

# SM72 Series OEM Scan Module

The first single-plane scan module specially designed for OEM integration

Today's consumers are driving a huge demand for self-checkout and other self-service solutions. The SM72 Series OEM Scan Module offers everything you need to bring innovative self-service kiosks to market quickly, allowing for increased profitability and market differentiation. As the industry's first purpose-built OEM single-plane scan module, the SM72 Series gives you the flexibility to build your solution without compromise. Unbranded, minimal housing ensures your brand takes center stage. Zebra's industry-leading scanning technology provides a better end user experience. Tiered offerings let you choose the right feature set for your products — including EAS support to boost productivity at the retail point of sale and a color camera for leading-edge vision-based applications that help minimize shrink<sup>1</sup>. And with Zebra, you get proven technology and a partner that has been helping OEMs successfully implement enterprise-class barcode scanning for over 50 years.



## Specially Designed for OEM Integration

### Create higher quality products with purpose-built housing

Unlike some scanners marketed for OEM, the SM72 Series has been designed for OEM use from the start. It's fully enclosed for superior durability and longevity — you don't need to design around an open back or exposed components. The overall housing is minimized, enabling you to create compact solutions to fit more applications and environments.

### Your branding, not ours

The SM72 Series lets your branding take center stage — there's no Zebra logo or branding on the housing.

### Easily integrates into a wide variety of form factors and designs

No matter your product design needs, the SM72 Series has it covered. With a small footprint and four mounting holes, the SM72 Series can be mounted in any orientation and fits into tight locations. And, the flat face mounts flush in your enclosure.

### Includes all the interfaces you need

Multiple interfaces make the SM72 Series compatible with popular host systems. There are additional ports for integrating a handheld scanner and external speaker. The SM72 Series can be powered from a 5V USB connection, eliminating the cost and labor associated with adding external power.<sup>2</sup>

## Innovation for a New Age of Self-Service

### Enable new business applications today and tomorrow with Zebra's vision-based solutions

The SM72 Series is available with an optional 2.3 MP color camera<sup>1</sup> which offers a large field of view and resolution to capture even the smallest details. You can develop and support a wealth of vision-based applications to solve your customer's business needs, including reducing shrink at self-checkout. An application can identify a mismatch between the item scanned and the associated barcode — for example, if a barcode from a less expensive item is placed on a more expensive item for purchase. A high speed interface enables fast image transfer and video streaming so you can add live video streams to your self-checkout stands, self-service kiosks and more.

Stand out from the competition and deliver more value with self-service solutions built on the SM72 Series OEM scan module. For more information, please visit [www.zebra.com/sm72](http://www.zebra.com/sm72)

### Help prevent loss with Non-Decode Event alerts

With the SM72 Series, it's easy to develop applications that identify if an item passes by the field of view, but the barcode is not scanned — whether a user accidentally misses a scan or intentionally tries to bypass the scanner. An alert can be triggered to enable mitigation actions for reducing shrink.

### Front facing LED works with video-based loss prevention systems

The SM72 Series' front facing LEDs provide “good decode” feedback to the user, and can be used by a video-based loss prevention system to confirm that an item is successfully scanned as it is passed across the scan area.

### Reduce shrink with optional EAS support with Interlock<sup>1</sup>

With optional support for Checkpoint and Sensormatic electronic article surveillance (EAS) systems, the EAS tag is deactivated when the item is scanned. This not only speeds up the checkout process, but also eliminates the risk of “sweethearting” and other forms of shrink as the barcode must be scanned to deactivate the EAS tag.

## Performance That Elevates the End User Experience

### Deliver intuitive, swipe-and-go scanning

With high swipe speeds, the SM72 Series is an ideal fit for demanding self-checkout and high-speed manned checkout solutions in grocery stores, specialty stores, drug stores and more. The large reading area makes scanning second nature, even for infrequent self-checkout users, as there's less need to precisely position a barcode.

### Capture every paper and mobile barcode the first time, every time

With a high-resolution 2.3 megapixel sensor and Zebra's exclusive PRZM Intelligent Imaging technology, the SM72 Series offers unparalleled performance on virtually any 1D, 2D, Digimarc®, paper and mobile barcode. Poorly printed, damaged, crinkled, or faded barcodes — the SM72 Series can capture them all. Offset illumination enables trouble-free scanning of reflective barcodes on mobile phones, glass bottles or cellophane packaging.

### Eye-friendly intelligent illumination

Intelligent illumination activates only when an item is in the scan zone, reducing eye strain and liability issues. Your customers have the flexibility to customize how much illumination they want, from low level to none at all, to further reduce eye annoyance.

### Go beyond the beep with custom feedback tones

Select a traditional beep tone or choose from our library of digital and melodic sounds. Your customers can even add their own custom sound (wav file) that reflects their brand and enhances the customer experience. An external speaker port makes it easy to integrate sound in your design.

### Increase flexibility with handheld scanning

Add a handheld scanner via the auxiliary port to let users easily scan large or heavy items in the cart.<sup>2</sup>

## A Partner You Can Count On

### Durable design is built to last

IP52 sealing protects against dust and spills, and unlike other solutions, the SM72 Series is fully enclosed to protect sensitive electronics. The scanner window is rated for IK07 impact protection, while optional Gorilla Glass offers additional scratch protection.

### Trusted service and support from the source

Your customers count on you, and you can count on Zebra. Cover the SM72 Series with Zebra's industry-leading Zebra OneCare maintenance and support plans to stay ahead of the unexpected with troubleshooting and support from the team that knows our scanners best. Zebra OneCare offers comprehensive protection with tiered plans that let you choose the right coverage level and repair turnaround time for your solutions.

### No-cost, industry-preferred software tools

With Zebra, you get a suite of software tools designed to make your OEM journey simple to navigate. A proprietary configuration wizard simplifies every step of deployment, from configuration to firmware updates and staging large numbers of devices. Our Scanner Software Development Kits (SDKs) for Windows®, Android™, iOS® and Linux® provide everything you need to easily integrate scanning into applications. You can programmatically control SM72 Series scan modules to handle any business need. Minimize downtime with visibility into critical data and simplify management with remote tools that let you upgrade firmware and query asset information.

### Make data-driven decisions informed by Zebra scanners

IoT Connector is a fully automated real-time data collection tool that routes data from scanners into a preferred IoT endpoint. The result? Your customers can mine the data and get the information and insights needed to make decisions in real time.

# Specifications

Physical Characteristics	
Dimensions	6.0 in. H x 6.0 in. W x 3.0 in. D 15.2 cm. H x 15.2 cm. W x 7.5 cm. D
Weight	Without Color Camera: 18.6 oz./526.0 g With Color Camera: 19.3 oz./547.0 g
Input Voltage Range	4.7 to 5.2 VDC host powered; 11 to 13 VDC external power supply
Operating Current at Nominal Voltage (average)	Without auxiliary scanner: 5.0 VDC +/-10% @ 480mA With auxiliary scanner: 12.0 VDC +/-10% @ 400mA
Standby Current (Idle) at Nominal Voltage (average)	Without auxiliary scanner: 5.0 VDC +/-10% @ 125mA With auxiliary scanner: 12.0 VDC +/-10% @ 100mA
Color	Midnight Black
Glass	Gorilla Glass (optional)
Ports	Host (RJ45 10-pin), AUX Scanner (USB-A), AUX Power (barrel jack), external speaker (2-pin connector), optional EAS (RJ45 10-pin) and optional color camera (USB-C)
Supported Host Interfaces	USB, RS232, Keyboard Wedge, TGCS (IBM) 46XX over RS485
Keyboard Support	Supports over 90 international keyboards
Electronic Article Surveillance	Compatible with Checkpoint and Sensormatic <sup>®</sup> EAS systems
User Indicators	Good Decode LEDs, Speaker (adjustable tone and volume), Port for 2nd (external) Speaker

Imaging Characteristics	
Swipe Speed (Hands-Free)	Up to 120 in./305 cm per second for 13 mil UPC in optimized mode
Resolution	2.3 Megapixel (1920 x 1200 pixels)
Illumination	(4) 660nm Deep Red LEDs
Imager Field of View	54° H x 35.5° V nominal
Minimum Print Contrast	15% minimum reflective difference
Skew Tolerance	+/- 65°
Pitch Tolerance	+/- 75°
Roll Tolerance	0°-360°
Graphics Format	Bitmap, JPEG

Imaging Characteristics - Color Camera <sup>1</sup>	
Resolution	2.3 Megapixel (1920 x 1200 pixels)
Illumination	(4) 660nm Deep Red LEDs, (2) Warm White LEDs (2700°K)
Imager Field of View	129° H x 75.9° V nominal
Graphics Format	Bitmap, JPEG, RAW
Image Quality	109 PPI on a 4.1 x 5.8 in. (10.4 x 14.7 cm) document @ 5.0 in. (12.7 cm)

User Environment	
Operating Temperature	32.0° to 122.0° F/0.0° to 50.0° C
Storage Temperature	-40.0° to 158.0° F/-40.0° to 70.0° C
Humidity	20% to 95% RH, non-condensing
Environmental Sealing	IP52
Approved Cleaners	Refer to the product reference guide for the complete list of approved cleaners.
Electrostatic Discharge (ESD)	ESD per EN61000-4-2, +/-15 KV Air, +/-25 KV Direct, +/-8 KV Indirect
Ambient Light Immunity	0 to 8,000 Foot Candles/0 to 86,100 Lux
Regulatory	
Environmental	EN IEC 63000:2018
Electrical Safety	UL 62368-1; CAN/CSA-C22.2 No. 62368-1-14; IEC 62368-1; EN 62368-1
LED Safety	IEC 62471; EN 62471
EMI/RFI	47 CFR Part 15, Subpart B, Class B; ICES-003 Issue 7, Class B; EN55032, EN55024, EN55035; EN61000-3-2; EN61000-3-3

Symbol Decode Capability	
1D	All major 1D barcodes including Code 39, Code 128, Code 93, Codabar/NW7, Code 11, MSI Plessey, UPC/EAN, I 2 of 5, Korean 3 of 5, GS1 DataBar, Base 32 (Italian Pharma)
2D	All major 2D barcodes including PDF417, Micro PDF417, Composite Codes, TLC-39, Aztec, DataMatrix, MaxiCode, QR Code, Micro QR, Han Xin, Postal Codes, SecurPharm
Digimarc	Digimarc barcodes
Minimum Input Resolution	Code 39: 3.0 mil Code 128: 3.0 mil Data Matrix: 5.0 mil QR Code: 5.0 mil

Refer to Product Reference Guide for complete list of symbologies.

Decode Ranges (Typical) <sup>3</sup>	
Symbology/Resolution	Near/Far
Code 39: 3 mil	0 in. to 3.8 in./0 cm to 9.7 cm
Code 39: 5 mil	0 in. to 5.7 in./0 cm to 14.5 cm
Code 39: 10 mil	0 in. to 8.1 in./0 cm to 20.6 cm
Code 39: 20 mil	0 in. to 11.0 in./0 cm to 27.9 cm
Code 128: 3 mil	0 in. to 3.1 in./0 cm to 8.4 cm
Code 128: 5 mil	0 in. to 5.0 in./0 cm to 12.7 cm
Code 128: 15 mil	0 in. to 9.0 in./0 cm to 22.9 cm
PDF 417: 6.7 mil	0 in. to 4.9 in./0 cm to 12.4 cm
UPC: 13 mil (100%)	0 in. to 8.6 in./0 cm to 21.8 cm
Data Matrix: 10 mil	0 in. to 5.2 in./0 cm to 13.2 cm
QR: 20 mil	0 in. to 7.5 in./0 cm to 19.1 cm

## Markets and Applications

### Retail

- Grocery
- Supermarkets/hypermarkets
- Specialty goods stores
- Pharmacies
- Convenience stores

### Applications

- Kiosks: payment and non-payment
- Point of sale (manned and self-checkout)
- Paper and mobile barcodes
- Driver's license parsing (N.A. only)
- EAS
- Vision-based applications (i.e. loss prevention)

### Secondary Markets

- Travel: ticketing kiosks
- Healthcare: medical diagnostic equipment

## PRODUCT SPEC SHEET

### SM72 SERIES OEM SCAN MODULE

Utilities and Management	
123Scan	Programs scanner parameters, upgrades firmware, displays scanned barcode data, scanning statistics, battery health, asset data and prints reports. <a href="http://www.zebra.com/123scan">www.zebra.com/123scan</a>
Scanner SDK	Generates a fully-featured scanner application, including documentation, drivers, test utilities and sample source code. <a href="http://www.zebra.com/scannersdkforwindows">www.zebra.com/scannersdkforwindows</a>
Scanner Management Service (SMS)	Remotely manages your Zebra scanner and queries its asset information. <a href="http://www.zebra.com/sms">www.zebra.com/sms</a>
Loss Prevention	Checkpoint and Sensormatic EAS compatible (optional); color camera for image/video transfer or live streaming (optional); front mounted "Good Decode" LEDs; Non-Decode Event alerts

### Warranty

Subject to the terms of Zebra's hardware warranty statement, the SM72 Series is warranted against defects in workmanship and materials for a period of 15 months from the date of shipment. Complete Zebra hardware product warranty statement: [www.zebra.com/warranty](http://www.zebra.com/warranty)

### Recommended Services

Zebra OneCare Select; Zebra OneCare Essential

### Footnotes

1. Color camera and Sensormatic EAS available Q4 2023.
  2. Use of auxiliary scanner or color camera requires external power supply.
  3. Distance dependent on symbology type and size.
- Specifications are subject to change without notice.

CONSULTING DISTRIBUTOR



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