



SPEED CHECKOUT AND IMPROVE SALES CLERK SAFETY WITH HONEYWELL

Powerful Honeywell Xenon™ 1900 series scanners just got better – they are now available with groundbreaking new Digimarc Barcode™ technology.

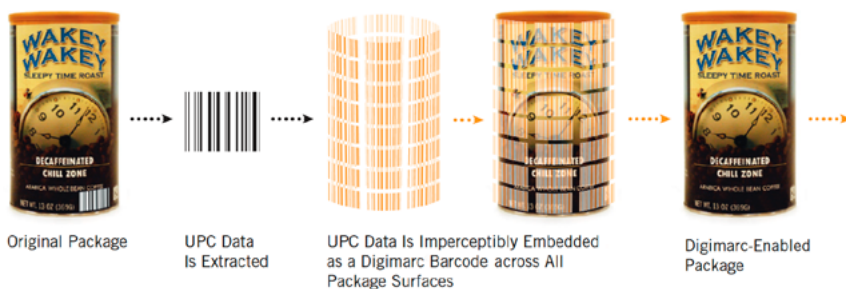


Today's barcode technologies don't make the job of the retail sales clerk easy. Designed to be unobtrusive and to limit aesthetic impact on packaging, UPC/EAN symbols are often placed in hard-to-reach areas. This means the sales clerk has to lift and rotate packages – sometimes heavy ones at the bottom of the shopping cart or other areas at the point of purchase – to find and scan the barcode. This slows checkout speeds and increases the risk of injury to sales staff.

It no longer has to be that way. Digimarc Barcode is a revolutionary new technology that embeds a barcode all over retail packaging. The barcode cannot be seen by the human eye, but is everywhere on the package. This

enables sales clerks to scan any package, from any angle, and accurately capture any barcode. And this, in turn, opens up a world of workflow improvements in the retail environment.

What Are Digimarc Barcodes?



When scanned by a Digimarc-enabled POS imaging scanner, the Digimarc Barcode behaves exactly like a UPC symbol that has been invisibly distributed multiple times throughout the entire package.

Honeywell



Digimarc Barcode and Honeywell Xenon Scanners

Enhance the Retail Customer and Sales Staff Experience with Faster and Safer Checkouts, Every Time

- *Quicker barcode scanning for faster checkouts – and shorter lines*
- *No more searching for barcode, lifting or rotating packages*
- *Reduced risk of injuries to sales staff*
- *Improved aesthetics and more real estate for marketing on retail packaging*

Faster Checkout, Safer Sales Clerks

The benefits of Digimarc Barcode to retail customers is obvious. No longer do sales clerks need to bend over and rearrange packages to gain access to barcodes. This dramatically speeds the checkout process, resulting in a faster checkout – and more satisfied customers.

But the benefits to retail stores – and their sales staffs – is even more compelling. Without the need to lift and twist sometimes heavy packages, retail sales clerks are less likely to be injured in the course of their jobs. Digimarc Barcodes simply make the checkout task easier for clerks, increasing safety and job satisfaction – and potentially, employee retention.

More Visually Appealing Packaging, with More Marketing Potential

Because Digimarc Barcodes are not visible to the human eye, they do not impact the aesthetic appearance of retail packaging, as UPC/EAN codes do. In addition, Digimarc Barcodes give customers access to interactive product content that they can access any time on their smartphones. Customers can scan packaging on the shelf, and either in-store or when they get home, access key product information and other content.

Honeywell Xenon 1900 Series Scanners: The Essential Ingredient to Scanning Digimarc Barcodes

The benefits of new Digimarc Barcode technology are clear. But to scan these barcodes, retailers need a Digimarc-enabled scanner.

Honeywell has partnered closely with Digimarc to activate this feature on select barcode scanners in our portfolio. Currently, Honeywell Xenon 1900 series area-imaging scanners include Digimarc Barcode, with the goal of launching future Digimarc-capable scanners in early 2017.

Honeywell Xenon 1900 series scanners are the prize handheld scanners in our portfolio, with a custom sensor optimized for barcode scanning and a revolutionary barcode decoding architecture that extends their depth of field and enables them to scan virtually any barcode, including poorly printed and illegible barcodes.

Adding Digimarc Barcode reading capabilities to these scanners makes them even more ideal for retail environments, and it's easy to do.

Adding Digimarc Barcode Technology to Honeywell Xenon 1900 Series Scanners

Retailers today can purchase Digimarc-capable Xenon 1900 series barcode scanners from Honeywell at standard product pricing. When the need to scan Digimarc Barcodes arises, these scanners can then be Digimarc-enabled by purchasing an upgrade from Honeywell. This does not require the retailer to invest in new hardware – just a software license. With a simple purchase of the license, the Honeywell Xenon 1900 series scanner will be fully Digimarc Barcode-enabled.



ABOUT DIGIMARC CORPORATION

Digimarc Corporation (NASDAQ:DMRC), based in Beaverton, Oregon, is a leading innovator and technology provider, enabling businesses and governments worldwide to enrich everyday living by giving persistent digital identities to all forms of media and many other objects.

ABOUT HONEYWELL

Honeywell Sensing and Productivity Solutions is a global leader providing custom-engineered sensors, switches and controls, and productivity solutions built around our high-performance data collection hardware including rugged mobile computers, voice-enabled software, barcode scanners, radio frequency identification (RFID) and workflow printing solutions. Our solutions serve customers in aerospace, automotive, field service, healthcare, industrial, manufacturing, medical, retail, supply chain, test and measurement, and transportation and logistics markets. We provide unparalleled precision and durability that improves efficiency, increases operational productivity and enhances customer service capabilities.

Contact Honeywell to learn about Digimarc-enabled Xenon 1900 series scanners today!

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Learn more about Digimarc:

For retailers and brands looking to innovate with Digimarc, please contact Digimarc at **1.800.DIGIMARC** or **info@digimarc.com**. Visit **www.digimarc.com/barcode** for more details.

Learn more about Honeywell Digimarc-enabled scanners:

For those looking to scan Digimarc-enabled packaging, please contact Honeywell at **1.800.782.4263**. Visit **www.honeywellaidc.com** for more details.

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