

# ZEBRA DS6707

## DIGITAL IMAGER SCANNER:

**Improve productivity and reduce costs with single solution for diverse data capture applications**



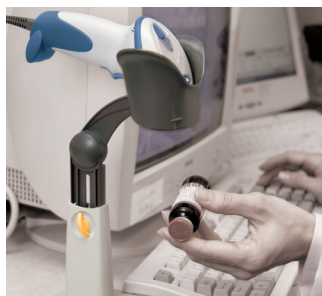
### **Unique combination bar code scanner and imager delivers extraordinary application flexibility — and operational efficiencies**

The retail, healthcare and government industries all face a similar challenge — how to cost-effectively enable the wide variety of applications that require the capture of different types of data. In addition to bar code scanning, organizations may need to scan ID cards, capture images (for example, to document the condition of a returned item or damaged shipment), and scan paperwork to create an electronic version of a form to streamline administration or meet regulatory requirements.



Until today, this required the use of separate devices — bar code scanners, digital cameras and document scanners. But now, the ability to scan a bar code, capture an image and scan a document are combined into a single easy-to-use durable device — the DS6707. The DS6707 significantly decreases the need for enterprises to purchase, manage and support three different types of devices, reducing capital and operational expenses. The DS6707 is ideal for increasing employee productivity and process efficiency in any high traffic environment with multiple data capture needs — including checkout lines, pharmacies, physician offices and security checkpoints.

Designed for ease of use, the DS6707 delivers true point-and-shoot capture for 1D, 2D and PDF417 bar codes, allowing experienced and novice users to process items quickly and accurately the first time. And the 1.3 megapixel camera enables the capture of full-sized documents (8.5 in. x 11 in./21.6 cm x 27.9 cm), offering an affordable way to streamline recordkeeping with electronic filing — from capturing medication prescriptions to bills of lading, customer checks and signatures. And Zebra's advanced text-enhancement technology sharpens the scanned text to ensure that even fine print is legible.



### **Improve customer satisfaction and reduce costs — real business value**

The DS6707 delivers real value by enabling you to improve customer satisfaction while significantly reducing costs. Customer service is improved since employees are able to perform tasks more rapidly — and on the spot. The reduction in devices not only reduces device costs, but also the time and cost associated with asset management and training. And while fewer devices translate into a reduction in device management time and costs, the DS6707 takes it a step further. Where digital cameras and document scanners require hands-on support, the DS6707 is Remote Scanner Management (RSM) compatible, enabling your staff to remotely monitor, track and update all your DS6707 devices from a single central location, driving the costs of management even lower.

### **Key Benefits:**

With the unique capabilities of the DS6707, you can now capture documents, images, ID cards and more, in addition to scanning bar codes — all with a single device.

- Simplifies business processes, improving employee productivity and customer service levels
- Fewer devices to purchase, support and manage —reduces capital and operational expenses
- Reduces training requirements
- Simplifies asset management
- Provides unprecedented device management simplicity
- Enables rapid and accurate handling of age-restricted purchases
- Enables rapid document capture for streamlined recordkeeping and regulatory compliance

## GOVERNMENT

### Faster, more accurate screening at airports and borders

At border crossings, airports and more, the DS6707 assists government agencies in efficiently verifying identities to help improve safety at borders and for travelers without long lines and wait times. The ability to read the PDF417 bar codes widely found on driver's licenses, military IDs, national ID cards, passports, visas and other travel and identification documents — enables screeners to instantly read, decode and confirm the identity of travelers. With a quick scan, identity can be instantly verified, captured and even checked against a database, all with minimal manual processing and paper forms.

And digital imaging enables electronic document capture, minimizing the bureaucratic paper trail that can accompany heightened security measures, as well as improving the efficiency and accuracy of record storage and retrieval.

## HEALTHCARE

### Streamline recordkeeping in the doctor's office

In a physician's office, the DS6707 can reduce the amount of paper records and administrative processing times. The high-resolution camera enables the capture of a wide array of patient information, including medical cards, insurance information, driver's licenses and patient medical history forms. With the press of a button, information is captured and stored electronically. And with text enhancement software, text as small as six points is legible, ensuring the ability to read even fine print on captured documents.

Electronic recordkeeping gives office personnel and doctors instant access to a patient's information without having to track down paper files. The staff has information right at their fingertips to swiftly handle patient calls and inquiries. Electronic recordkeeping can lead to further process automation, such as automatic alerts if a patient's medical card is set to expire. As a result, administrative personnel can be more productive — and more available to serve patient needs.

### Improve operating room efficiency

The presence of a signed patient informed consent form is mandatory for any surgical procedure to begin. With a paper-based system, the manual processing and delivery of forms take time and can result in the delivery of patient charts to the operating room without the required consent form. In fact, a study at two U.S. Department of Veterans Affairs medical centers revealed that consent forms are missing eight percent of the time. And lost or misplaced forms can delay the start of procedures. When even a brief average ten minute delay per procedure is multiplied by the number of operating rooms and procedures performed daily, the result is the loss of costly operating room time.

The DS6707 can help ensure that the signed consent form is present in the operating room on time every time. The device enables the instant electronic capture of the consent form, complete with patient signature. The electronic copy can then be transmitted instantly via the organization's computer network to the operating room nurse, allowing patient prep to begin as soon as the patient arrives. This not only improves the patient's experience, it also enables more rapid care in critical emergency situations. And by eliminating any delays due to misplaced forms, hospitals are able support more procedures per day.

### Streamline recordkeeping and regulatory compliance in the pharmacy — electronic records at the press of a button

With digital imaging, pharmacies can meet regulatory requirements for maintaining prescription records without the associated cost and administrative burden associated with paper storage. The DS6707 enables the electronic capture of clear and legible medication prescriptions in seconds. And the video viewfinder allows even novice users to capture images properly the first time — providing an electronic archive at the press of a button.



Pharmacies can scan prescriptions with a quick press of the button, enabling cost-effective maintenance of prescription records to meet regulatory requirements — without the high cost of administering a paper storage process.

Electronic recordkeeping reduces storage and administrative costs, and offers staff rapid access to any prescription for improved efficiency and customer service. There's no need to sift through paper files — a prescription is literally a mouse-click away. And electronic storage virtually eliminates the risk of misplaced or lost prescription files. The DS6707 makes it easy for pharmacies to leverage the benefits associated with electronic recordkeeping.

In addition, the DS6707 enables cost-effective compliance with new regulations that require pharmacies to keep a log of information on customers who have purchased certain behind-the-counter non-prescription medicines. With 1D/2D bar code scanning and document capture, the DS6707 provides a single solution for automating the process: first scanning the product bar code, then capturing the required customer identification form. In seconds, the DS6707 delivers an electronic archive, complete with the purchased substance type and customer information. This streamlined process enables pharmacies to meet these regulations without increased administration. There's no significant delay at the counter, and pharmacies aren't burdened with a logistical challenge of storing extensive paperwork. And staff is free to better attend to customer needs, instead of added paperwork.

## RETAIL

### Simplify processes and improve service throughout the retail environment

To improve efficiency and throughput at the point-of-sale, retailers typically implement a single type of automated data capture — bar code scanning. But at the point-of-sale,

returns desk and customer service areas, the ability to capture other types of data can significantly simplify your processes, giving your employees the time to give more personalized attention to more customers.

Armed with the DS6707, your workers will be able to scan ID cards and capture images just as rapidly as they scan bar codes today, bringing a new level of efficiency to a wide variety of retail procedures:

### Age verification

For retailers who sell any items with age restrictions, the DS6707 ensures legal compliance without affecting throughput in the checkout line. For geographies that include PDF417 bar codes on driver's licenses, a quick scan eliminates the need to manually read the license. In addition to the reduction in time, you can ensure that your cashiers are not selling products to underage customers. While the birthdate on licenses can be easily altered, the bar code on the back cannot — a quick scan might reveal that the actual birthdate of the card holder is not the date displayed on the card. And you can ensure that your cashiers check the ID for any and all sales of age-restricted items by simply requiring a scan of the ID card in order to complete the sale at the register.

### Returns

The DS6707 can help document returns and prevent fraud at the returns desk. By requiring a scan of a driver's license (or other ID with personal information embedded in a PDF417 code) for all returns, the DS6707 can help retailers who do not require purchase receipts for returns to prevent fraudulent returns.



### Returns monitoring

At the returns desk, a quick scan of a driver's license enables you to track returns to help prevent fraud.



### Instant credit/loyalty auto-population

In the checkout line, a quick scan of a driver's license enables cashiers to automatically populate almost all fields in an application for a loyalty card or store credit in seconds — and the simplified process easily leads to an increase in your customer base and your sales.



### Age verification

At the liquor store, pharmacy and more, a quick scan of an ID card protects against inadvertent sales of age restricted products to minors, and enables pharmacies to cost-effectively meet new regulatory requirements for tracking the sales of behind-the-counter medications.



### Digital document storage

In a pharmacy, workers can take a quick photo of a prescription, enabling rapid and cost effective regulatory compliance.

The rapid capture of the name and address of everyone returning products provides the trending information to allow customer service representatives to spot patterns, enabling easy identification of patrons who habitually return products. Equipped with this information, retailers can better spot patrons who may routinely enter the store, pick up product in a department and proceed directly to the returns department for a refund — without purchasing the product. With the DS6707, your employees can help spot and prevent these events, protecting your profitability

### **Credit and customer loyalty cards**

Store-branded credit cards and loyalty cards are a great way to improve customer retention. But when cashiers at the point-of-sale attempt to get a customer to complete an application, they are often met with reluctance. Customers are either in a rush and do not want to take the time, or are concerned about holding up the line and upsetting the customers behind them. But with the DS6707, a quick scan of a driver's license, or other ID that contains personal information embedded in a PDF 417 code, can automatically populate the fields in the application. Now, instead of handing a customer a blank form and a pen, the information is pushed to an electronic signature capture device where customers can simply sign the screen to accept the payment terms — no paper required. And the dramatic reduction in processing time can greatly improve the cashier's ability to increase your base of credit and loyalty card holders as well as your base of loyal customers — one customer experienced a 40 percent increase in credit applications and reduced processing time by more than 50 percent.

### **Proof of condition for returns and incoming shipments**

The integrated high-resolution camera in the DS6707 enables new functionality at the returns desk and the loading dock. Employees can now take a picture to document the condition of a returned item or an incoming shipment, providing verifiable proof of condition. And in instances where a vendor is doubtful that his shipment arrived damaged, or a customer refund request is denied (for example, for shoes or a dress that was worn) — a picture is truly worth a thousand words.

## **DEPEND ON ZEBRA MOBILITY SERVICES TO SUPPORT YOUR DATA CAPTURE SYSTEMS**

Even the most reliable products need a support plan. That's why Zebra covers every aspect of your data capture solution — providing exceptional breadth and depth of coverage to ensure all of your services and support needs are met. Our Service from the Start Advance Exchange Support agreement provides next-business-day delivery of a replacement device for maximum uptime and true service peace of mind.

## **APPLICATION FLEXIBILITY — TODAY AND TOMORROW**

The DS6707 combines the solid performance and proven reliability of our scanner solutions with the power of high resolution digital imaging to deliver exceptional application flexibility. With the same device, employees can quickly scan items, scan documents, read driver's licenses and more — to process customers quickly in any checkout line and replace paper-based files with electronic filing. And the DS6707 offers an on-board multi-interface with universal cable support that protects your investment, ensuring compatibility with your host terminal today, and tomorrow.

For more information on how the multiple data capture options of the DS6707 can benefit your organization, please visit us on the Web at [www.zebra.com/ds6707](http://www.zebra.com/ds6707) or contact us at +1.800.423.0442 or +1.847.955.2283.