

# CASIO CONNECT IO®

Casio Mobile Technology Trade Newsletter

Winter 2009

“We are now seeing a challenging time in the business community. This is also a time for top-performing organisations to really stand out from the crowd, when high quality products and good customer service can make all the difference. Casio’s fifty year pedigree in excellent product innovation and manufacturing is at the forefront of our industry. We were the only hand-held terminal finalist at the Retail Systems 2008 awards and recently announced as a finalist in the Retail Business Show 2009 awards for the small and lightweight, yet ruggedised DT-X7 terminal. We continue to expand the UK mobile technology division with our UK team growing and new product launches planned in the near future. If you are new to Casio mobile technology, you will be impressed.”



**Dr Guy Boxall**  
Divisional Manager  
Mobile Technology

The new DT-X30 terminal offers Microsoft® Windows® CE and Windows® Mobile

Late 2008 we saw the launch of the new DT-X30 hand held data capture terminal. Equipped with GPRS/EDGE, GPS, Bluetooth™, WLAN 802.11 b/g, IrDA this device is being rolled out into a selection of projects for proof of delivery and logistics. The DT-X30 has a bright 3.5” QVGA transparent two-way LCD screen which is ideal for both indoor and outdoor use in bright sunlight and colour-coded keys for easier reference to actions on screen. Casio have available a vehicle cradle, various desk-top charging cradle options and a third-party RFID tag reader available in the near future. In addition to Windows® CE 6.0, Casio have now released a Windows® Mobile 6.1 version in the UK.

As part of our expansion in the UK, new VARs can purchase the DT-X30 Development Kit now available. Our developer’s kits include the rugged device PDA of your choice, rechargeable Lithium Ion battery, communications and charging cradle, mains adaptor and USB cable. In fact, everything you need to get started with Casio Mobile Technology.

Our on-line website portal provides access to product manuals and software developer tools, to help software developers work with the Casio hardware platform. We also hold VAR seminars throughout the year, please contact us for more details.



## The IT-3100 continues a long term success story



The well established IT-3000 printer terminal continues its success with the launch of the IT-3100. The new IT-3100 hand-held terminal features a built-in high speed thermal printer capable of printing up to 28 lines per second. It runs on the Microsoft® Windows® CE 5.0 operating system. Its sturdy construction enables it to withstand a drop from a height of 1.2 metres and the IP54 rating allows it to be used in dusty and wet environments.

It can operate in temperatures between -20°C and +50°C. With Bluetooth™ and IrDA both integrated as standard, and a PC card slot for optional use of Wireless LAN and WAN cards, a wide selection of wireless communication options is possible. Models with Magnetic Card Reader and C-MOS Imager are available.

The IT-3100 features a two-way TFT colour LCD (240 x 320 dots) screen with improved visibility. Unlike conventional transparent LCDs, the IT-3100's screen uses Casio's proprietary optical film to effectively reflect incoming light that is normally dispersed. The screen display has vivid clarity in both indoor and outdoor environments. The IT-3100 also features a large backlit keyboard. This is automatically controlled by a brightness sensor for optimum visibility irrespective of the lighting conditions. The IT-3100 series is ideal for issuing tickets, mobile sales, queue busting and in any situation where a receipt or label may be required.

## Powerday increase efficiency with the IT-3100

Powerday is a leading UK resource and waste management company that provides a comprehensive range of responsible and cost-effective recycling services. Powerday were moving to a new state of the art site and wanted to upgrade all of their systems. Drivers had been printing off paper tickets after every job, which then had to be taken back to the office and the information input manually. This created an enormous amount of work and a huge paper trail of invoices, as on average the company carries out around 120,000 jobs a year.

Cobham Systems, a software house specialising in niche market applications, offered the IT-3100 as a solution to Powerday's problems. The device is connected using GPRS which allows real time

job allocation and reporting – increasing communication and productivity. When a job is completed, customers sign the IT-3100's screen rather than a piece of paper, saving time and paperwork. The IT-3100 reduces the risk of human error and improves the efficiency of operations. As the IT-3100 prints off dockets and receipts in real time from the integrated printer, the legally-required Waste Transfer Note can be provided immediately and invoices are processed three days earlier than before. This efficiency has meant that bigger agencies are now placing orders, and more orders can be completed.



## Figleaves introduces DT-X7 for warehouse operations

Figleaves.com is the world's largest online branded e-tailer for a wide selection of lingerie, swimwear, sleepwear and hosiery. Orders placed 24 hours, 7 days a week are shipped next day. Figleaves.com have three RDCs, currently holding over 100 brands, 5,500 product colours and 25,000 SKUs. In October 2008, the consumer body Which? voted figleaves.com as the top online retailer in the clothing, shoes and accessories category.



With new challenges in the business, a back-office solution was needed to deal with an increased volume of shipments, improve usability and increase ROI on each device. Having worked with Casio previously for five years, figleaves.com chose to upgrade to the new Casio DT-X7. A very lightweight grip-type terminal, its contoured design makes it comfortable to hold and easy to use in their warehouse environment. The unique shape of the DT-X7 allows for faster more accurate barcode scanning. The new keyboard design has significantly reduced keying errors and the battery life exceeds 15 hours in wireless mode.



Feedback on the device's usability from warehouse staff has been very positive. The screen is excellent in warehouse lighting conditions. The input system of triggers and colour coded buttons is easy, clear to use and a vast improvement on conventional touch stylus systems. Due to the high volume of figleaves.com orders, the initial batch of hand-held terminals will have to do in excess of 24 million picks and 72 million scans in their life-time – figleaves.com are very satisfied that the DT-X7 was ruggedised for intensive use and rolled-out these devices during Autumn 2008.

Casio Electronics Co. Ltd have been short listed as a finalist in the Retail Solutions Business Awards 2009 for this project with Figleaves.

## Entertainer rolls out the IT-600 across store network

Successful family owned business 'The Entertainer' is certainly no stranger to using clever technology. But stock related checks and marking up product pricing in over fifty shops packed with toys, was an area of the business that hadn't yet been updated until now. The project adopted Itim's 'Retail Suite Mobile Solution', operating on the Casio IT-600 hand-held device. In this roll-out, IT-600 was chosen for its water and dust resistance, durability, 'drop-ability' and high-speed laser scanner. Whilst being a fully integrated module of The Retail Suite, the design goals of its technical architecture also enabled full compatibility with the third party merchandising system already in use at The Entertainer.



Placing stickers on individual products was an inefficient, time-consuming approach at The Entertainer, and certainly posed problems when it came to delivering competitive initiatives such as price changes and promotions. Instead, hanging-tag labels are now produced and staff can easily perform the required central merchandising system checks that go alongside maintaining pricing display accuracy. Stock visibility has been overhauled too. Elimination of manual activities such as working from printed lists and re-keying information into back-office computers have been fulfilled using the Casio IT-600. Staff can now check stock positions on the shop floor or in the stock room, in nearby stores or in the warehouse. By simply scanning any product, the latest price and availability information is now instantly presented on the Casio terminal. All told, the Itim / Casio solution has enabled the goals of better service, and the time and money savings required to ensure store administrations costs now fall within budget.



# Casio handhelds are ready for 'Sunrise 2010'

Over the next 12 months you may notice more and more coverage in the AutoID media concerning the forthcoming GS1 DataBar and 'Sunrise 2010'. Simply put, a new barcode symbology will be introduced that will be an alternative, and quite possibly an entire replacement eventually, for the existing EAN/UPC barcodes familiar to us all from the packaging of everyday retail items. GS1 is the organisation responsible for originating, applying and supporting global standards in barcode labelling worldwide in the supply chain. The format and the data contained in the barcodes you see on retail products are controlled by GS1.

Although the name GS1 DataBar is new, the symbology itself is not. It is simply the well-established RSS family of barcodes renamed to avoid confusion with the term RSS as used in the context of web feeds.

Barcodes that are scanned at the retail point of sale adhere to a strict standard and encode a Global Trade Identification Number. This is what GS1 issues to a manufacturer so that they can print a barcode on their product that will identify it at the point of sale. Currently, the barcodes used are from the EAN family, most commonly in the UK, EAN 13. The main reason for the change is that the GS1 DataBar can be printed significantly smaller than an EAN 13 without compromising readability and therefore takes up less space on the product packaging. There are other variants of the GS1 DataBar (such as Expanded) that can encode information such as serial number, weight and sell-by date and this is something that EAN 13 codes cannot do. There is also a GS1 DataBar Limited format which can be used on very small products where an EAN barcode would currently be too large to allow them to be labelled.

From January 1st 2010 GS1 DataBar labelled products will start to appear at the retail point of sale and retailers will need to be able to scan them. This means that stocktaking, price markdown and a host of other retail scanning applications will also need to be performed using GS1 DataBar capable handheld devices. Retailers who are using older handheld devices will need to carefully check that their current units are capable of handling the new barcodes. It is likely that a significant number of organisations will need to upgrade.



Casio's range of handheld devices for the retail market are all capable of reading the GS1 DataBar and its variants. Specifically, the DT-X7, DT-X30, IT-600 and IT-3100 are all 'Sunrise 2010' ready. For a demonstration of the superb scanning capability of the Casio Mobile Technology range, please contact our Mobile Technology Division on **020 8208 7819** or alternatively email us on [enterprise@casio.co.uk](mailto:enterprise@casio.co.uk).

**Wishing you a very successful trading year.**