



Zebra CS1504 Consumer Memory Scanner

Shop anytime, anywhere with the Zebra CS1504

While Web access has given customers the freedom to shop anytime, the Zebra CS1504 Consumer Memory Scanner gives them true mobility to shop anywhere. Another breakthrough in consumer bar code scanning technology from Zebra, the CS1504 Consumer Memory Scanner enables customers to capture bar codes on retail merchandise in order to create a shopping list, purchase an item or simply link to the Web for further content about the item of interest. Anyone can use this pocket-sized scanner to read bar codes found on merchandise or in catalogs from virtually anywhere. Small and lightweight enough to fit in a pocket or purse, customers can use this scanner at home, in the store or on-the-go. It makes routine tasks, such as reordering groceries or office supplies, quicker and easier than ever before. Ideal for list-making and gift-registry applications, it can be a great incentive for your preferred customers. Now you can embed bar codes in your print advertisements, catalogs and on merchandise to convert the printed page into a two-way communication channel between you and your customers – creating fast, efficient order entry and reducing the need for expensive, labor-intensive call centers. When used with an Internet/Intranet store kiosk, the CS1504 doubles as an in-store mobile shopping tool. Shoppers can also use it to scan items for further information on price, availability, features, rebates, special offers or similar products. Merchants can respond with one-to-one marketing messages.

Simply point, click and scan

With the CS1504, customers simply point and click. Any bar-coded item is quickly and easily scanned and captured. Up to 150 codes can be stored in the internal memory and removed by the user at any time. Captured bar codes are easily uploaded to a host application via cable connection. Plus, the CS1504 also acts as a tethered scanner when attached to a host system.

For more information about the ZebraCS1504 Consumer Memory Scanner, visit www.zebra.com/cs1504 or access our global contact directory at www.zebra.com/contact.

FEATURES

Small, lightweight ergonomically designed

Fits onto a key chain, easily carried in a pocket or purse

Superior scanning performance

Easy and intuitive to use — just point, click and scan!

Real-time clock

Each bar code is time/date stamped to assist with data mining or organizing specific tasks

Non-volatile memory

Retains scanned data even when batteries are removed or lose power

RS-232 and USB connectivity

Easily connects to legacy and newer host systems — simply change cable to change communication option

Zebra CS1504 Consumer Memory Scanner Specifications

PERFORMANCE CHARACTERISTICS

Memory Capacity: 150 bar codes (Default) 300 UPC only codes
 (Variable Settings) 400, 13 character codes (time/stamp turned off)

Battery Life: Up to 5,000 scans on a fresh set of batteries

Decode Capability: UPC/EAN/JAN, Code 128, Code 39, Coupon Code, I2 of 5, D2 of 5, ISBN, Webcodes

PHYSICAL CHARACTERISTICS

Dimensions: 2.5 in. L x 1.5 in. W x .75 in. H / 6.35 cm L x 3.81 cm W x 1.90 cm H

Weight: With batteries: 1.2 oz. /34 gm

Battery Operated: Uses four silver oxide watch batteries which are readily available at many stores

USER ENVIRONMENT

Interfaces Supported:	RS-232 (Serial) – Standard Serial Cable USB – Standard USB Smart Cable	Operating Temp.:	41° to 104° F /5° to 40° C
Real Time Clock:	A date/time stamp is recorded with each bar code scanned	Storage Temp.:	-4° to 140° F /-20° to 60°C (without batteries)
Software Tools:	The CS1504 SDK is available free of charge to all program developers and can be downloaded from www.zebra.com/software	Humidity:	0-95% noncondensing
Special Features:	<p>Scan and Delete Buttons: Can be used to add or delete data</p> <p>Data Protection Mode: Scan buttons can be locked to prevent accidental deletion/ addition of data (default is disabled)</p> <p>Disable Delete Function: Smaller delete button can be disabled via host command</p>	Ambient Lighting Tolerance:	Tolerant to typical artificial indoor and natural outdoor (direct sunlight) lighting conditions. Fluorescent, Incandescent, Mercury Vapor, Sodium Vapor, LED1: 450 Ft Candles (4,844 Lux) Sunlight: 8000 Ft Candles (86,111 Lux)
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REGULATORY			
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Laser Safety:		IEC Class 1, CDRH Class II	
EMI/RFI:		FCC Part 15 Class B, ICES-003 Class B, European Union EMC Directive, Australian SMA	

CS1504 APPLICATIONS

- Retail Market Place:**
- Purchasing
 - List Generation
 - Price Comparison
 - Information Gathering
 - Scanner Assisted Ordering

- Print to Web Solutions:**
- Newspapers
 - Magazines
 - Catalogues

WARRANTY

The CS1504 Consumer Memory Scanner is warranted against defects in workmanship and materials for a period of three (3) months

1 - LED lighting with high AC ripple content can impact scanning performance

Company Name
Address 1, Address 2, City, State, Zip
www.xxxxxxxxxx.com | Phone: 888.555.1212, 555.555.1212 | Fax: 555.555.1212

Channel Identifier | Additional Line | Additional Line



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