

# MK1000



**An Automated Sales Assistant  
that Improves Customer Service**

## FIXED-MOUNT SCANNERS

### Electronic Merchandising Tool Provides Strategic Advantage

The MK1000 from Symbol Technologies is an interactive, automated customer self-service terminal. With the MK1000, you can gain a strategic advantage in today's competitive retail market. Installed at convenient locations throughout your store, the MK1000 allows customers to quickly and easily verify bar coded merchandise and obtain up-to-the-minute information on in-store promotions—while they shop.

The MK1000 does more than price verification. Its large easy-to-read display can be used as an electronic billboard for instant in-store merchandising and comes complete with the ability to display graphics and text messages to promote seasonal sales, in-store promotions and upcoming events. The programmable function keys enhance the MK1000's in-store applications and allow for customer interaction.

### Keep Customers Informed in Every Aisle

The compact MK1000 easily mounts on end caps, store shelves or poles for convenient access by customers. The integrated Symbol SE 3223 omni-directional scanner technology allows customers to simply pass a bar code label in front of the MK1000 scan window in any position or orientation and the latest pricing, product description, promotional and frequent shopper information appears in the large, easy-to-read display.

Put the MK1000 to work where it can have the greatest impact on your customers:

- ▶ Clearance aisles
- ▶ Seasonal promotions
- ▶ Sales racks and counters
- ▶ End-aisle displays and other high-visibility locations

### Flexible System Integration

The MK1000 integrates with in-store processors providing your customers access to the most current information. The MK1000 may be installed over an existing wired network or over Symbol's Spectrum24® Wireless LAN solution at data rates of 2 or 11 Mbps. Linked to your in-store computer system, the MK1000 enhances customer satisfaction by eliminating delays at the checkout counter and ensuring the price marked is the price charged. This builds customer loyalty while reducing unproductive manual price checks by store personnel.

The MK1000 is backed by Symbol Technologies' global service and support network. With millions of scanners and terminals installed, Symbol is the world leader in bar code transaction systems. For more information about Symbol products call us at +1.800.722.6234/+1.631.738.2400 or visit [www.symbol.com](http://www.symbol.com)



Features	Benefits
Customer self-service price validation	In-store personnel freed from manual price checking can perform more productive tasks
Electronic merchandising capabilities	Enhances functionality beyond price verification to communicate timely merchandising and promotional information
Wired or wireless Spectrum24® installation	Extends in-store communications to the point of customer activity
Interfaces with your in-store computer	Customers always have access to the most up-to-date information
Incorporates Symbol's SE 3223 omni-directional scan engine	Easy for customers to use—even if they have never used a scanner before
Display supports international character set	Supports in-store installations worldwide
Compact footprint and flexible mounting options	Mounts anywhere in the store for maximum visibility and convenience

# MK1000 Specification Highlights

## Physical Characteristics

Dimensions:	11.4 in. H x 7.75 in. W x 4.25 in. D (Max)/29 cm H x 19.6 cm W x 10.8 cm D (Max)
Weight:	3 lbs./1.4 kg
Power:	12-24 VAC; 12-36 VDC Supports power over Ethernet (BiasT)
External Ports:	RS-232; keyboard port

## Performance Characteristics

Light Source:	650 ± 10 nm laser diode
Scan Rate:	600 x 22 frames per second
Print Contrast:	35% absolute dark/light reflectance differential (2-D) 25% absolute dark/light reflectance differential (1-D)
Processor:	Motorola 680331
Memory:	1 MB flash
Software Support:	Supports existing PCK91XX applications
Communications:	Serial (RS-232/RS-485) Ethernet-TCP/IP Spectrum24-2 Mbps Frequency Hopping (802.11) Spectrum24-11 Mbps Direct Sequence (802.11b)
Decode Capability:	All standard retail codes including: UPC/EAN, Code 39, Interleaved 2 of 5, Code 128, Codabar MSI Plessey and PDF417

## User Environment

Display:	Graphical, back-lit liquid crystal display (LCD)
Operating Temperature:	0° C to 50° C (32° F to 122° F)
Humidity:	5% to 95% noncondensing

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