

## Pressemitteilung / Press Release



### Price breaker in the 2-D scanner sector

**With the ARGOX AS-9400 the 100-EURO benchmark at eXtra4 drops**

Birkenfeld, 04.05.2020 For the first time eXtra4 Labelling Systems presents a 2D scanner in the double-digit price segment. With the ARGOX AS-9400 the indent technology provider for the jewellery and watch industry breaks through the hitherto price threshold of 100 €. With the Taiwanese manufacturer's new scanner model, Matrix-Code can now become a real competitor for barcodes in the labelling of jewellery and watches.

### 2D versus 1D

The ARGOX AS-9400 removes the cost obstacle to the use of matrix codes. With its double-digit price, the new scanner model is close on the heels of standard 1D scanners. Until now, it was the cost-

intensive reading optics that caused 2D scanners to fall behind 1D scanners. This is despite the fact that two-dimensional codes, such as matrix and QR, offer users significant advantages over conventional bar codes:

- They can be much smaller, allowing a smaller label or leaving more room for data.
- They also encode alphanumeric item numbers in a small space, which leads to long barcode lengths.
- They are robust in case of damage; even if one third of a matrix code is lost, it remains readable, while a single missing bar makes a barcode illegible.

### **Convincing in technology and price**

Despite its good price, the AS-9400 offers everything that characterizes a reader for two-dimensional codes: With a detection field of 640 x 480 px, its optics offer very good reading performance. Multilingually talented, the scanner reads both 1D and 2D codes in all common languages. The USB port supports specific keyboards from more than 30 countries.

The AS-9400 is ergonomically shaped and with a weight of 210 g fits well in your hand. A light and sound signal confirms the successful scanning process. The device can even withstand a drop height of

1.5 m without damage. Shock absorbing elements on the housing additionally protect sensitive points.

### **Technology Scout eXtra4**

As an indent technology specialist, eXtra4 Labelling Systems endeavours to select reliable technology for the specific requirements of the jewellery and watch industry on the global market. With devices from ARGOX one already relies on the third manufacturer from the technology forge Taiwan. Reliable function and attractive prices are not mutually exclusive there.

The AS-9400 offers users from the jewelry and watch industry the advantage of not having to commit to a code technology for cost reasons when purchasing. Since the scanner can read both types of code - 1D and 2D - an investment in the new ARGOX model is always the right one. More about the AS-9400 2D scanner at

[www.extra4.com](http://www.extra4.com). (3.899 Zeichen inkl. Leerzeichen)

## Pictures and captions

**Fig.1: ARGOX AS-9400 as first 2D scanner at eXtra4 Labelling Systems competitively priced with 1D scanners**



**Fig.2: ARGOX AS-9400 2D scanner at eXtra4 Labelling Systems attractive 1D alternative for labelling jewellery and watches.**