africa

#### Industry

Retailing

#### Application

Counter Payment

#### Solution

**Innova Z-6170**  
Z-6082

#### Benefits

- The distributor wins high market share and profit.
- ZEBEX supports localization, including firmware revision for local barcode of special format, local language labeling and user's manual.

**"ZEBEX knows emerging markets. In terms of product, they have world-class quality at a compatible price. In terms of service, they can support firmware modification, manual localization and technical consulting. It is fair to say that ZEBEX is one of the contributors to our high market share."**

**-- ZEBEX Distributor in Africa**

#### Introduction

After its proposal of the BRICs, in year 2005 Goldman Sachs investment bank chose 11 developing countries to be the Next Eleven (N-11): Bangladesh, Pakistan, Indonesia, Philippines, South Korea, Iran, Turkey, Vietnam, Egypt, Nigeria and Mexico. The criteria include macroeconomic stability, political maturity, openness of trade and investment policies, and the quality of education. The N-11 has high potential of fast economic growth, very likely to outrun other emerging markets.

While numerous firms are striving to make their way in these brisk markets, ZEBEX has attained great success in one N-11 member in Africa. We compete with international brands as well as Asian companies and win the

battle because we offer a series of omnidirectional scanners of excellent performance yet at a competitive price. In addition, our dynamic business model and all-around service support localization. This is crucial for emerging markets because of their uniqueness in language, culture and application environment.

#### The Opportunity

Africa is a continent of abundant natural resources and its strong domestic demand boosts economy growth. The region is getting urbanized and the government is improving infrastructure. The increasing number of places like shops, supermarkets and factories means the need of more barcode scanners.

In this circumstance, ZEBEX is lucky to have a remarkable distributor in one of Africa's largest economies. The company has technical background; its engineers write computer software and do product maintenance. It sells a variety of computer peripherals, including barcode scanner, POS and data collector. We knocked on its door with entry-level handheld laser scanners. After the relationship and mutual trust were built, we introduced it ZEBEX omnidirectional products. Now it carries 30% single-laser devices and 70% omnidirectional ones, mainly Z-6082 in-counter scanner and **Innova** Z-6170 hands-free scanners.

### The Benefit

As the lifestyle is getting westernized, the people there are getting used to big shopping centers and supermarket/hypermarket; in this region, such places prefer ZEBEX Z-6082 and **Innova**. Their multi-laser lines and large scan window offer work efficiency; yet their size doesn't take too much counter space. Some of our competitors sell similar products that can meet such needs and the customer sold various brands of barcode scanners before. However,

the international ones have great performance but unfriendly the prices; some Asian companies offer appealing pricing but the performance was awful. ZEBEX is the only one that impresses the customer with outstanding product performance plus reasonable prices. After all, we are the only Asian company with complete omnidirectional scanner product line, ranging from module, handheld, table-top to in-counter.

With the killer products, the distributor wins high market share in its domestic retailing market. In its nation-wide supermarkets, for example, 5 out of 10 use ZEBEX scanners. The customer is also satisfied with our support in customization. We print box labels and user's manual in their local language. We also collect local commodities, analyze their barcodes and then revise our firmware so the scanners can read the local barcodes of special format.

With quality products and service, ZEBEX is the business partner you need to succeed in emerging markets. Contact us now to know more about our core competence and omnidirectional scanners!



## About ZEBEX

ZEBEX is a Taiwanese company dedicated to the production of Auto-ID equipment, both scanners and terminals. We have complete scanner product lines. In addition to our core competence, omnidirectional scanning technology, we also have a variety of CCD and single-laser scanners. No matter what your need is, we must have something for you!

## About Innova & Z-6082



**Innova**

**Z-6082**



<b>Light Source</b>	650 nm visible laser diode (VLD)	650 nm visible laser diode (VLD)
<b>Depth of Field</b>	0 – 200 mm	0 – 216 mm
<b>Scan Pattern</b>	5 directions of scan field	8 directions of scan field
<b>Scan Lines</b>	20	32
<b>Scan Rate</b>	1400 scans per second	2400 scans per second



In a continuing effort to improve our products, ZEBEX reserves the right to change specifications and features without prior notice.

To protect the business interests of our customer, their geographic locations and names have been changed or neutralized. The actual identity of the characters in the case is confidential. Please contact your sales representative if you have any questions.

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