

## RANGER'S PHOENIX/OTIS



Picture 1: Ranger's Phoenix/Otis wireless barcode scanner

Ranger Computers' Phoenix/Otis wireless barcode scanner provides a unique solution to the problem of capturing barcode data in remote locations.

Using GSM cell-phone technology, Phoenix/Otis links scanned data to 'Ultimate' (a dedicated web server in the Cloud) without the need for any local computer equipment, installation or infrastructure. Phoenix/Otis connects directly to the local cell-phone network and will work anywhere with mobile phone coverage. Phoenix/Otis is especially suited to large networks of scanning locations where installation and maintenance of traditional terminals can be ruinously expensive.

Barcode data is compressed into compact messages that are routed directly to a dedicated web server, which can then be viewed through any web browser in real time, or directed immediately to end user applications. The low data volume guarantees instant response times, keeps data bandwidth to an absolute minimum whilst not exceeding a typical carrier's lowest allowance, even when roaming overseas.

Ranger's Phoenix/Otis has a cost of ownership far lower than traditional scanning systems. There is no local computer or terminal to install or maintain and no requirement for network, broadband or wifi systems.

Phoenix/Otis's bandwidth consumption is so modest that typical GSM charges are far less than for even the cheapest fixed line installation. Furthermore, there is absolutely no requirement for on-site installation or support. In most cases, it can be delivered boxed to the user who simply connects it to a power point. In the unlikely event of a problem developing, the only remedial action required is to dispatch a replacement to the user in returnable packaging so that they can swap the new unit themselves.

Phoenix/Otis does more than reporting barcode scans. Because it is a real time system, each scan is inherently time stamped and logged. Phoenix/Otis also reports the position of the cell site, allowing the unit's dedicated 'Ultimate' web server to track its precise geographical location and even link automatically to Google Maps or other mapping products to display visually, and in real time, exactly where the data is coming from!



Image courtesy of Troxy, London

Picture 2: Well known London venue Troxy, location of a recent PJ Harvey concert where Phoenix/Otis was used to report sales of the artist's album directly to the UK charts

Phoenix/Otis can work with any standard fixed or hand held barcode scanner, ranging from budget CCD types to premium laser models. The system can also be used in a 'Y' lead configuration allowing attachment to existing EPOS or other types of scanning equipment. When used in this way, Phoenix/Otis can bring all the benefits of real-time reporting to legacy systems without any requirement for software or infrastructure modification.

The 'Ultimate' web server can be configured to automatically forward scanned data, accompanied by time stamp, location and a unique identification code to end user systems using XML or other data formats either in real time or in batches as required. Batch data can be compiled to user's specifications and supplied automatically in flat file or spreadsheet format as required. The system also provides continuous monitoring of the Phoenix/Otis network and can even display graphical status content.

Market WTD: 1004, Last Week: 55906, Previous Week: 57538

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Ultimate SALES CHARTS

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Private and Confidential

Sales Data Scanning System

Displaying unit 'Otis s/n 2601008' / Otis s/n 2601007 /  
 Showing unit 'Otis s/n 2601008' Show Location

Barcode	Description	Sell Price	Time of sale	
0076221882521	SMITH PATTI - RADIO ETHIOPIA	0.00	about a minute ago	Delete
0731452615927	JOHN ELTON - GOODBYE YELLOW BRICK ROAD	0.00	about a minute ago	Delete
5051865699822	KURKELA JOHANNA - HYVÄSTI, DOLORES HAZE	0.00	6 minutes ago	Delete
0724357141925	AGENTS & THE BOYS - POP SHOW	0.00	6 minutes ago	Delete
5051442025927	KURKELA JOHANNA - MARMORITANVAS	0.00	6 minutes ago	Delete
0094639068425	AGENTS & JORMA KÄÄRIÄINEN - AGENTS IS BEST VOL 2	0.00	6 minutes ago	Delete
0826767586922	MENA MARIA - APPARENTLY UNAFFECTED	0.00	17 minutes ago	
5099750767023	MENA MARIA - ANOTHER PHASE	0.00	17 minutes ago	
6430021550040	LASSY TIMO - THE SOUL & JAZZ OF TIMO LASSY	0.00		
6430021551191	JO STANCE - JO STANCE	0.00		
0706301695029	HYTTINEN KAJ - 20 S 2/VOLARE	0.00		
5051011858420	HYTTINEN KAJ - TÄHTISARJA - 30 SUOSIKKIA	0.00		
0093624929413	Unknown Product: 0093624929413	0.00		
0075679307323	CORRS - BEST OF	0.00		
0075679307323	CORRS - BEST OF	0.00		

The map shows the location of the unit in Oulu, Finland, with a red pin indicating the specific location. The map includes street names, landmarks, and a scale bar.

**Picture 3:** Ultimate displays a real-time sales screen and shows the location of the Phoenix/Otis unit using mapping software, in this case Oulu, Finland, home of the world's most northerly record shop

Phoenix/Otis is fully patented and is available to barcode users throughout the world. It is usually supplied as a complete package of scanning hardware, access to the Ultimate web server and GSM bandwidth suited to the territory in which it is to be used.

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