





Gryphon™ GPS4490

Competitive Selling Guide



GRYPHON GPS4490	MOTOROLA DS9208
	

Features

PERFORMANCE		
Maximum Resolution (1D / 2D)	4 mil / 7 mil	4 mil / 7.5 mil
Reading Symbolologies	1D, stacked, 2D, postal	1D, stacked, 2D, postal
Reading Depth of Field: EAN13: 13 mil	39.4 cm / 15.5 in	26.7 cm / 10.5 in
Reading DOF: DataMatrix: 10 mil	12.5 cm / 4.9 in	11.9 cm / 4.7 in
Reading Field of View	40° horizontal; 26° vertical	46° horizontal; 29.5 vertical
Mobile Phone Reading	Yes	Yes
Image Capture	Yes	Yes
PHYSICAL CHARACTERISTICS		
Dimensions	With stand: 12.1 x 10.7 x 7.3 cm / 4.8 x 4.2 x 2.9 in Without stand: 7.4 x 9.5 x 6.4 cm / 2.9 x 3.7 x 2.5 in	14.0 x 8.21 x 8 cm / 5.5 x 3.2 x 3.1 in
Weight	With stand: 295 g / 10.4 oz Without stand: 178 g / 6.3 oz	269 g / 9.5 oz
Handheld Ergonomics (5 is best)	4	3
ENVIRONMENTAL		
Operating Temperature	0 to 40 °C / 32 to 104 °F	0 to 40 °C / 32 to 104 °F
Storage Temperature	-40 to 70 °C / -40 to 158 °F	-40 to 70 °C / -40 to 158 °F
Drop	Multiple 1.2 m / 4 ft drops to concrete	Multiple 1.5 m / 4.9 ft drops
Sealing	IP52	IP50
ELECTRICAL / MIXED FEATURES		
Aiming	Laser (central cross + four dots)	Red Dot
Communication Interface	RS-232, USB (USB-COM; USB-HID; USB-OEM)	RS-232, USB, IBM46xx, KBW
SW Configuration	Aladdin™	123Scan
User Interface	'Green Spot' Technology, Good read LED, Trigger, Beeper	Dual LED, Trigger, Beeper
Additional Distinctive Features	Remote Host Download Driver License Parsing	Remote Management Driver License Parsing: Optional
FACTORY WARRANTY	3 Years	3 Years



Datalogic Advantages

- Size: the GPS4490 imager can be used with or without the stand, resulting in a more versatile solution. When space is a concern, a few cm/in can make all the difference.
- Longer Depth of Field: aside from normal reading in on-counter presentation short distance scanning, the GPS4490 imager is much snappier because it is able to capture bar codes from longer distances.
- Datalogic's patented 'Green Spot' technology provides intuitive confirmation of successful reading.
- IP52 sealing rating: the GPS4490 imager can work in the harshest environments.
- Sliding stand: infinitely adjustable to find the perfect position for the customer's needs.

Competitor Weaknesses

- The DS9208 reader's illuminator is controlled by a dedicated IR wake-up circuit which slows reading performance. Sometimes the wake-up circuit gets out of sync with the user during scanning which can cause seconds of delay and user frustration.
- Datalogic's teardown of the product revealed 52 parts, including 4 PCBs, one flex cable to connect the PCB's and 14 fasteners. More parts and complexity means that more can go wrong or break over the scanner's lifetime.
- The DS9208 reader's trigger button is very awkward to use. It is positioned in the middle of the scanner's right side panel making it difficult to engage for either left or right handed users. The targeting 'red dot' is clearly inferior to Datalogic's patented 'Green Spot' technology used on the GPS4490 imager and other Datalogic handheld products. The red color tends to get washed out by the red illumination LEDs.



Synopsis

The Gryphon GPS4490 on-counter presentation scanner is an innovative and sleek proposal in the presentation scanner arena. The engine, inherited from the Gryphon family, guarantees unrivalled performance already experienced by Gryphon users. The sliding stand allows easy adjustment of the scanner to perfectly fit the user needs and combined with the compact and small size, reduces the space occupancy on the valuable check-out counter.



Competitive Selling Guide



GRYPHON GPS4490	HONEYWELL GENESIS MS7580G
	

Features

PERFORMANCE		
Maximum Resolution (1D / 2D)	4 mil / 7 mil	4 mil / 7.5 mil
Reading Symbolologies	1D, stacked, 2D, postal	1D, stacked, 2D, postal, OCR
Reading Depth of Field: EAN13: 13 mil	39.4 cm / 15.5 in	18 cm / 7.1 in
Reading DOF: DataMatrix: 10 mil	12.5 cm / 4.9 in	Not Declared: (19 cm / 7.5 in on a 20 mil code)
Reading Field of View	40° horizontal; 26° vertical	46° horizontal; 28° vertical
Mobile Phone Reading	Yes	Yes
Image Capture	Yes	Yes
PHYSICAL CHARACTERISTICS		
Dimensions	With stand: 12.1 x 10.7 x 7.3 cm / 4.8 x 4.2 x 2.9 in Without stand: 7.4 x 9.5 x 6.4 cm / 2.9 x 3.7 x 2.5 in	14.9 x 8.3 x 8.1 cm / 5.9 x 3.3 x 3.2 in
Weight	With stand: 295 g / 10.4 oz Without stand: 178 g / 6.3 oz	340.2 g / 12.0 oz
Handheld Ergonomics (5 is best)	4	1
ENVIRONMENTAL		
Operating Temperature	0 to 40 °C / 32 to 104 °F	0 to 40 °C / 32 to 104 °F
Storage Temperature	-40 to 70 °C / -40 to 158 °F	-40 to 60 °C / -40 to 140 °F
Drop	Multiple 1.2 m / 4 ft drops to concrete	Multiple 1.5 m / 4.9 ft drops
Sealing	IP52	N.A.
ELECTRICAL / MIXED FEATURES		
Aiming	Laser (central cross + four dots)	Yes
Communication Interface	RS-232, USB (USB-COM; USB-HID; USB-OEM)	RS-232, USB, IBM46xx, KBW
SW Configuration	Aladdin™	Remote Master Mind
User Interface	'Green Spot' Technology, Good read LED, Trigger, Beeper	LED; Trigger; Beeper
Additional Distinctive Features	Remote Host Download Driver License Parsing	Remote Management OCR
FACTORY WARRANTY	3 Years	2 Years



Datalogic Advantages

- Size: the GPS4490 imager can be used with or without the stand, resulting in a more versatile solution. When space is a concern, a few cm/in can make all the difference.
- Much better ergonomics for handheld use
- Datalogic's patented 'Green Spot' technology provides superior user feedback for a broader set of applications.
- IP52 sealing rating: the GPS4490 imager can work in the harshest environments.
- Longer Depth of Field: aside from normal reading in on-counter presentation short distance scanning, the GPS4490 imager is much snappier because it is able to capture bar codes from longer distances.

Competitor Weaknesses

- The Genesis MS7580 enclosure has very poor ergonomics for handheld use. The outside edges of the product stress the hand while in handheld use and make it difficult to get a secure grip on the product. In addition, using the Code Gate trigger is awkward and puts additional stress on the users' hand especially during longer periods of handheld usage.
- Datalogic's breakdown of the product revealed that the product is constructed using a single, highly complex PCB design. Single board products tend to be much more expensive to service since they require complete PCB replacement or board level repair in the event of a failure.
- The MS7580's illumination can be annoying to the user since it always involves a lot of bright flashing LEDs.
- The scanning performance of the Genesis can be reduced in certain Halogen lighting conditions.



Synopsis

The Gryphon GPS4490 on-counter presentation scanner is an innovative and sleek proposal in the presentation scanner arena. The engine, inherited from the Gryphon family, guarantees unrivalled performance already experienced by Gryphon users. The compact shape makes the GPS4490 imager more suitable vs. the Honeywell scanner for 'mixed' use, (i.e.: when the user needs the scanner for handheld use). Global performance and features are similar but the reading DOF is definitely better in the GPS4490 imager allowing faster wake-up and read times. The sliding stand allows easy adjustment of the scanner to perfectly fit the user needs and combined with the compact and small size reduces the space occupancy on the valuable check-out counter.



Competitive Selling Guide



GRYPHON GPS4490	HONEYWELL ORBIT
	

Features

PERFORMANCE		
Maximum Resolution (1D / 2D)	4 mil / 7 mil	5 mil / N.A.
Reading Symbologies	1D, stacked, 2D, postal	1D only
Reading Depth of Field: EAN13: 13 mil	39.4 cm / 15.5 in	21.5 cm / 8.5 in (7120); 27.5 cm / 10.8 in (7180)
Reading DOF: DataMatrix: 10 mil	12.5 cm / 4.9 in	N.A.
Reading Field of View	40° horizontal; 26° vertical	N.A.
Mobile Phone Reading	Yes	No
Image Capture	Yes	No
PHYSICAL CHARACTERISTICS		
Dimensions	With stand: 12.1 x 10.7 x 7.3 cm / 4.8 x 4.2 x 2.9 in Without stand: 7.4 x 9.5 x 6.4 cm / 2.9 x 3.7 x 2.5 in	14.9 x 10.1 x 10.4 cm / 5.9 x 4.0 x 4.1 in
Weight	With stand: 295 g / 10.4 oz Without stand: 178 g / 6.3 oz	400 g / 14.1 oz
Handheld Ergonomics (5 is best)	4	2
ENVIRONMENTAL		
Operating Temperature	0 to 40 °C / 32 to 104 °F	0 to 40 °C / 32 to 104 °F
Storage Temperature	-40 to 70 °C / -40 to 158 °F	-40 to 60 °C / -40 to 140 °F
Drop	Multiple 1.2 m / 4 ft drops to concrete	Multiple 1.2 m / 4 ft drops
Sealing	IP52	N.A.
ELECTRICAL / MIXED FEATURES		
Aiming	Laser (central cross + four dots)	N.A.
Communication Interface	RS-232, USB (USB-COM; USB-HID; USB-OEM)	RS-232, USB, IBM46xx, KBW (no multi-interface)
SW Configuration	Aladdin™	Metroset2
User Interface	'Green Spot' Technology, Good read LED, Trigger, Beeper	Good read LED, Trigger, Beeper
Additional Distinctive Features	Remote Host Download Driver License Parsing	Code Gate
FACTORY WARRANTY		
	3 Years	3 Years



Datalogic Advantages

- Size: the GPS4490 can be used with or without the stand resulting in a more versatile solution. When space is really a constraint also few cm/in make the difference.
- Much better ergonomics for handheld use
- Datalogic's patented 'Green Spot' technology provides superior user feedback for a broader set of applications.
- IP52 sealing rating: the GPS4490 imager can work in the harshest environments.
- The GPS4490 has no moving parts for improved reliability.
- The very ergonomic shape and grip pads of the GPS4490 imager are very conducive to handheld use.
- The precise imaging scan volume of the GPS4490 imager will not cause misreads due to stray laser scan lines. Small counter spaces and stray laser scan lines can cause frequent misreads.
- The GPS4490 is an area imager capable of reading 2D codes and capturing images.

Competitor Weaknesses

- No support of any 2D bar codes including PDF417.
- Laser scanners have moving parts which can be more unreliable.
- Laser scanners are not capable of scanning bar codes from mobile phone, PDAs or computer displays.
- Very poor ergonomics for handheld usage. The large size of the product stresses the hand and makes it difficult to get a secure grip on the product. Using the trigger can be awkward and can stress the user's hand, especially for longer durations of handheld use.
- Enclosures have no integrated overmold or rubber to enhance already poor ergonomics.
- Small or truncated labels are more difficult to scan.

Synopsis

The Orbit scanner is one of Honeywell/Metrologic's older presentation scanners. It uses laser technology for the scan engine and reads only 1D bar codes with a scan pattern made up of 20 lines. It can be picked up to scan bulky items but is extremely cumbersome. The GPS4490 imager delivers superior ergonomics, future proof imaging performance and features capable of providing more value and flexibility.

