



Gryphon™ GPS4490 2D



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1. Introduction

The Gryphon™ GPS4490 is a presentation scanner for use in any type of hands-free application in retail and office environments such as pharmacy checkout and document management.

The Gryphon GPS4490 presentation scanner uses the same scanning technology found in the Gryphon™ GD4400 handheld scanners. The performance has been optimized for a hands-free scanning experience, capable of scanning bar codes on moving objects. It is also capable of scanning items very close to the scanning window, which is common in fixed-position scanning. The GPS4490 scanner is designed for ease-of-installation and use because of the sliding stand that allows the perfect orientation of the scanner and the positioning of the reading area wherever it is needed in order to have a more ergonomic work station.



2. Positioning Statements

2.1. Family Positioning

The Gryphon GPS4490 scanner will not be replacing any of the current presentation scanners available in Datalogic's portfolio, but will be a new addition to the existing Magellan presentation scanner models. It is nice looking and stylish, which makes it particularly suitable for fashion stores such as apparel, perfumeries and jewelry centers as well as Pharmacies and general use in specialty stores.

3. General Description

3.1. Product Overview

The Gryphon GPS4490 scanner is a new presentation scanner in a stylish body available in shiny white or dark grey. The GPS4490 scanner offers all the capabilities and performances of a Gryphon GD4400 handheld scanner, but in a presentation scanner shape. The scanner can be used by itself or in combination with its sliding 'semi-circular' stand. By itself, this scanner allows minimum volume occupancy and can be appropriate when reading small items or it can be positioned over a shelf or console (in an elevated position). When the scanner is placed in the stand, it is elevated in height making it easier to read larger items and allows the scanner to be



oriented in a more natural position depending on the application and the needs of the user. The stand also includes 2 holes which allow the stand to be fixed to a wall or bench in a vertical position by using 2 screws. The screws holes are mechanically compatible with the Magellan™ 1100i stand which simplifies the replacement of an existing 1100i scanner with the new Gryphon GPS4490 scanner.

3.2. Scanning Performance and General Features

The Gryphon GPS4490 is state-of-the-art in 2D scanning. It reads high resolution linear and stacked bar codes up to 4 mils and 2D bar codes up to 7 mils. The latest generation of the Datalogic decoding libraries combined with the advanced optic development of the Gryphon 2D family ensures that the scanner is effective and fast when reading poor or damaged bar codes.

Good Depth-of-Field (DOF) makes reading easy and intuitive: on a standard EAN13/UPC 13 mil bar code, the Gryphon GPS4490 scanner reads from 2.5 cm/1.0 in to 41.9 cm/16.5 in.

Communications from the scanner are the same as other Datalogic handheld scanners, including the use of Datalogic's Aladdin™ software configuration program for easy setup.

Operating modes include: standard, auto-sense stand mode, automatic or continuous reading and 'online'. In addition, the optical system of the GPS4490 scanner is optimized to allow the reading of bar codes from mobile phones for mobile marketing applications.

3.3. Mechanical and Environmental Performance

The Gryphon GPS4490 presentation scanner should normally be used in combination with the stand which is shipped with each scanner. The scanner is simply 'snapped' to the stand and the 2 parts can be easily separated to use the scanner by itself on a bench or counter.

The enclosure is sealed to an environmental rating of IP52 to have an adequate level of protection accordingly to the typical retail and office environments.

The body of the Gryphon GPS4490 scanner is ergonomically shaped to simplify the occasional 'handheld' use with the addition of 'anti-slip' rubber padding which surrounds the scanner.

The GPS4490 presentation scanner offers the same user interface features found in the current Gryphon handheld scanning solutions such as an external trigger button for testing and alignment, LED indicators for power and good-read indication, Datalogic's patented 'Green Spot' technology and a beeper for audible good-read feedback.



The GPS4490 presentation scanner is a multi-interface device (RS-232 and USB) and uses the same cable already available for the Gryphon GD4400 handheld scanner. The locking and removal mechanism of the cable is as usual and requires a metal clip.

3.4. Electro - Optic Overview

Like the handheld version, the GPS4490 scanner offers Datalogic's patented 'Green Spot' technology. The Green Spot provides a clear visual indicator for a successful read that can also be appreciated when in hands-free operation, as the bar code is in a 'visible' position from the user's perspective.



The GPS4490 SCANNER is equipped with a laser aimer including a central cross and 4 dots. It can be enabled or disabled via SW command. In the normal use (GPS4490 facing the user), the aimer is not needed but there are some installation modes where the aimer can help the user, such as:

- The scanner is 'side oriented' to avoid direct flashing into the eyes of the user
- The scanner is fixed on a vertical side projecting the aimer onto a bench or counter top



Additionally, the motion tolerance of the GPS4490 presentation scanner has been improved and provides a snappy feel when used in applications where bar codes are manually presented to the scanner. Being a derivative from a handheld scanner, the best performances are obtained when reading in presentation mode even though it can also be in swiping mode.



4. Features and Benefits

4.1. Key Features and Customer Benefits

PRODUCT FEATURES	CUSTOMER BENEFITS
High Speed 2D Image Optic	Solid-state design results in high reliability
Excellent Reading at Close Range	Better reading performance in small areas, allowing for smaller overall system design, smaller footprints and lower costs
Excellent Performance on Cell Phone Screens	Easy, intuitive reading: 'Mobile Marketing' and Electronic Ticketing are among the fastest growing applications in ADC
Reads Codes in Motion up to 0.5 m/s	Fast reading for manual applications and improved process capacity for automated applications
Datalogic's Patented 'Green Spot'	Provides visual confirmation of bar codes read
Environmental Sealing Rating of IP52	Protects optical components from dust contamination in dirty environments; sealed against fluid spills from accidents and cleaning processes
Manual Trigger Switch	Simplify configuration stage
Integrated Beeper	Provides a user-configurable audible confirmation of a good read
On-screen Configuration with Datalogic's Aladdin™ Configuration Software	Easy to set up, configure and maintain using Microsoft Windows® based applications.
Multi-interfaces	Reduce stock cost for distributors and protect the user investment
RS-232 Serial and USB Interfaces	Industry standard interfaces simplify integration

5. Market Trends

5.1. Technology Trends

As with all other bar code scanning products, 2D area imaging technology is the fastest growing sector in the market. The ability to read any kind of bar code in an omnidirectional way, combined with the huge amount of data that can be stored in a 2D code, strengthened by the ability to capture images makes the 2D area imager the most versatile solution for most scanning applications. The reduction of the cost gap between traditional 1D technology (both laser and linear imaging) and 2D area imaging technology works like an accelerator and a boost for the continuous growth and progress of 2D vs. 1D technology.



Despite the fact that the majority of presentation scanners sold are still based on omnidirectional laser technology, the area imager is becoming increasingly important in this product range. The retail sector is still based on traditional 1D codes and a relevant move to stacked or 2D codes will not happen overnight, nevertheless, the possibility to read promotional coupons directly from mobile phones combined with the idea of the investment protection are supporting the growth of the presentation scanners based on 2D area imager technology.

5.2. Market Trends

VDC data shows that the presentation scanner segment represents about 44% of the stationary POS bar code scanner sales (the table below shows millions of dollars in sales).

	Historical 2011	Base Year 2012	Forecast					CAGR 2012-2017
			2013	2014	2015	2016	2017	
Bioptic	144,2	129,4	131,5	135,2	139,7	145,8	153,0	3,4%
Presentation	133,2	151,1	160,2	170,4	181,7	194,4	208,5	6,7%
Mini-Slot	70,2	67,7	69,4	71,3	73,4	75,8	78,5	3,0%
Total	347,7	348,3	361,0	376,8	394,8	416,0	440,1	4,8%

Check In/Out and Office Automation (including Post Offices, Banks, etc.) are the ideal battlefield for the Gryphon GPS4490 scanner.

Most of the above applications are traditionally based on bar codes printed on paper but are migrating to the 'mobile bar code' concept where the bar code is sent via mail, SMS or dedicated WEB applications to the customer's Smartphone which is fast becoming the most versatile and 'pervasive' device in our everyday lives (voice and video calls, internet, photographic machine, social networking, address book, agenda, GPS, etc.).

Ticketing is another application where customers print their own tickets at home and then need to validate the tickets at the point-of-entry. This kind of application is growing in both entertainment and public transportation.



6. Sales and Marketing Information

6.1. Product Ad Builders

100 Word Product Copy

The Gryphon™ GPS4490 reader is a high performance 2D bar code presentation scanner for use in hands-free applications. It is available in a stylish shiny white or black body with a futuristic design. The GPS4490 scanner uses the latest and fastest imaging technology to allow reliable scanning of poor quality and/or damaged bar codes while being optimized for reading bar codes on mobile phones. It is equipped with an intuitive aimer and offers Datalogic's patented 'Green Spot' technology for good-read feedback. The adjustable stand allows the perfect orientation of the scanner to direct the reading volume where ever it is needed to improve the ergonomics in the working place.

50 Word Product Copy

The Gryphon™ GPS4490 scanner is a 2D bar code presentation scanner in a stylish shiny body for hands-free applications. The GPS4490 scanner includes an adjustable stand and offers Datalogic's patented 'Green Spot' technology. It also provides reliable reading on poor quality and/or damaged bar codes and easy bar code reading on mobile phones.

25 Word Product Copy

The Gryphon™ GPS4490 reader is a 2D bar code presentation scanner in a stylish body. Its adjustable stand and the Datalogic's patented 'Green Spot' technology make it easy and intuitive to use.

15 Word Product Copy

The Gryphon™ GPS4490 reader is a 2D bar code presentation scanner in a stylish body with an adjustable stand.



6.2.Channel Bullets

Target Audience: 2nd tier Channel or End User

- Stylish look and shiny white or black colors are suitable for elegant stores and offices
- Adjustable stand allows the user to orientate the reading volume where needed by the user
- Replaceable cable to optimize stock and protect the investment
- High speed imaging engine for fastest possible decoding of bar codes, including poorly printed or damaged labels
- 'Red Cross' aimer for intuitive hands-free label placement and Datalogic's patented 'Green Spot' technology for reliable good-read feedback

6.3.Elevator Pitches

Target Audience: 2nd tier Channel Partners, System Integrators

The Gryphon™ GPS4490 is a high performance 2D bar code presentation scanner which was designed for stylish environments where a nicer upscale look is wanted. The scanner is shiny white or black and lends the appearance of a high technology scanner. It is easy and intuitive to use because of the adjustable stand that allows the user to orient the reading volume where needed by the user, making the work place more ergonomic and friendly. It implements state-of-the-art 2D imaging technology and integrates Datalogic's patented 'Green Spot' technology for good-read feedback.

6.4.Email Template Copy

Target Audience: 2nd tier Channel Partners, System Integrators

The Gryphon™ GPS4490 is a high performance 2D bar code presentation scanner designed for stylish environments where an upscale look in a scanner is needed. The scanner is shiny white or black and offers a futuristic look for a high technology scanner. It is easy and intuitive to use because of the adjustable stand that allows the user to orient the reading volume where needed by the user, making the work place more ergonomic and friendly. It implements state-of-the-art 2D imaging technology and integrates Datalogic's patented 'Green Spot' technology for good-read feedback.

7. Warranty and Service Information

7.1.Factory Warranty

The Gryphon™ GPS4490 presentation scanner comes with a 3-year warranty.



7.2. Maintenance Agreements

The standard Datalogic service agreements are available including 24 hour, 5 day and Comprehensive Plans.

8. How to Order

There are two standard versions of the GPS4490 which differ because of the color: white or black. They both support RS-232 or USB interfaces. Just plug in the appropriate cable and properly configure the scanner.

8.1. Product Configurations

PART NUMBER	DESCRIPTION
GPS4490-WH	GRYPHON GPS4490, 2D, RS-232/USB WHITE
GPS4490-BK	GRYPHON GPS4490, 2D, RS-232/USB BLACK

The GPS4490-XX presentation scanner does not have accessories (the adjustable stand is included in the box) and share the same set of RS-232 and USB cables already being used with the Gryphon 4400 handheld scanner

8.2. Distribution Policy

Differing from the standard Datalogic policy, the Gryphon GPS4490 reader will not be sold through the distribution channel (that means no pre-defined discount structure and no promotions or advertising through the Datalogic channel will be available). However, the product is available for sales through 'projects'. Orders received through 'projects' won can be fulfilled through distribution with partners authorized by the VP of Sales on a project-by-project basis.

9. Frequently Asked Questions

Q: Does the GPS4490 scanner replace any of the existing Magellan™ models?

A: No, the GPS4490 scanner is in addition to our current portfolio for the on-counter presentation scanners.

Q: Are we going to sell the GPS4490 scanner in the standard way through our Distribution Channel?

A: No. The product will be announced in a different way and will not go through the normal distribution channel. It is a 'project oriented' product. Fulfillment of orders can happen through distribution, but we will manage orders on a one-by-one basis.



Q: Is the GPS4490 scanner available without the stand?

A: No. Currently, the stand is part of the product. SPR needed to have the product without the stand.

Q: Which set of cables can be used with the GPS4490 scanner?

A: The GPS4490 is a 'dual' interface product: RS-232 and USB. Standard retail cables (the same cables currently found in the Gryphon family) can be used for the GPS4490 scanner.

Q: Does the GPS4490 scanner use the same configuration commands as the Magellan family?

A: No. The GPS4490 scanner is derived from the Gryphon family and therefore it inherits the configuration commands from the Gryphon scanners. It shares the same set of commands and software features as the GFS4400 and GFE4400 models.

10. Summary

The Gryphon™ I GPS4400 on-counter omnidirectional presentation scanner offers hands-free scanning of small, easily handled items and handheld scanning operation for bulkier items.

The reader's compact size makes it the ideal solution for space-constrained environments. Its adjustable stand positions the scanner for easy, intuitive reading.

It is nice looking and stylish, which makes it particularly suitable for fashion stores such as apparel, perfumeries and jewelry centers as well as pharmacies and general use in specialty stores.





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