

Sales Bulletin: SI20160331
Product: DL-Axist™

Expected General Availability:
Expected Public Announcement:

April 28, 2016
April 28, 2016

DL-AXIST™ THE NEW FULL TOUCH ANDROID PDA

OVERVIEW

Datalogic ADC is pleased to announce the release of the DL-Axist PDA: a rugged Android PDA with a brilliant full touch 5 inch screen. Its industrial robustness allows the PDA to survive the toughest environments and also has a Gorilla® Glass 3 touchscreen and protective rubber boot to ensure an additional level of ruggedness.

The DL-Axist PDA is equipped with an advanced 2D imager allowing quick and easy data capture from high density codes at standard range distances, along with Datalogic's patented 'Green Spot' technology for visual good-read feedback. For applications requiring evidence of task execution or damaged documentation, a 5 MP auto focus camera with LED flash provides easy documentation with photos.

The DL-Axist PDA embeds Datalogic's new SoftSpot technology (patent pending): a user-definable 'floating soft trigger' to leverage the large touch display, allowing a new scan or camera triggering experience for the user!

A full set of wireless technologies is embedded in the DL-Axist PDA:

- Wi-Fi 802.11 a/b/g/n Cisco CCX v4 certified for quick network access and with superior MIMO technology (ensures higher throughput and better coverage)
- Cellular wide area for voice and data
- Enterprise Class Assisted GPS (A-GPS) for location based applications
- Bluetooth® v4.0 wireless technology for fast and low power consuming data connections
- NFC for easy and intuitive configuration and pairing



The DL-Axist PDA aims to combine recent technology trends with Datalogic's traditional rugged expertise in a user friendly and complete package with the following Features and Benefits.



FEATURES AND BENEFITS

PRODUCT FEATURES	BENEFITS FOR CUSTOMER
5 inch HD multi-touch screen with Corning® Gorilla® Glass 3	Brilliant readability, ensures protection from drops/scratches
802.11 a/b/g/n Wi-Fi radio, Cisco CCX v4.0 certified, with MIMO technology (unique in rugged industry)	Superior throughput, better coverage, fast roaming
3G/4G cellular for voice and data communication	Enables outdoor mobility applications or replacement of Wi-Fi infrastructure
Bluetooth® v4.0 wireless technology with BLE for beacons	Enables indoor positioning along with connectivity to most any Bluetooth peripheral
NFC	Quick and easy configuration and pairing, compliant to the main standard
Enterprise Class Assisted GPS	Dedicated enterprise GPS chipset for location-based applications, with fast positioning
2D imager with Datalogic's patented 'Green Spot' technology	Datalogic's data capture expertise and patented technology, great for noisy environments or when audio feedback is not permitted (e.g. hospitals, libraries, etc.)
Datalogic's SoftSpot technology for innovative triggering through the touch display	Improves data capture ergonomics for scan intensive applications
Ruggedized with 1.8 m / 6 ft drop to concrete with the optional rubber boot	Survives tough industrial usage
IP67 particulate and water sealing rating, -20 °C / -4 °F operating temperature	Ensures the best protection in harsher climates and operating environments
Audio Jack	Can be used to plug headsets, mobile POS add-on, or other compatible peripherals
Device and browser lockdown pre-licensed	Industrial lockdown utilities allowing full locking of the device and browser



DATALOGIC'S SOFTSPOT TECHNOLOGY

This Datalogic technology (patent pending) allows a new data capture experience, leveraging the large touch display of the DL-Axist PDA to improve ergonomics during scan intensive applications.

The visual representation of SoftSpot technology is a green bubble of configurable size that the user can position anywhere on the touch screen display. This will act as a 'floating soft trigger' for data capture or for repeated functions in mobile applications, improving ergonomics of daily use.

When not in use, the SoftSpot will appear as transparent overlay, becoming non-invasive during other user activities. SoftSpot technology is pre-installed in the DL-Axist PDA and can be integrated as a free API in customer line of business applications.

MIMO WI-FI

Multiple-Input and Multiple-Output (MIMO) is a technology to improve the capacity of a radio link using multiple transmit and receive antennas to exploit multi-path propagation. This technology is already present in the majority of existing Wi-Fi infrastructures and it is supported by many laptops and top class smartphones.

The DL-Axist PDA is the first device in the industrial sector supporting MIMO technology! Benefits for customers choosing the DL-Axist PDA will not only be related to the peak data connection throughput, but also coverage will offer significant improvement over competitive devices. Together with fast roaming (implemented as an enterprise feature on the DL-Axist), this technology provides a seamless handoff between different access points while avoiding data loss. MIMO ensures superior Wi-Fi connectivity for the DL-Axist PDA.

TARGET INDUSTRY APPLICATIONS

- **Retail:** Assisted Sales, Merchandising, Pricing, Stock Management, Inventory, Gift Registry, Mobile POS
- **T&L:** Route Accounting, Direct Store Delivery, Workforce Management, Courier Value-added Services, Field Sales & Service
- **Manufacturing:** Electronics, Automotive, Food and Beverage
- **Healthcare:** Bedside Care, Pharmacy, Inventory
- **Hospitality/Entertainment:** Cinemas, Theaters, Museums, Events, Travel/Leisure and Ticket Verification
- **Services:** Commercial Services, Library Management, Access Control

ORDERING

The DL-Axist PDA and accessories will be orderable starting March 31, 2016 for internal demo orders (subject to stated availability in table below).



PRODUCT INFORMATION

PART NUMBER	DESCRIPTION	AVAILABILITY
944600001	DL-Axist Full Touch PDA, 802.11 a/b/g/n CCX v4 +MIMO, Bluetooth v4.0 & NFC, 1GB RAM/8 GB Flash, Multi-purpose 2D Imager w Green Spot, Android v4*	April 28, 2016
944600003	DL-Axist Full Touch PDA, 3G/4G HSPA+ WW/no US , 802.11 a/b/g/n CCX v4, Bluetooth v4.0 & NFC, 1GB RAM/8 GB Flash, Multi-purpose 2D Imager w Green Spot, Android v4*	July, 2016
944600005	DL-Axist Full Touch PDA, 3G/4G HSPA+ US , 802.11 a/b/g/n CCX v4, Bluetooth v4.0 & NFC, 1GB RAM/8 GB Flash, Multi-purpose 2D Imager w Green Spot, Android v4*	July, 2016
94A150071	DOCK, SINGLE SLOT, DL-AXIST (includes power supply but requires line cord to be purchased separately)	May, 2016
94A150072	DOCK, ETHERNET SINGLE SLOT, DL-AXIST (includes power supply but requires line cord to be purchased separately)	May, 2016
94A150074	CHARGER, 4 SLOT BATTERY, DL-AXIST (includes power supply but requires line cord to be purchased separately)	May, 2016
94ACC0128	BATTERY, STANDARD CAPACITY (3200 mAh) , DL-AXIST	April 28, 2016
94ACC0129	BATTERY, EXTENDED CAPACITY (6400 mAh), DL-AXIST	April 28, 2016
94ACC0130	STD BATTERY DOOR, DL-AXIST	April 28, 2016
94ACC0131	EXT BATTERY DOOR, DL-AXIST	April 28, 2016
94ACC0132	RUBBER BOOT, DL-AXIST	April 28, 2016
94ACC0133	HANDSTRAP, DL-AXIST (included with main device)	April 28, 2016
94ACC0134	STYLUS, DL-AXIST (10 PCS)	April 28, 2016
94ACC0135	POWER SUPPLY, MICROUSB, DL-AXIST (includes 4 regional plugs)	April 28, 2016
94ACC0136	POWER SUPPLY, SINGLE SLOT DOCK, DL-AXIST (included with single slot docks, power line cord to be purchased separately)	May, 2016
94ACC0137	POWER SUPPLY, 4 BATTERY CHARGER, DL-AXIST (included with 4 Slot Battery Charger, power line cord to be purchased separately)	May, 2016
94ACC0144	Cable from Micro USB (DL-Axist PDA) to female USB type A. Device can work as host and client. 1.2 m straight	April 28, 2016
95ACC1113	POWER LINE CORD, 3-PIN IEC C13, USA	Currently available
95ACC1213	POWER LINE CORD, 3-PIN IEC C13, UK	Currently available
94ACC1150	POWER LINE CORD, 3-PIN IEC C13, EU (5 PCS)	Currently available
95A051041	POWER LINE CORD, 3-PIN IEC C13, EU	Currently available
95ACC1215	POWER LINE CORD, 3-PIN IEC C13, AUSTRALIA	Currently available
95ACC1284	POWER LINE CORD, 3-PIN IEC C13, ARGENTINA	Currently available

*What's in the Box:

- **Wi-Fi Models:** Standard capacity battery, handstrap, MicroUSB cable, battery carrying box
- **WWAN (3G/4G) Models:** Hi-capacity battery, handstrap, MicroUSB cable, battery carrying box



EASEOFCARE CONTRACTS

PART NUMBER	DESCRIPTION	AVAILABILITY
ZSN5DLAX31	DL-AXIST: EOFC 5 DAYS, 3 YEARS	April 28, 2016
ZSN5DLAX51	DL-AXIST: EOFC 5 DAYS, 5 YEARS	April 28, 2016
ZSN5DLAXC1	DL-AXIST: EOFC 5 DAYS, 1 YEAR RENEWAL	April 28, 2016
ZSC2DLAX31	DL-AXIST: EOFC 2 DAYS COMPREHENSIVE, 3 Y	April 28, 2016
ZSC2DLAX51	DL-AXIST: EOFC 2 DAYS COMPREHENSIVE, 5 Y	April 28, 2016
ZSC2DLAXC1	DL-AXIST: EOFC 2 DAYS COMP, 1 YEAR REN	April 28, 2016
ZSC1DLAX31	DL-AXIST: EOFC OVERNIGHT REPL COMP 3 YR	April 28, 2016
ZSC1DLAX51	DL-AXIST: EOFC OVERNIGHT REPL COMP 5 YR	April 28, 2016
ZSC1DLAXC1	DL-AXIST: EOFC OVRNIGHT REPL COMP 1YR R	April 28, 2016

GEOGRAPHICAL AVAILABILITY

The DL-Axist PDA is fully certified in the following countries from the Availability date stated above:

- **E.U. Countries, U.S., Canada, Australia and New Zealand**

The following countries have certifications expected by **August 2016** for part number 944600001, and **November 2016** for part number 944600003:

- **Mexico, Russia and Brazil**

Additional countries will be added in the near future.

TRAINING INFORMATION

A new Datalogic Training Center course will be available for the DL-Axist PDA within April, 2016. The Training Center provides a self-paced, online training program, covering the functions, features and competitive advantages of the DL-Axist PDA. To access the Training Center, visit this link: <http://training.datalogic.com>.

Dedicated training sessions will be provided to Sales representatives via webinar (to be scheduled) on this new product, the first to implement Android OS in the Datalogic portfolio.

COMPETITIVE INFORMATION

The DL-Axist PDA is a fully featured PDA, leveraging the rich Datalogic expertise in the rugged market and distinguishing from consumer smartphones (also from emerging rugged smartphone solutions) both from a hardware and software point of view. Additionally, the industrial sector is already offering some full touch devices with the Android OS, so the following selling points will help position the DL-Axist PDA and differentiate from existing solutions:

- Brilliant 5 inch HD Display vs. competitive products mainly between 4.3 to 4.7 inches
- Strong Ruggedization: Gorilla® Glass 3 touch screen, IP67, drop spec from 1.8 m / 6.0 ft to concrete with rubber boot option and -20 °C / -4 °F operating temperature



- Suitability to scan intensive applications
 - **Datalogic's 'Green Spot' technology** for visual good-read feedback
 - **Datalogic's 'SoftSpot' technology** (touch trigger) for novel use of the touch screen display
 - 3 physical scan keys
- Superior Wi-Fi coverage through MIMO technology and fast roaming protocols
- Largest battery in the rugged PDA market (6400 mAh)
- WWAN version with voice and data (4G HSPA+) and dedicated enterprise class aGPS module
- NFC to streamline configuration
 - Tap to Configure (patent pending)
 - Tap to Pair (for example, when connecting to a Bluetooth® peripheral)

Additionally, the DL-Axist PDA aggressive price positioning is very compelling against traditional tier 1 full touch products. Further details and specific 'Selling Against' analysis can be found in the **Competitive Selling Guide** document (available on the Partner Extranet on the day the Product Bulletin distributes).

GET MORE INFORMATION

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