SP72 Series Single-Plane Scanner

The industry's fastest and most intuitive single-plane scanner—available in horizontal and vertical models

A long wait at the checkout line is the last thing a customer wants. 29% of shoppers have admitted to abandoning a purchase due to long checkout lines.1 Speed up the checkout process, offer convenient self-checkout options and prevent lost sales with the SP72 Series. Available in both horizontal and vertical models, the SP72 Series elevates the checkout experience in grocery, convenience, pharmacy and specialty stores. In an independent study, the SP72 Series outperformed competitors, scanning items up to 40% faster at self-checkout and providing a user experience up to two times more intuitive.2 With innovative features like an optional color camera for vision-based applications, the SP72 Series helps minimize shrink to protect your bottom line. It's the perfect solution for retailers who need the performance of a multi-plane scanner, but prefer the compact size, easy installation and value of a single-plane scanner.



Make Every Checkout Faster With Top-Scoring Performance

Up to 40% Faster Than Competitive Models at Self-Checkout
The SP72 Series captures barcodes as quickly as they're presented, speeding customers through checkout with ease. An independent study showed that the SP72 Series scans items up to 40% faster than competitive models at self-checkout.[2]

Up to 44% Larger Scan Area Makes Scanning Easier Than Ever
With a sweet spot that's up to 44% larger than competing models[2], the SP72 Series makes scanning second nature. It requires less precision when positioning a barcode, providing a more intuitive, swipe-and-go experience for self-checkout users and allowing cashiers to focus more on customer service.

A Scanning Experience up to 2X More Intuitive Than the Rest
Powered by a high-resolution 2.3 megapixel sensor and Zebra's PRZM Intelligent Imaging technology, the SP72 Series delivers outstanding performance on virtually any 1D, 2D and Digimarc® barcode—whether damaged, crinkled or faded. Independent tests show the SP72 Series is up to two times more effective than competitors at scanning various barcode types and sizes[2], ensuring a hassle-free, intuitive experience for any item or barcode.

Leads the Competition in 2D and Mobile Barcode Performance
Prepare your checkout for the growing adoption of both 2D and mobile barcodes. The SP72 Series outpaces the competition, scanning common 2D DataMatrix barcodes up to 54% faster[2] and mobile phone barcodes up to 50% faster at self-checkout.[3]

Create the Perfect Checkout Solution With Unmatched Versatility
With both vertical and horizontal models, the SP72 Series offers the right fit for your installation needs. 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. The horizontal SP72-H offers a zero footprint, in-counter design and is a drop-in replacement for popular legacy installations. And you can choose the level of features you need: SP7201 for high-performance scanning or the premium SP7208 that adds advanced features such as a color camera option for vision-based applications like loss prevention.

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

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.[4] 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. For example, an application can detect mismatches between the scanned item and its barcode, such as when a cheaper item's barcode is placed on a more expensive item. Additionally, a live video stream helps deter checkout fraud.

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.

Reduce Shrink With Optional EAS Support With Interlock

With support for Checkpoint and Sensormatic electronic article surveillance (EAS) systems, the SP72 Series can deactivate the EAS tag when the item is scanned. This not only speeds up checkout, 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

Self-checkout users in independent tests found the SP72 Series up to 72% more comfortable than comparable scanners.[2] Its deep red recessed illumination activates only when an item is in the scan zone, minimizing eye strain for cashiers and shoppers. You can also adjust the brightness, from low to off, to further reduce discomfort.

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.5 Select a traditional beep tone, choose from our library of digital and melodic sounds, or 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.[6]

Minimize Exceptions With Selectable Label Identifiers

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

The SP72 Series is USB Certified for worry-free integration. 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.

From Unboxing to Fully Operational in Five Minutes or Less

The Simple Setup Experience gets you up and running fast, using your mobile phone. Just scan the QR code on the SP72 Series device to get started. Zebra's Simple Setup Experience walks you through a quick, tailored setup using clear visuals and a few yes/no questions to create the optimal configuration for your scanner. Integrated assistance keeps everything running smoothly, with help available whenever you need it. And for those who want more control, advanced options are just a tap away.

Zebra DNA™—Set Up. Secure. Manage. Optimize.

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 DNA into all of our scanners. This suite of software tools provides constant visibility, increases uptime and gives you the flexibility to respond to changing needs. For example, 123Scan offers an exclusive 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. Remote Diagnostics provides up-to-the-minute insight into every aspect of your scanners. 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 (577g); 21.2 oz (602g) with color camera SP72-H: 30.4 oz (864g) with Sapphire glass; 29.4 oz (834g) with 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
USB Certification	USB Certification
Keyboard Support	Supports over 90 international keyboards
Electronic Article Surveillance	Compatible with Checkpoint and Sensormatic EAS deactivation system
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)	
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 °F to 122.0 °F (0.0 °C to 50.0 °C)
Storage Temperature	-40.0 °F to 158.0 °F (-40.0 °C 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 Element 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)[7]	
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)
PDF 417, 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)

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)

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
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); color camera for image/video transfer or live streaming (optional)3; front and top mounted "Good Decode" LEDs
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 17th Annual Global Shopper Study, 2024.
2. As measured for SP72-V in independent controlled lab study conducted by United States Ergonomics, "Ergonomic Performance Testing of Slot Scanners," May 20, 2024.
3. As measured for SP72-H in US Ergonomics study cited above.
4. SP7208-V models only.
5. Both internal and external speakers available on SP72-H only.
6. Auxiliary scanner port available on premium SP7208 models only; use of auxiliary scanner requires external power supply.
7. Distance dependent on symbology type and size.

Specifications are subject to change without notice.

Zebra DNA for Scanners

Zebra DNA is a suite of highly intelligent firmware, software, utilities and apps exclusively engineered to ensure maximum performance from every Zebra scanner. For more information, please visit www.zebra.com/zebradna



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