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

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*
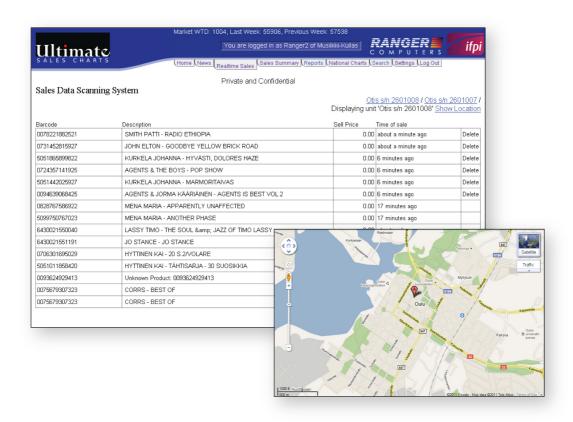
user who simply connects it to a power point. In the unlikely event of a problem developing, the only remedial action required is to dispatch a replacement to the user in returnable packaging so that they can swap the new unit themselves.

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!

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.

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.

For more information, please contact:

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