SP72 Series Single-Plane Scanner

Simplify your checkout experience and improve your bottom line with high-performance in-counter and on-counter scanning

A long wait at the checkout line is the last thing a customer wants. One-quarter of shoppers have admitted to abandoning a purchase due to long lines.[1] Speed up the checkout process, offer convenient self-checkout options and prevent lost sales with the SP72 Series. These high-performance single-plane scanners deliver everything you need to elevate the checkout experience in grocery, convenience, pharmacy and specialty stores. With innovative features, including an optional color camera to enable vision-based applications[2], the SP72 Series scanner frees associates to do higher-priority tasks and better serve shoppers while minimizing the risk of shrink. Available in both horizontal and vertical form factors, the SP72 Series fits wherever you need it—and is ideal for retailers that need the performance of a multi-plane scanner, but prefer the compact size, easy installation and value of a single-plane scanner.



Fast Checkouts for Manned and Self-Checkout Lanes

Create the Perfect Checkout Solution for Your Store
The compact vertical SP72-V can be placed on a counter or mounted on a wall or table; its flat face design easily fits into self-checkout enclosures and kiosks. The horizontal SP72-H offers a zero footprint, in-counter design and is a drop-in replacement for popular legacy installations. You can choose the level of features you need: SP7201 for high-performance scanning with all the essential features needed at the POS, or the premium SP7208 that offers the same high performance, plus more advanced features such as a color camera option for vision-based applications like loss prevention.

With "Swipe and Go" Scanning, Checkouts are Faster Than Ever
With high swipe speeds and a large reading area, the SP72 Series makes scanning second nature. Barcodes are captured as quickly as they're presented. Since there's less need to precisely position a barcode, cashiers can focus more on the customer and self-checkout users can enjoy a seamless experience.

Keep Every Checkout Lane Moving
Thanks to a high-resolution 2.3 megapixel sensor and Zebra's exclusive PRZM Intelligent Imaging technology, the SP72 Series offers unparalleled performance on virtually any 1D, 2D, Digimarc®, paper and mobile barcode. Poorly printed, damaged, crinkled, or faded barcodes—the SP72 Series can capture them all. And offset illumination enables trouble-free scanning of reflective barcodes on glass bottles, mobile phones or cellophane packaging.

A Higher ROI for Self-Checkout—Less Shrink

Enable New Business Applications With Vision Solutions
The vertical SP72-V is the first single-plane scanner with a 2.3 MP color camera option.[2] The camera provides a large field of view and captures even the smallest details, enabling a wealth of vision-based applications to help minimize shrink and fraud at self-checkout. An application can identify a mismatch between the item scanned and the associated barcode—for example, if a barcode from a less-expensive item is placed on a more expensive item for purchase. And the presence of a live video stream can deter customers from attempting checkout fraud.

Enhance the customer experience, reduce shrink and offer faster checkouts with the SP72 Series. For more information, please visit www.zebra.com/sp72series

Prevent Loss With Non-Decode Event Alerts
With the SP72 Series, you can develop applications that identify if an item passes by the field of view, but the barcode is not scanned—whether a user accidentally misses a scan or intentionally tries to bypass the scanner. An alert can be triggered to enable mitigation actions for reducing shrink.

Upward-Facing "Good Decode" Leds Work With Video-Based Loss Prevention Systems
Both the vertical SP72-V and horizontal SP72-H have an upward-facing "good decode" LED that can be easily seen by self-checkout attendants and overhead cameras. Your video-based loss prevention system can track the movement of products across the scan area and confirm a green LED for a successful scan.

Boost Productivity and Reduce Shrink With Optional EAS Support With Interlock[3]
Support for Checkpoint and Sensormatic electronic article surveillance (EAS) systems simplifies checkout—the EAS tag is deactivated when the item is scanned. This not only speeds up the checkout process, but also eliminates the risk of "sweethearting" and other forms of shrink as the barcode must be scanned to deactivate the EAS tag.

Elevate the Checkout Experience

Eye-Friendly Intelligent Illumination
The SP72 Series' deep red recessed illumination activates only when an item is in the scan zone, reducing eye strain for your cashiers and shoppers. You're even able to customize how much illumination you want, from low level to none at all, to further reduce eye annoyance.

Go Beyond the Beep With Custom Feedback Tones
The SP72 Series offers a variety of audible feedback options via the built-in or external speaker.[4] Select a traditional beep tone or choose from our library of digital and melodic sounds. You can even add your own custom sound to reflect your brand and customer experience.

Increase Flexibility With Handheld Scanning
An auxiliary port lets you add a handheld scanner so users can easily scan large or heavy items in the cart.[5]

Minimize Exceptions With Selectable Label Identifiers
Is your POS host unable to recognize certain barcode types? No problem. With Zebra's selectable label identifiers, you can convert one barcode type to another—for example convert a QR code to code 128—to eliminate exceptions and manual data entry that slow down checkout throughput.

Low Cost of Ownership

Reliability on a Day-To-Day Basis
IP52 sealing protects against spills and dust. Unlike competitive models, the vertical SP72-V features elevated electronics, protecting them from inadvertent spills. The horizontal SP72-H can be configured with either Sapphire or Diamond-Like Coating (DLC) glass, meeting your durability needs and budget.

Easy Installation and a Fast Setup
Multiple on-board interfaces ensure compatibility with all popular POS systems and auto-host detect cables simplify installation. The SP72 Series can be powered over standard USB, eliminating the cost and labor associated with adding external power.

Make Data-Driven Decisions Informed by Your Scanners
Do more with your SP72 Series with Zebra's IoT Connector, a fully automated real-time data collection tool that routes data from your scanners into your preferred IoT endpoint. The result? You can mine the data and get the insights needed to make decisions in real time.

Up-to-the-Minute Insight Into Every Aspect of Your Scanners
Remote Diagnostics automate the recording of scanner asset information, health and statistics, parameter settings and barcode data—giving you the information needed for event verification, blockchain traceability, pilot site ROI generation, troubleshooting and predictive fleet-wide trend analysis.

Zebra DataCapture DNA™—Your Scanner's Built-in Advantage
With more than 50 years of field-proven innovation, Zebra knows the scanning journey better than other providers. That's why we've engineered Zebra DataCapture DNA into all of our scanners. This suite of software tools makes it easy to navigate your scanning journey. For example, 123Scan offers a proprietary configuration wizard that simplifies every step of deploying your scanners. With Advanced Data Formatting, you can easily create scanner data formatting rules to optimize your workflows and solve business problems. Advanced parsing tools streamline the capture of more kinds of data. Powerful complimentary management software enables easy remote management. And much more.

Specifications

Physical Characteristics	
Dimensions	**SP72-V:** 5.4 in. H x 6.0 in. W x 3.3 in. D 13.7 cm H x 15.2 cm W x 8.4 cm D **SP72-H:** 6.0 in. H x 6.0 in. W x 3.4 in. D 15.2 cm H x 15.2 cm W x 8.6 cm D
Weight	**SP72-V:** 20.3 oz./577 g (21.2 oz./602 g with color camera) **SP72-H:** 30.4 oz./864 g (Sapphire glass); 29.4 oz./834 g (DLC)
Input Voltage Range	4.7 to 5.2 VDC host powered; 11 to 13 VDC external power supply
Operating Current at Nominal Voltage (average)	**SP7201:** 5.0 VDC +/-10% @ 480mA (average) **SP7208:** Without auxiliary scanner and color camera: 5.0 VDC +/-10% @ 480mA (average) With auxiliary scanner and color camera: 12.0 VDC +/-10% @ 450mA (average)
Standby Current (Idle) at Nominal Voltage (average)	**SP7201:** 5.0 VDC +/-10% @ 240mA (average) **SP7208:** Without auxiliary scanner and color camera: 5.0 VDC +/-10% @ 240mA (average) With auxiliary scanner and color camera: 12.0 VDC +/-10% @ 200mA (average)
Color	Midnight Black
Glass	SP72-H: Sapphire, Diamond-Like Coating (DLC)
Ports	**SP7201:** Host (RJ45 10-pin), optional EAS (RJ45 10-Pin) **SP7208:** SP72-V: Host (RJ45 10-pin), AUX scanner (USB-A), AUX power (barrel jack), optional EAS (RJ45 10-pin), optional color camera (USB-C) SP72-H: Host (RJ45 10-pin), AUX scanner (USB-A), AUX power (barrel jack), optional EAS (RJ45 10-pin), external speaker (2-pin connector)
Supported Host Interfaces	USB, RS232, Keyboard Wedge, TGCS (IBM) 46XX over RS485
Keyboard Support	Supports over 90 international keyboards
Electronic Article Surveillance	Compatible with Checkpoint and Sensormatic EAS deactivation system[3]
User Indicators	**SP72-V:** Good Decode LEDs (Front and Top), Speaker (adjustable tone and volume) **SP72-H:** Good Decode LEDs (Front), Speaker (adjustable tone and volume), Port for 2nd (external) Speaker
Imaging Characteristics	
Swipe Speed (Hands-Free)	Up to 120 in./305 cm per second for 13 mil UPC in optimized mode
Resolution	2.3 Megapixel (1920 x 1200 pixels)
Illumination	(4) 660nm Deep Red LEDs
Imager Field of View	54° H x 35.5° V nominal
Minimum Print Contrast	15% minimum reflective difference
Skew Tolerance	+/- 70°
Pitch Tolerance	+80°/-60°
Roll Tolerance	0°-360°
Graphics Format	Bitmap, JPEG
Imaging Characteristics—Color Camera (SP7208-V)[2]	
Resolution	2.3 Megapixel (1920 x 1200 pixels)
Illumination	(4) 660nm Deep Red LEDs, (2) Warm White LEDs (2700°K)
Imager Field of View	129° H x 75.9° V nominal
Graphics Format	Bitmap, JPEG, RAW
Interface	Industry standard USB 3 Type-C
User Environment	
Operating Temperature	32.0° to 122.0° F/0.0° to 50.0° C
Storage Temperature	-40.0° to 158.0° F/-40.0° to 70.0° C
Humidity	20% to 95% RH, non-condensing
Environmental Sealing	IP52
Approved Cleaners	Refer to the product reference guide for the complete list of approved cleaners.
Electrostatic Discharge (ESD)	ESD per EN61000-4-2, +/-15 KV Air, +/-25 KV Direct, +/-8 KV Indirect
Ambient Light Immunity	0 to 8,000 Foot Candles/0 to 86,100 Lux
Symbol Decode Capability	
1D	All major 1D barcodes including Code 39, Code 128, Code 93, Codabar/NW7, Code 11, MSI Plessey, UPC/EAN, I 2 of 5, Korean 3 of 5, GS1 DataBar, Base 32 (Italian Pharma)
2D	All major 2D barcodes including PDF417, Micro PDF417, Composite Codes, TLC-39, Aztec, DataMatrix, MaxiCode, QR Code, Micro QR, Han Xin, Postal Codes, SecurPharm
Digimarc	Digimarc barcodes
Minimum Input Resolution	Code 39: 3.0 mil; Code 128: 3.0 mil; Data Matrix: 5.0 mil; QR Code: 5.0 mil

Refer to Product Reference Guide for complete list of symbologies.

Decode Ranges (Typical)[6]	
Symbology/Resolution	**Near/Far**
Code 39: 3 mil	SP72-V: 0 in. to 3.8 in./0 cm to 9.7 cm SP72-H: 0 in. to 2.9 in./0 cm to 7.3 cm
Code 39: 10 mil	SP72-V: 0 in. to 8.1 in./0 cm to 20.6 cm SP72-H: 0 in. to 6.7 in./0 cm to 17.1 cm
Code 128: 3 mil	SP72-V: 0 in. to 3.3 in./0 cm to 8.4 cm SP72-H: 0 in. to 2.5 in./0 cm to 6.3 cm
Code 128, 15 mil	SP72-V: 0 in. to 9.0 in./0 cm to 22.9 cm SP72-H: 0 in. to 7.6 in./0 cm to 19.4 cm
PDF417, 15 mil	SP72-V: 0 in. to 7.6 in./0 cm to 19.2 cm SP72-H: 0 in. to 6.3 in./0 cm to 16.0 cm
100% UPCA, 13.0 mil	SP72-V: 0 in. to 8.6 in./0 cm to 21.8 cm SP72-H: 0 in. to 7.2 in./0 cm to 18.2 cm
Data Matrix, 5 mil	SP72-V: 0.2 in. to 2.6 in./0.5 cm to 6.5 cm SP72-H: 0 in. to 2.2 in./0 cm to 5.7 cm
Data Matrix, 15 mil	SP72-V: 0 in. to 6.6 in./0 cm to 16.8 cm SP72-H: 0 in. to 5.6 in./0 cm to 14.1 cm
QR, 20 mil	SP72-V: 0 in. to 7.5 in./0 cm to 19.1 cm SP72-H: 0 in. to 6.3 in./0 cm to 16.0 cm
Accessories	
SP72-V	Table Mount Bracket, Riser Mount Bracket
SP72-H	Bucket Mount, Diamond-Like Coated Glass Platter, Sapphire Glass Platter

Markets and Applications

Retail

- Grocery
- Supermarkets/hypermarkets
- Specialty goods stores
- Pharmacies
- Convenience stores

Applications

- Point of sale (manned and self-checkout)
- Paper and mobile barcodes
- Driver's license parsing (N.A. only)
- EAS
- Vision-based applications (i.e. loss prevention)

Regulatory	
Environmental	EN IEC 63000:2018
Electrical Safety	UL 62368-1; CAN/CSA-C22.2 No. 62368-1-14; IEC 62368-1; EN 62368-1
LED Safety	IEC 62471; EN 62471
EMI/RFI	47 CFR Part 15, Subpart B, Class B; ICES-003 Issue 7, Class B; EN55032, EN55024, EN55035; EN61000-3-2; EN61000-3-3
Utilities and Management	
123Scan	Programs scanner parameters, upgrades firmware, displays scanned barcode data, scanning statistics, battery health, asset data and prints reports. www.zebra.com/123scan
Scanner SDK	Generates a fully-featured scanner application, including documentation, drivers, test utilities and sample source code. www.zebra.com/scannersdkforwindows
Scanner Management Service (SMS)	Remotely manages your Zebra scanner and queries its asset information. www.zebra.com/sms
Loss Prevention	Checkpoint and Sensormatic EAS compatible (optional)[3]; color camera for image/video transfer or live streaming (optional)[2]; front and top mounted "Good Decode" LEDs; Non-Decode Event alerts

Warranty

Subject to the terms of Zebra's hardware warranty statement, the SP72 Series, is warranted against defects in workmanship and materials for a period of Three Years from the date of shipment. Complete Zebra hardware product warranty statement: www.zebra.com/warranty

Recommended Services

Zebra OneCare™ Select; Zebra OneCare Essential

Footnotes

1. Zebra's 15th Annual Global Shopper Study, October 2022.
2. SP7208-V models only; available Q4 2023.
3. Sensormatic EAS available Q4 2023.
4. Both internal and external speakers available on SP72-H only.
5. Auxiliary scanner port available on premium SP7208 models only; use of auxiliary scanner requires external power supply.
6. Distance dependent on symbology type and size.

Specifications are subject to change without notice.

DataCapture DNA

DataCapture DNA is a suite of highly intelligent firmware, software, utilities and apps exclusively engineered to add functionality and simplify the deployment and management of Zebra scanners. For more information about DataCapture DNA and its applications, please visit www.zebra.com/datacapturedna



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