

**Products:** LaserChamp and SerialMagic for Palm OS

**Customer:** C2F, Inc.

**Application:** Sales Force Automation

C2F, Inc. is a leading retailers source for Fine Art, Craft, Graphic Art, and Drafting Supplies.

C2F evaluated the LaserChamp Bluetooth scanner and the Socket SDIO scanner.

We like the LaserChamp over the SDIO as it operates as a true scanner, and not a "camera" scanner. When you are used to running a scanner over a barcode, it takes a little getting used to holding the scanner still over a barcode for it to focus. As a result of the SDIO needing to focus on the barcode, the SDIO is more sensitive to light conditions, and seemingly to the flatness of the barcode label (i.e. It has difficulty reading barcodes on rounded surfaces.)

Our business is primarily in the distribution of fine art supplies. Therefore, our inventory consists a lot of paintbrushes, pens, and pencils, which are all individually barcoded. The LaserChamp more easily scans these barcodes.

Another downside we see to the SDIO, is it takes up the SD slot, which our sales force may eventually need for a memory card.

We also like the store-and-forward feature of the LaserChamp since scans can be done without the having the Palm OS device physically present.

The compact design will make it easy for our sales force to travel it. It can easily slip into a pocket in a jacket or bag.

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