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Agenda

Introducing the FX3-LX

- Key Features
- Verticals
- Introducing FX3-LX
 - FX3-LX and AEP
 - FX3-LX and SOS
- Versatility
- Media
- Service & Maintenance
- Software
- Pricing
- Competitive Analysis
- Dimensions
- Proven Performance





FX3-LX – A Versatile, Intuitive Printer





Market Needs

- Solution that quickly creates clear, high quality labels
- Easy to operate solution that is intuitive to use, requiring minimal training
- Auto generated information, reducing manual input and minimizing human error
- Print on demand capabilities





FX3-LX – Vertical Applications



Vertical Applications



Food Safety

- Date Marking
- Ingredient Labeling
- Receiving/Put Away
- Take Away Labeling
- Pricing



Retail

- Mobile Markdowns
- In-Store Picking
- Pharmacy Labeling



Manufacturing & Logistics

- Date Marking
- Quality and Process Control
- Receiving/Put Away
- Mobile Picking



Vertical Applications



Food Safety Solutions

- Restaurants and QSR
- Convenience Stores with in-house in-house food service
- Commissaries (airlines, universities, government, catering, stadiums, central and ghost kitchens)

Frozen Buns

Date: Time:
Made: 29/01/18 11:32
Ready: 29/01/18 15:32
Discard: 31/01/18 11:32 Wed

WAS £5.99 NOW £3.99

Retail Solutions

- Off-Price Retailers
- Grocery Stores
- Specialty Stores
- Pharmacies
- Retail Stores with inhouse food service

Manufacturing Solutions

- Warehousing
- Garment QA

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- An intuitive label printer that seamlessly adapts to unique business needs
- Easy printing application to optimise the customer's operation
- Highly customisable to meet the printing requirements from various industries





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Simple, Intuitive Operation

- 7" full color touchscreen creates a familiar, easy-to-use user interface
- Straight forward functionality requires minimal training, making the FX3-LX an ideal solution for work environments with high turnover
- Standalone unit makes the need for external control devices such as laptops or tablets obsolete; saving both space and cost
- Onboard video player allows users to install custom training videos helping keep best practice processes uniform
- Label preview action prevents misprints, reducing waste and time
- Multilingual support: prints the major world languages. Operate the printer in the local language for your multinational workforce. Internal keyboard support







Images









List

Training video

Help video

Icons

About the 7" full color touch screen

- Resistive touch screen, can be used with gloves (ideal for kitchen, hospitals environments etc.)
- Help videos for printer operation instructions
- Training videos with operation instructions for printing activities
- Label previews
- Multilingual support

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About Multilingual Support

- Print over 47 languages (Unicode support)
- 31 LCD menu languages to operate the printer
- Supports country virtual keyboards.

Afrikaans	Eskimo	Indonesian*	Scottish
Albanian	Farsi*	Italian*	Serbian
Arabic*	Finnish*	Japanese*	Slovakian*
Bulgarian*	French*	Korean*	Slovenian
Basque	Galician	Lappish	Spanish*
Croatian	German*	Malay	Swedish*
Czech*	Greek*	Nordic	Thai*
Catalan	Hebrew	Norwegian*	Turkish*
Chinese (Trad.&Simpl).*	Hindi*	Polish*	Urdu
Danish*	Hungarian*	Portuguese(POR & BRA)*	Vietnamese*
Dutch*	Icelandic	Romanian*	
English*	Irish	Russian*	

^{*}Languages with print & display support



German keyboard



French keyboard



Russian keyboard





Flexibility

- Wireless connectivity gives the customer the freedom to use the all-in one printer to create and print labels at the point of application and workflow
- The integrated handle comes standard on all models providing a secure way to transport the printer throughout the workspace
- The optional battery kit provides hours of mobility, creating the flexibility to use the FX3-LX throughout the user environment





About connectivity

- Configure your FX3-LX as 'Host' to drive and control other devices
- Use different size labels or thermal transfer labels on the controlled printer

Host







Device





Robust Design

- The sturdy all-in-one design features wall mounting capabilities and a center-positioned handle, creating maximum adaptability and user manageability
- Certified splash proof (IPx2) the FX3-LX is an ideal solution for environments with potential for water interaction such as kitchens
- The easy to clean, anti-microbial casing minimises the risk for cross contamination in sensitive settings like kitchens
- Mechanical impact compliant (IK06) the FX3-LX is also suitable for demanding environments, including warehouses or retail carts



^{*}Ingress Protection protected against dripping water when tilted up to 15 degrees from normal position

^{**} Impact protection against one joules impact = 0.25 kg. dropped from 44 mm above surface





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FX3-LX and the Power of AEP





Powered by AEP – Application Enabled Printing

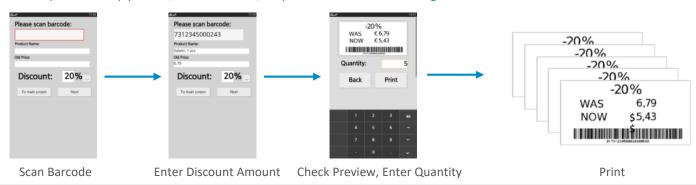
- AEP is standard firmware on all FX3-LX models
 - Standalone operation
 - Dynamic label printing
 - Database connectivity
 - Recommend to update to latest version: Version 5.0.3-r1 (date 2018-10-01)
- AEP Works A rapid development environment for customers
 - Windows-based software to aid in creating applications with screens, label formats, process and data
 - Software Version 3 v1.0.0-rc6 (auto update at start up)
- AEP Tools
 - Database connectivity for Excel, SQL etc
 - Easy to deploy application via SOS or local network tools



Powered by AEP - Data Accuracy

- By easily connecting to external devices, including scanners, scales and keyboards the FX3-LX is able to increase data entry accuracy
- Once the data is captured, the FX3-LX will drive dynamic label printing based on the direction dictated during the app development

The simple three step process, outlined below, simplifies often time-consuming tasks





FX3-LX Powered by AEP - QSR



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FX3-LX Powered by AEP – Ingredient Labelling









Print labels

Search by product name and select the item









Search by preset number and select the item

Check preview & Enter quantity

Print labels



FX3-LX Powered by AEP – Markdown & Promotional Labelling



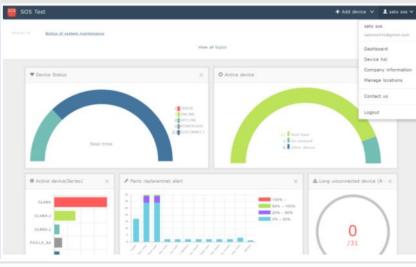
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SATO Online Services (SOS)

- I.T is able to gain access to all settings and recent status
- Perform preventative maintenance and load balancing
- Support users remotely through web based app
- Monitors printers in groups and see all organisational installs
- Notifications
 - Warnings and errors
 - Print usage
 - Preventative maintenance
- Remote
 - Monitoring
 - Configuration
 - Status
 - Last label printed







FX3-LX - Feature Versatility





Communication Versatility

Dual Radio operation for diverse compatibility

- Wi-Fi Certified™ A/B/G/N/AC
- WiFi Direct[®]
- Dual Band (2.4GHz/5GHz)
- Wi-Fi Certified

Bluetooth

- Version 4.1 (iOS/Android/Windows)
- MFi certified

NFC with bidirectional communication

- Retrieve printer settings
- Configure printer while off







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Communication Versatility

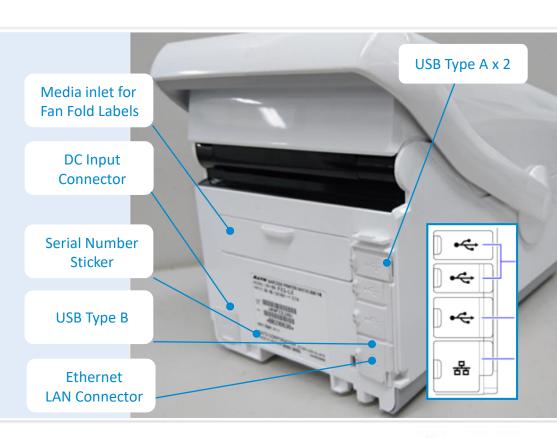
USB 2.0 Type 2 connector

High speed

Ethernet connector

Dual USB connectors for type A peripherals

- Scanners, keyboards, scanners, etc...
- Expanded memory



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Communication Versatility

USB Type A connector

 In case a small USB memory will be used for data storage

Bluetooth & WLAN

Installed internally, so there are no protruding parts

Bluetooth & WLAN (optional)

USB Type A x 2
Connector





Language Versatility

Six Installed Languages

•SBPL •SZPL •SDPL •SIPL •STCL •SEPL



Easily integrates into existing legacy applications















FX3-LX - Media





Flexible Media Operation

Wind Direction

Face-in/Face-out; no setting change required

Supports Multiple Roll Diameter Sizes

- 105 mm (4.13") on a 25 mm (1") OD Core
- 90 mm (3.54") on a (40 mm) 1.5" OD Core
- Min Print Width: 28 mm (1.10")
- Max Print Width: 80 mm (3.15")

Media Thickness

• 0.14 mm (0.0055") ~ 0.19 mm (0.00075")

Direct Thermal / Optional Linerless

Rear Inlet for Fanfold Label Operation



Label Options – Food Safety

DateRight

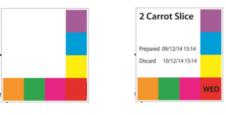
Food Safety Labeling System

- Easily enable consumers to make informed food choices
- Compliance with food labeling regulations and guidelines

Label Type

- Dissolvable Completely washes away from the container with soap and water
- Removable Label is easily peeled away from the container
- All temp Securely adheres to containers at all temperatures

DateRight Label



Blank DateRight Label

Printed DateRight Label



FX3-LX - Maintenance





Easy Part Replacement

Easy, two-step platen and printhead replacement processes expedites downtime, saving time and money

Platen Replacement



- 1. Release Catches
- 2. Pull Upward

Printhead Replacement



- 1. Push and Slide
- 2. Release Catches



Printer Firmware and Application Update

Various options for the customers to easily update the printing application, product database or Firmware

- On the printer (database only – after release)
- Via USB memory (.pkg file or Excel file)
- Update the printer via a PC connection
- Automatic update via the customer's server or SATO App Storage to ensure printers always have the latest version and product database.



Table editor on the FX3



Printer update via USB memory



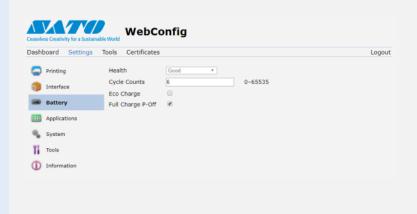
USB or LAN



Battery Management

Smart Battery Management

- Health status
- Number of charge cycles
- Power off printer after full charge



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Battery Management

Smart high rate battery

- Shows accurate information about remaining % so the customer can see in advance when they need
 to charge the battery
- Keeps track of the number of charging cycles
- High output provides clear print quality

Sleep function

Minimised battery consumption when the printer is not in use extends the battery life

Print mode	Print speed	Sleep mode	No of labels	Print time (hours)
	2 ips	-	8,300	1:24
Continuous printing	3 ips	-	10,400	1:06
	4 ips	-	12,300	1
	2 ips	Enabled	800	8
Intermittent printing	3 ips	Enabled	800	8
	4 ips	Enabled	850	8.5
Chandles (a a maintin a)	-	Enabled	Yes	13
Standby (no printing)	-	Disabled	No	5

- Test conditions:
- The following label lay-out was used (32 mm x 25 mm)
- Darkness setting is 10
- The sleep time-out is 1 minute (default value)
- Intermittent printing means 50 labels are printing every 30 minutes





Support and Service

Extended Warranties

Extend the standard warranty by one to three years

Service and Support Programs

- Flexible annual plans or 3 year plans that are budget friendly
- Guaranteed turnaround times
- Proactive maintenance for firmware and hardware, when applicable

Customer and Technical Support

Local European technical teams





Support, Service and AEP Training Programs

Service price list for FX3-LX available for GMC in Europe

	EURO ZONE & UK						
Product description	List price (€)	List price (£)	List price (zt)	Product code	Product / type	Comments	Availabilty
Return to base, with a loan printer, 3 years	300	257.14	1333.33	Y58RTBFX3001	FX3	Return to base, with a loan printer for 3 years (can be also used as extended warranty)	UK / France / Spain / Sweden / Poland
Swap out, 3 years	261	223.71	1160	Y58SWAPFX300	I ►X -	Exchange printer with a pool, available if quantity = >10, for 3 years	UK / France / Spain / Sweden / Poland
Return to base, 3 years	210	180.0	933.33	Y58RTBFX3002	FX3	Return to base, for 3 years, (can also be used as extended warranty)	UK / France / Benelux / Spain / Sweden / Germany / Poland

Service price list for AEP Training available for GMC in Europe

	EURO ZONE & UK						
Product description	List price (€)	List price (£)	List price (zt)	Product code	Product / type	Comments	Availabilty
Discovery; To discover the tool						Min 2 people; Max 6 people; Office	
through webinar	free	free	free	Y58INAEPDISI	AEP training	desk; Max 4 hours	
Beginner; For creating layouts						Min 2 people; Max 6 people; SATO site;	
without scripting	200/pers	171.42/pers	888.89/pers	Y58INAEPBEGI	AEP training	1 day	
Beginner; For creating layouts without scripting	1500	1285.68	6666.67	Y58INAEPBEGE	AEP training	Max 6 people; BP site; 1 day	UK / France / Benelux / Spain / Sweden /
Expert; LUA scripting for extended development	300/pers	257.14/pers	1333.33/pers	Y58INAEPEXPI	AEP training	Min 2 people; Max 6 people; SATO site; 1 day	Norway / Finland / Germany / Poland Teaching language: Depending on the level.
Expert; LUA scripting for extended development	1500	1285.68	6666.67	Y58INAEPEXPE	AEP training	Max 6 people; BP site; 1 day	Mostly local language (French, English, German, Polish, Spanish, Italian) for
Package; layouts + LUA scripting for extended development	350/pers	300/pers	1555.56/pers	Y58INAEPPACI	AEP training	Min 2 people; Max 6 people; SATO site; 2 days	beginner level and English for expert level
Package; layouts + LUA scripting for extended development	2200	1885.66	9777.78	Y58INAEPPACE	AEP training	Max 6 people; BP site; 2 days	



FX3-LX - Software





Drivers and Software

Windows Drivers

- USB connection to Windows causes driver to automatically update
- Windows 10, 8.1, 8, 7, Vista and Server 2012 & 2008

CUPS Driver for Linux

V 2.219

CUPS Driver for Mac OS

V 1.21













Printer Software Tools

Printer Utilities

- Windows Driver
- All in One Tool (AIOT)

Integration Tools

- SmaPri
 - Android and iOS support
 - Communication driver for Bluetooth and WLAN
 - Easy to use RESTful API calls

Application Enabled Printing (AEP)

- Standalone application
- Barcode scanner or other devices
- Communication to other sets of data













FX3-LX - Pricing



What's Included

Contents:

- FX3-LX Printer
- Power Pack
- Power Cable
- Quick Guide
- Resource Guide







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Configurations and Pricing

FX3-LAN

Part Number:

WWFX31242 / WWFX31242-UK

1350 € / 1174 £



Standard Model

FX3-LX DT305, USB & LAN,

EU / UK cable



Configurations and Pricing



WLAN & Bluetooth Kit 100 € / 87 £ Part No: WWFX35800



Linerless Kit 55 € / 48 £ Part No:WWFX35600



Battery Charger 160 € / 139 £ Part No:Y99122160001



Lithium-Ion Battery 160 € / 139 £ Part No: WWFX35000



Battery Mount Kit (Battery not included) 85 € / 74£ Part No: WWFX35300



Cutter Kit 230 € / 200 £ Part No: WWFX35100



Partial Cutter Kit 240 € / 209 £ Part No: WWFX35200



Cradle Kit
70 € / 61 f
Part No: WWFX35502



Wall Mount 70 € / 61 £ Part No: WWFX35502



Configurations and Pricing

FX3-LX with AC adapter

FX3-LX with AC adapter and cradle kit

FX3-LX with battery mount kit

FX3-LX with battery mount kit and cradle

Tabletop

Tabletop

Portable

Portable



The AC adapter is















AC adapter is protected against liquids AC adapter doesn't disturb the operation and cannot drop

Easy Charging

Configuration for Cradle kit and Battery kit

Select the printer configuration suitable for the user environment and application



FX3-LX Pricing



Description	Product Code	List price €	List price £
FX3-LX DT305, USB&LAN, EU cable	WWFX31242	1350	1173.91
FX3-LX DT305, USB&LAN, UK cable	WWFX31241NDN-UK	1350	1173.91
FX3-LX DT305, USB&LAN + WLAN/BT EU cable	WWFX31241WDN-EU	1450	1260.87
FX3-LX DT305, USB&LAN + WLAN/BT UK cable	WWFX31241WDN-UK	1450	1260.87
FX3-LX DT305, USB&LAN + Cutter EU cable	WWFX31241NCN-EU	1580	1373.91
FX3-LX DT305, USB&LAN + Cutter UK cable	WWFX31241NCN-UK	1580	1373.91
FX3-LX DT305, USB&LAN + Part Cutter EU cable	WWFX31241NPN-EU	1590	1382.61
FX3-LX DT305, USB&LAN + Part Cutter UK cable	WWFX31241NPN-UK	1590	1382.61
FX3-LX DT305, USB&LAN + WLAN/BT + Cutter EU cable	WWFX31241WCN-EU	1680	1460.87
FX3-LX DT305, USB&LAN + WLAN/BT + Cutter UK cable	WWFX31241WCN-UK	1680	1460.87
FX3-LX DT305, USB&LAN + WLAN/BT +Part Cutter EU cable	WWFX31241WPN-EU	1690	1469.57
FX3-LX DT305, USB&LAN + WLAN/BT +Part Cutter UK cable	WWFX31241WPN-UK	1690	1469.57
FX3-LX DT305, USB&LAN + BATT KIT EU cable	WWFX31242NDB-EU	1595	1386.96
FX3-LX DT305, USB&LAN + BATT KIT UK cable	WWFX31241NDB-UK	1595	1386.96
FX3-LX DT305, USB&LAN + WLAN/BT + BATT KIT EU cable	WWFX31241WDB-EU	1695	1473.91
FX3-LX DT305, USB&LAN + WLAN/BT + BATT KIT UK cable	WWFX31241WDB-UK	1695	1473.91
FX3-LX DT305, USB&LAN + Cutter + BATT KIT EU cable	WWFX31241NCB-EU	1825	1586.96
FX3-LX DT305, USB&LAN + Cutter + BATT KIT UK cable	WWFX31241NCB-UK	1825	1586.96
FX3-LX DT305, USB&LAN + Part Cutter + BATT KIT EU cable	WWFX31241NPB-EU	1835	1595.65
FX3-LX DT305, USB&LAN + Part Cutter + BATT KIT UK cable	WWFX31241NPB-UK	1835	1595.65
FX3-LX DT305, USB&LAN + WLAN/BT + Cutter + BATT KIT EU cable	WWFX31241WCB-EU	1925	1673.91
FX3-LX DT305, USB&LAN + WLAN/BT + Cutter + BATT KIT UK cable	WWFX31241WCB-UK	1925	1673.91
FX3-LX DT305, USB&LAN + WLAN/BT +Part Cutter + BATT KIT EU cable	WWFX31241WPB-EU	1935	1682.61
FX3-LX DT305, USB&LAN + WLAN/BT +Part Cutter + BATT KIT UK cable	WWFX31241WPB-UK	1935	1682.61
FX3-LX DT305, USB&LAN + Linerless EU cable	WWFX31241NLN-EU	1405	1221.74
FX3-LX DT305, USB&LAN + Linerless UK cable	WWFX31241NLN-UK	1405	1221.74
FX3-LX DT305, USB&LAN + WLAN/BT + Linerless EU cable	WWFX31241WLN-EU	1505	1308.70
FX3-LX DT305, USB&LAN + WLAN/BT + Lienerless UK cable	WWFX31241WLN-UK	1505	1308.70
FX3-LX DT305, USB&LAN + Cutter + Linnerless EU cable	WWFX31241NMN-EU	1635	1421.74
FX3-LX DT305, USB&LAN + Cutter + Linerless UK cable	WWFX31241NMN-UK	1635	1421.74
FX3-LX DT305, USB&LAN + WLAN/BT + Cutter + Linnerless EU cable	WWFX31241WMN-EU	1735	1508.70
FX3-LX DT305, USB&LAN + WLAN/BT + Cutter + Linerless UK cable	WWFX31241WMN-UK	1735	1508.70
FX3-LX DT305, USB&LAN + Linerless + BATT KIT EU cable	WWFX31241NLB-EU	1650	1434.78
FX3-LX DT305, USB&LAN + Linerless + BATT KIT UK cable	WWFX31241NLB-UK	1650	1434.78
FX3-LX DT305, USB&LAN + WLAN/BT + Linerless + BATT KIT EU cable	WWFX31241WLB-EU	1750	1521.74
FX3-LX DT305, USB&LAN + WLAN/BT + Linerless + BATT KIT UK cable	WWFX31241WLB-UK	1750	1521.74
FX3-LX DT305, USB&LAN + Cutter + Linerless + BATT KIT EU cable	WWFX31241WB-EU	1880	1634.78
FX3-LX DT305, USB&LAN + Cutter + Linerless + BATT KIT UK cable	WWFX31241NMB-UK	1880	1634.78
FX3-LX DT305, USB&LAN + WLAN/BT + Cutter + Linerless + BATT KIT EU cable	WWFX31241WMB-EU	1980	1721.74
FX3-LX DT305, USB&LAN + WLAN/BT + Cutter + Linerless + BATT KIT UK cable	WWFX31241WMB-UK	1980	1721.74
	AA AALVOTS#TAAIAID-OK	1300	1/21./4

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FX3-LX - Selling Points and Competitive Analysis





Competitors

- The modest profile, connectivity capabilities and optional battery allow the FX3-LX to be used throughout the work environment expanding its versatility beyond a simple countermounted printer
- Customised AEP applications specifically meet end-user needs making unique processes and procedures seamless and straightforward
- Multiple pre-installed emulations allow the FX3-LX to be easily implemented into existing systems with legacy software
- Extensive memory means the FX3-LX is able to easily store broad databases, custom videos and update with speed





FX3-LX - Dimensions





Product Dimensions



Standard Model

Width: 132 mm (5.19") Depth: 225 mm (8.85") Height: 161 mm (6.33") Weight: 2.5 kg (5.5 lbs)



Battery Mount Model

Width: 132 mm (5.19") Depth: 225 mm (8.85") Height: 180 mm (7.08") Weight: 3.0 kg (6.6 lbs)



FX3-LX – Proven Performance





Proven Performance – The Red Dot Award





Red Dot Design Award

The Red Dot Design Award is a prestigious international product design prize awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany

There were submissions from 54 countries this year and the evaluation is done by a panel of independent, renowned experts based on different criteria like degree of innovation, functionality, product quality, <u>durability</u> etc.

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FX3-LX - Launch Information





Available Material

- Links.
- http://resources.satoeurope.com/cdelements/en_pages/index.html

Collateral:

- Specification Sheet
- Manuals
- Price Lists





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Thank You & Questions









