PS30 Personal Shopper

Give your customers an exceptional self-scan shopping experience

The digital world has changed the face of retail — your consumers shop, build grocery lists, clip coupons and save recipes, all online. What if you could seamlessly connect it all in your store? The PS30 Personal Shopper enables retailers to provide a transformative, low-friction and personalized in-store shopping experience, leveraging shoppers' digital identities and preferences from their loyalty accounts. Consumers can access shopping lists, dietary recommendations and coupons; get real time directions to items; scan and bag items as they shop; get help from a virtual or live assistant with the press of a button; and skip the checkout line with tap-to-pay — all on the sleek, stylish PS30. Enhanced locationing enables retailers to push curated coupons and offers to shoppers in real time, while providing shopper insights to improve store operations and reduce labor costs. The PS30 is not just a device — it's a catalyst for an engaging, seamless personalized shopping experience, driving greater shopper satisfaction and a smarter, more profitable store.



Engage Every Shopper on Every Shopping Trip

Advanced ergonomics and an alluring design
The beautiful and intuitive design of the PS30 welcomes your shoppers as soon as they walk into your store. Everything in the PS30 has been meticulously considered to deliver the best experience for the shopper. The smooth and seamless housing, intuitive single scan button, bright screen, haptics and an ergonomic well-balanced handle make every shopping trip a pure joy.

The durability you need for reliable operation
When you choose a device to put in the hands of your customers, you need the utmost in reliability. With drop and tumble testing, the PS30 is elegant and built to survive the inevitable frequent drops — more durable than many personal mobile phones. With its advanced chemical resistant plastics and smooth unibody housing, associates and shoppers can quickly and easily disinfect the device before use with many approved cleaning agents — preventing the spread of germs. Charging contacts are designed to prevent the buildup of dirt that can interfere with charging. Corning® Gorilla® Glass brings maximum scratch- and shatter-resistance to two of the most vulnerable device features — the display and the imager window. And with a wide operating temperature range, the PS30 is at home everywhere in your store.

One tap device release
To unlock a device, shoppers can scan their loyalty card on the Zebra CC6000 kiosk or tap an NFC loyalty card, bank card or smartphone digital wallet on the display of the PS30. The cradle halo of a fully charged device then lights up, guiding the shopper to the unlocked device that is ready for use.

Effortless first-time every time barcode scanning
Scanning is the most important feature of the PS30. That's why the scanner in the PS30 is packed with features that deliver a dependably simple scanning experience. Just point and scan — no need to align the scanner and the barcode. Shoppers can automatically scan barcodes when they are in the scanning range, eliminating the need to repeatedly press the scan button. And barcodes can be captured even if they are poorly printed, smudged or scratched.

Give your shoppers the ultimate self-scanning shopping experience with the PS30.
For more information, visit www.zebra.com/ps30

A large 4.7 inch display with exceptional clarity
The display is nearly one-third larger than its predecessor, the PS20, providing a better viewing experience and plenty of room to display real-time promotions, item information and in-store navigation, plus items in the cart and current total. Graphics are vibrant and text is sharper and easier to read.

Take on-the-spot contactless mobile payment[1]
Integrated NFC enables shoppers to tap on the front of the device with a contactless NFC-enabled bank card or mobile wallet payment, making payment fast and easy.[2]

Shoppers can get instant help with the press of a button
With the PS30, asking for help is simple. With its integrated microphone, speakers and support for voice query, shoppers can request virtual or live assistance. And associates can quickly locate shoppers that have requested assistance with the integrated advanced sensors for accurate indoor locationing and Wi-Fi 6E.

Enhanced 'no infrastructure required' locationing
A suite of integrated sensors (on the Plus model only) enables inexpensive indoor locationing, opening the door to information that benefits your shoppers and your business. For example, the PS30 can provide the fastest path to each item on the shopping list, optimizing the route through the store and ensuring all items are found. You can send relevant coupons and offers based on shopper location, increasing basket size and revenues by an average of 10 percent.[3] You can also see the path each shopper takes — including dwell times and scan locations, as well as the effectiveness of your promotions, allowing you to optimize your store layout and detect unusual behavior that triggers the need for a rescan at checkout.

Powerful Business Features that Deliver Big Benefits

Customize with your brand
In retail, it's all about brand. That's why we provide multiple options to add your store brand to the PS30. The customizable protective screen, protective boot and back label are just some of the ways you can add your unique branding to the PS30 at a minimal cost.

Never lose a device
You can add an EAS tag inside the handle that will alert the store's security system should it pass through the security gates at the store's exit. In addition, with Device Tracker, an optional Zebra Mobility DNA solution, you can easily locate misplaced devices quickly and easily. The cloud-based service is easy to deploy — there's no infrastructure to purchase, deploy or manage. And the Geiger counter style proximity indicator guides workers quickly and easily to the exact location of a missing device.

The power to support the most demanding apps
With a faster processor, more memory and storage, plus high-speed consistent Wi-Fi 6E connectivity, you get everything you need to run demanding apps, including video, anywhere in the store.

Easy battery management with PowerPrecision+
Visibility into battery statistics protects the shopper experience. On a dashboard, you can see the current charge levels of the batteries in your devices and whether they can hold a full charge, allowing you to easily identify and replace unhealthy batteries, preventing the PS30 from unexpectedly running out of power in the middle of a shopping trip.

Mobility DNA
Mobility DNA simplifies device lifecycle management and the user experience with a comprehensive suite of applications that include many no-cost tools. For example, provide users with the best possible Wi-Fi connection, every minute of every shopping trip with Mobility DNA Wireless. Enterprise Browser makes it easy to integrate PS30 features into your applications. Quickly and easily stage and deploy devices with StageNow. And more.

Easily Upgrade or Deploy New Devices

Cost effectively upgrade to the latest self-service technologies
The PS30 is backwards compatible with Zebra Personal Shopper charging infrastructure, including cradles, allowing you to preserve your existing accessory investment and deploy new devices faster.

Faster deployment with cradle setup software
Self-provisioning cradles are automatically configured during device setup, saving time and simplifying deployment.

Get the Ultimate in Device Support Options

Maximize device value with Zebra's optional support services
Keep your PS30 devices up, running, in like-new condition and available for your shoppers with Zebra OneCare™ optional support services, which cover everything — including accidental damage and normal wear and tear. Add optional VisibilityIQ™ services to your Zebra OneCare plan and get predictive analytics required to proactively address potential device issues before they impact the customer experience, maximizing device uptime and availability.

Specifications

Physical Characteristics	
Dimensions	0.76 in. H x 8.52 in. L x 2.83 in. W 19.4 mm H x 216.5 mm L x 72 mm W
Weight	Standard: 9.95 oz./282 g
Display	4.7 inch color HD (1280x720); optically bonded to touch panel glass; 540 NITS
Touch Panel	Corning Gorilla Glass; capacitive multi-touch
Imager Window	Corning Gorilla Glass
Interface/ Communications	USB 2.0 Client Cable for device maintenance
Voice and Audio	One (1) microphone and two (2) speakers for voice query and assistance
Notifications	Audible tone; multi-color LED; haptic feedback
Button	1 dedicated scan button
Performance Characteristics	
CPU	Qualcomm® QCS4490 Kryo octa-core; 2.4 GHz
Operating System	Android; for supported Android versions, visit: www.zebra.com/android-versions
Memory	6 GB RAM/64 GB Flash
Power	PowerPrecision+ 3500 mAh capacity Li Ion rechargable battery
Security	Common Criteria certified (ISO 15408); Verified Boot; Secure Boot
User Environment	
Operating Temp.	14° F to 122° F/-10° C to 50° C
Storage Temp.	-40° F to 158° F/-40° C to 70° C
Humidity	5% - 95% non condensing
Drop Spec.	Multiple 4 ft./1.2 m drops to concrete across the entire operating temperature range
Tumble Spec.	1,000 1.64 ft./0.5 m tumbles at room temperature
Sealing	PSS Casual Spill
Disinfectant Ready	Advanced chemical resistant plastics built to withstand frequent cleanings with a wide selection of disinfectants. For information on Zebra-approved disinfectants and guidelines on cleaning, please visit: www.zebra.com/ps30
Vibration	2g peak, 5 Hz to 2 kHz, 1 hour duration per axis; Random: 0.02g²/hz, 20hz to 2khz; 1 hour duration per axis
Electrostatic Discharge (ESD)	+/- 15 kV air discharge; +/- 8 kV direct discharge; +/- 8 kV indirect discharge
Data Capture	
Scanning	SE4710 1D/2D imager with hands-free scanning and Digimarc support
Light Source	Red LED Illumination with LED dot aim pattern
NFC	Plus model only: NFC ISO 14443 Type A and B; Mifare, FeliCa and ISO 15693 cards, NFC Forum tags 2,3,4,5; Host Card Emulation, Contactless Payment Support – Front Tap NFC for optimized contactless payment, VAS (Value Added Services) and Wallet support, Apple ECP1.0 and ECP2.0, Apple VAS and Google Smart Tap certified, VAS Library/SDK

Interactive Sensor Technology	
3-axis accelerometer; gyroscope; magnetometer; barometer (pressure sensor); proximity sensor for handsfree scan trigger[2]	
Wireless LAN	
Radio	IEEE 802.11 a/b/g/n/ac/ax/d/h/i/r/k/v/w/mc; 2x2 MU-MIMO; Tri-band (2.4 GHz, 5 GHz, 6 GHz); Wi-Fi CERTIFIED 6™ (Wi-Fi 6E); Dual Band Simultaneous; IPv4, IPv6
Data Rates	2.4 GHz: 802.11b/g/n/ax — 20 MHz - up to 286.8 Mbps 5 GHz: 802.11a/n/ac/ax — 20 MHz, 40 MHz, 80 MHz, 160 MHz — up to 2402 Mbps 6 GHz:802.11ax — 20 MHz, 40 MHz, 80 MHz, 160MHz — up to 2402 Mbps
Operating Channels (depending on Regulatory)	Channel 1-13 (2401-2483 MHz): 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13; Channel 36-165 (5150-5850 MHz): 36, 40, 44, 48, 50, 52, 56, 60, 64, 100, 104, 108, 112, 114, 116, 120, 124, 128, 132, 136, 140, 144, 149, 153, 157, 161, 165; Channel 1-233 (5925-7125 MHz); Channel Bandwidth: 20, 40, 80, 160 MHz. Actual operating channels/frequencies and bandwidths depend on regulatory rules and certification agency
Security and Encryption	WEP (40 or 104 bit); Enhanced Open (OWE); WPA/ WPA2 Personal (TKIP and AES); WPA3 Personal (SAE); WPA/WPA2 Enterprise (TKIP and AES); WPA3 Enterprise (AES); EAP-TTLS (PAP, MSCHAP, MSCHAPv2), EAP-TLS, PEAPv0-MSCHAPv2, PEAPv1-EAP-GTC, LEAP, EAP-PWD; WPA3 Enterprise 192-bit mode (GCMP256) - EAP-TLS
Certifications	Wi-Fi Alliance Certifications: Wi-Fi CERTIFIED n; Wi-Fi CERTIFIED ac; Wi-Fi CERTIFIED 6 (Wi-Fi 6E); WPA2-Personal; WPA2-Enterprise; WPA3-Personal WPA3-Enterprise (includes 192-bit mode); Protected Management Frames: Wi-Fi Enhanced Open; WMM (Wi-Fi Multimedia); WMM-Power Save WMM-Admission Control; Voice-Enterprise: Wi-Fi Direct; Wi-Fi Agile Multiband; Wi-Fi QoS Management; Wi-Fi Optimized Connectivity; Passpoint
Fast Roam	802.11r Fast BSS Transition; PMK Caching; Cisco CCKM; OKC
Wireless PAN	
Bluetooth	Class 2, Bluetooth v5.3; Bluetooth Low Energy (BLE)
Locationing	
Integrated sensors compatible with third party locationing software solutions; supports Zebra's Device Tracker, SmartLens, SNAP and MPact	
Warranty	
Subject to the terms of Zebra's hardware warranty statement, the PS30 is warranted against defects in workmanship and materials for a period of 1 (one) year from the date of shipment. For complete warranty statement, please visit: www.zebra.com/warranty	
Recommended Services	
Zebra OneCare Essential and Select Support Services; Zebra OneCare Visibility Services (OVS, AVS)	

Markets and Applications

Store Types

- Grocery stores, super and hyper markets
- Do-It-Yourself stores
- Large department stores
- Big Box stores
- Warehouse membership clubs
- Large hardware stores

Shopper Applications

- Scan-as-you-shop
- Frictionless self-checkout
- Dynamic couponing
- Assisted selling
- Pathing (shopping list)
- Gift registries
- Product information
- Price checks
- Product availability
- Loyalty point look up

Workforce Applications

- Online order click and collect picking
- Pathing (order picking)
- Inventory management
- Price checks
- Stock lookups
- Product picking
- Put-away
- Shelf replenishment
- Markdowns/markups
- Returns processing

Footnotes

1. Subject to integration with a certified payment provider.
2. Integrated NFC capabilities and interactive sensor technology are only available on the PS30 Plus model.
3. Handheld Self-Scanning Solutions, A Global Market Analysis; Shahroze Husain, Research Associate; Richa Gupta, Director; David Krebs, Executive Vice President; VDC Research; 2016; Page 19.

Specifications are subject to change without notice.

Mobility DNA

Mobility DNA solutions help you get more value out of our mobile computers by adding functionality as well as simplifying deployment and management of our mobile devices. For more information on these Zebra-only features, please visit www.zebra.com/mobilitydna

Mobility DNA is available on Android only. Features may vary by model and a Support Contract may be required. For more information on these Zebra-only features and for the most recent list of supported apps, please visit: https://developer.zebra.com/mobilitydna

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