

CS 1504 Consumer Memory Scanner

MIDCOM Data Technologies

SCANNERS

Shop Anytime, Anywhere with the CS 1504

While Web access has given customers the freedom to shop anytime, the CS 1504 Consumer Memory Scanner from Symbol Technologies gives them true mobility to shop anywhere. Another breakthrough in consumer bar code scanning technology from Symbol, the CS 1504 Consumer Memory Scanner enables customers to capture bar codes on retail merchandise in order to create a shopping list, purchase an item or simply link to the Web for further content about the item of interest.

Anyone can use this pocket-sized scanner to read bar codes found on merchandise or in catalogs from virtually anywhere. Small and lightweight enough to fit in a pocket or purse, customers can use this scanner at home, in the store, or on-the-go. It makes routine tasks, such as reordering groceries or office supplies, quicker and easier than ever before. It's ideal for list-making and gift-registry applications and can be a great incentive for your preferred customers.

Now you can embed bar codes in your print advertisements, catalogs, and on merchandise—converting the printed page into a two-way communication channel between you and your customers—creating fast, efficient order entry and reducing the need for expensive, labor-intensive call centers.

When used with an Internet/intranet store kiosk, the CS 1504 doubles as an in-store, mobile shopping tool. Shoppers can also use it to scan items for further information on price, availability, features, rebates, special offers or similar products. Merchants can respond with one-to-one marketing messages.

Simply Point, Click and Scan

With the CS 1504, customers simply point and click. Any bar-coded item is quickly and easily scanned and captured. Up to 150 codes can be stored in the internal memory and removed by the user at any time. Captured bar codes are easily uploaded to a host application via cable connection. Plus, the CS 1504 also acts as a tethered scanner when attached to a host system.

Built into every CS 1504 are Symbol's award-winning quality, reliability and service. Symbol remains a pioneer in creating



Features	Benefits
Small, lightweight ergonomically designed	Fits onto a key chain, easily carried in pocket or purse
Superior scanning performance	Easy and intuitive to use—just <i>Point, Click and Scan!</i>
Real-time clock	Each bar code is time/date stamped to assist with data mining or organizing specific tasks
Non-volatile memory	Retains scanned data even when batteries are removed or lose power
RS-232 and USB connectivity	Easily connects to legacy and newer host systems—simply change cable to change communication option

e-business solutions for almost any application. Symbol wireless networks, advanced bar code technology and net appliances are creating new ways to reach customers online, in the store, and at home. With the CS 1504 Consumer Memory Scanner from Symbol Technologies, the formula for your success is simple: You supply the scanner. You satisfy the customer. You make the sale.

For more information, call Symbol Technologies. The Americas: 1-800-722-6234 (1-631-738-2400 outside U.S.); Europe, Middle East, Africa: +44-118-9457000; Asia-Pacific: +65-337-6588 or visit us at www.symbol.com/consumer

Call MIDCOM Today...
(800) 643-2664

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Try & Buy Program**

Symbol CS 1504 Consumer Memory Scanner Specification Highlights

CS1504 Applications

Retail Market Place:

- Purchasing
- List Generation
- Price Comparison
- Information Gathering
- Scanner Assisted Ordering

Print to Web Solutions:

- Newspapers
- Magazines
- Catalogues

Physical Characteristics

Dimensions: 2.5 in. L x 1.5 in. W x .75 in. H/6.35 cm L x 3.81 cm W x 1.90 cm H

Weight: With batteries: 1.2 oz. /34 gm

Battery Operated: Uses four silver oxide watch batteries which are readily available at many stores

Performance Characteristics

Memory Capacity: 150 bar codes (Default)
 (Variable Settings) 300 UPC only codes
 400, 13 character codes (time/stamp turned off)

Battery Life: Up to 5,000 scans on a fresh set of batteries

Decode Capability: UPC/EAN/JAN, Code 128, Code 39, Coupon Code, I2 of 5, D2 of 5, ISBN, Webcodes

Interfaces Supported: RS-232 (Serial) – Standard Serial Cable
 USB- Standard USB Smart Cable

Real Time Clock: A date/time stamp is recorded with each bar code scanned

Software Tools: CS 1504 SDK is available free of charge to all program developers and can be downloaded from www.symbol.com

Special Features: *Scan and Delete Buttons:* Can be used to add or delete data
Data Protection Mode: Scan buttons can be locked to prevent accidental deletion/addition of data (default is disabled)
Disable Delete Function: Smaller delete button can be disabled via host command

User Environment

Operating Temperature: 41° to 104° F /5° to 40° C

Storage Temperature: -4° to 140° F /-20° to 60°C (without batteries)

Humidity: 0-95% noncondensing

Regulatory

Laser Safety: IEC Class 1, CDRH Class II

EMI/RFI: FCC Part 15 Class B, ICES-003 Class B, European Union EMC Directive, Australian SMA

Warranty

The CS 1504 Consumer Memory Scanner is warranted against defects in workmanship and materials for a period of three (3) months

EN410 CE



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