

..MAY 2, 2001

Bettina Marks

LS 1900 Direct Mail Copy

Be A Part of the Next Generation

Providing value, reducing cost and improving productivity increases profits. It's simple! Our newest product, the LS1900 scanner helps you do just that. With added value, you develop and maintain good customer relationships. Loyal customers want you to keep up with their demands and expect you to know how to anticipate their needs for the future as their businesses grow. This is your challenge.

Whether you are a valued reseller or new to selling our data capture products and automated data collection technology to the marketplace, the LS1900 ~~and~~ places you in a league of your own. Your customers stay far ahead in their game, too. It gives you an edge and provides an advantage that translates into new business opportunities.

Get Started! Create New Opportunities and Watch Your Profits Soar

Selling the LS1900 scanner to the retail market and to commercial offices

Helps you sell efficiency

Helps improve productivity

Helps reduce operational costs

Helps reduce the possibility for error

Helps increase your bottom line with sales and reach new heights

Eliminates the need to leave money on the table

Allows you to leverage opportunities for future growth

Provides customers with the opportunity to purchase items at the emotional point of sale without giving them an opportunity to change their mind if they are confronted by crowded check-out counters

Helps you to become a technology resource for your customers

Makes your business and your customers businesses more profitable

with New
Infiltrate New Markets ~~and~~ Applications

Our automatic data capture solutions are used for a variety of functions including:

Process tracking

Document tracking

Inventory management

Parcel tracking in postal and shipping depots

Faster customer service at checkout counters

improved stock room and office applications.

POS

The Flash Memory device chip enables you to make changes to the scanner system and application Software without upgrading the scanner. It's a simple matter of just updating the chip.

Our influence is evident in many markets including retail, manufacturing, healthcare, and in the hospitality industries.

Diversify and Expand your Presence in

Banks
Insurance Offices
Commercial Accounts
Convenience stores
Drug stores
Mass Merchandisers
Department Stores
Specialty Hard Goods
"Mom & Pop" chains
Video stores
Ethnic food stores
Card/tobacco/lottery stores
Specialty retail clothing stores

Act Now! The Presto LS1900 Starter Kit CD, a sales kit with photos and data sheets, has everything you need to help you increase your sales and educate your customers. Order the CD Kit now. **CALL 1-800-722-6234** or fill out the attached form and mail it back.

Test Your Leadership Ability with Symbol

Symbol Technologies, Inc. is *your* resource. We have the products you need to help you improve the way that you do business. Anticipating your needs and responding to them has made Symbol Technologies, Inc. the leader in the auto ID technology industry. We provide the highest quality, portable scanning solutions for commercial and retail applications. There are more than 5 million of our scanners and terminals installed worldwide.

All you need to do is fill out the order form below to get all the information you need. We will process your order immediately. Your kit will be at your door in time for your next big sale.

Tag: Get your Free CD and become a part of the Next Generation. You will have everything you need to sell our "future ready now" LS1900 scanner *today*.