



PRODUCT PITCH

Print more with the compact PW2NX mobile printer due to its large roll capacity and wider print width. The printer will endure up to a 8.2 ft drop to concrete maximizing uptime, making it the most rugged 2-inch printer in the market.

QUICK SPECS

- 2.16" print width at 5 ips
- 7 pre-installed languages
- Get 22% more labels per roll, with a 2.4" OD roll.
- Device management with SOTI & SATO's SOS

COMPETITIVE LIST PRICING

SATO PW2NX	Bluetooth Only	\$1,095	Bluetooth & WIFI	\$1,180
ZEBRA ZQ610		\$1,033		\$1,188
HONEYWELL RP2		\$657		\$833
BROTHER RJ2		N/A		\$995
TOSHIBA B-FP2DL		\$995		\$1,148

COMMON VERTICAL APPLICATIONS

- **Manufacturing:** Part picking, quality control, cycle counts, staging, packing
- **Retail:** Order pickup, markdowns, shelf edge, item price marking, POS receipts, intercompany transfers
- **Healthcare:** Specimen collection, laboratory, patient records, inventory tracking
- **Logistics / Transportation:** Sortation, item location, picking, putaway, cross docking and processing returns
- **Hospitality & Food Safety:** Date labeling, receipts, supply chain traceability, baggage tagging, event tickets

OPTIONAL ACCESSORIES

- **4 Bay docking station** - One power supply for charging up to 4 printers.
- **1 Bay cradle** - Ensures charging of printer while docked, with locking connector and quick release button for fast retrieval.
- **Vehicle mounts** - Printer can be mounted on different vehicles, forklifts & carts with the RAM-HOL-UN4U holder & RAM@Mount arms.
- **Carrying options** - Soft case for added protection & hands-free optional shoulder strap.
- **Independent 1 slot battery charger** - Spares can be charged to keep extras on hand.

FEATURES & BENEFITS

Productivity

- Print more - 22% more labels equates to more productivity and less downtime, with fewer roll changes.
- The wide 2.16" print width provides 14% more text area and barcodes, without buying a wider printer or wasting label space.
- Standalone operation - connect a scanner or scale to print without a mobile computer.

Durability

- The 8.2 ft drop resistance protects the printer in tough environments.
- Ruggedness - Rubber over molding and shell design protects core, printing mechanism and provides consistent quality labels.
- Sealed keypad and display makes it easy to clean, preventing water and dust from collecting in crevices.

Ease of Use

- Efficient - 13+ hours of battery life provides shift-plus operation.
- Pre-installed emulations - Plug & play replacement of printer eliminates the need to change legacy mobile applications.
- Robust wireless technology - Bluetooth, WiFi & NFC makes communication simple.

Software

- Remote management - SATO's SOS or SOTI device management tools allow for easy control and configuration to minimize downtime.
- Rotate label formats - Larger formats can be rotated to fit on smaller width labels even in emulation mode.
- Web based printing - SmaPri allows for easy integration to print from web pages.

COMPETITIVE ADVANTAGES

		SATO PW2NX	ZEBRA ZQ610	HONEYWELL RP2e	BROTHER RJ2	TOSHIBA B-FP2DL
Model (Resolution/Print Width)		203 dpi / 2.16"	203 dpi / 1.89"	203 dpi / 1.89"	203 dpi / 2.13"	203 dpi / 2.1"
List Price	Bluetooth Only	\$1,095	\$1,033	\$657	N/A	\$995
	Bluetooth & WiFi	\$1,180	\$1,188	\$833	\$995	\$1,148
Linerless		Standard	Option	Option	N/A	Standard
Display		Low Power Color OLED	Color LCD	No display, icons only	Monochrome	Color LCD
Media Max Width		2.28"	2.18"	2.25"	2.28"	2.20"
Media Max OD		2.4"	2.2"	2.25"	2.4"	2.4"
Peel and Present		Standard	Standard	N/A	N/A	Standard
Max Print Speed		6.0 ips	4.5 ips	4.0 ips	6.0 ips	6.0 ips
Drop Specification		8.2 ft	5.0 ft	6.6 ft	8.2 ft	6.5 ft
Battery Spec		7.2v, 1950 mAh	7.2v, 3250 mAh	7.2v, 2500 mAh	7.2v, 2500 mAh	7.4v, 2500 mAh
Battery Capacity		14.0 Wh	23.4 Wh	18.0 Wh	18.0 Wh	18.5 Wh
Product Specification	Dimensions	3.7 x 5.0 x 2.7 in	6.5 x 3.5 x 2.75 in	6.3 x 4.6 x 3.0 in	5.9 x 2.8 x 3.9 in	3.8 x 2.7 x 5.1 in
	Weight (w/Battery)	1.0 lb	1.33 lb	1.5 lb	1.2 lb	1.0 lb
Emulations (Standard)		SBPL, SZPL, SCPL, SDPL, ESC/POS	ZPL, CPCL, EPL	Line Print, Easy Print, DPL, ZPL, CPCL, IPL, XML	Raster, ESC/POS, ZPL, CPCL	TPCL, ZPL, SPBL, CPCL, ESC/POS
Cover Open Button		Front	Side	Front Edge	Side	Front
Remote Management		SOS, SOTI	AirWatch, Avalanche, SOTI	Avalanche	SOTI	SOTI
OS Compatibility		iOS, Android, Windows	iOS, Android, Windows	iOS, Android, Windows	iOS, Android, Windows	iOS, Android, Windows
Standalone Operation		Yes, AEP	Yes, ZBI	N/A	N/A	Yes, BCI
Connectivity	USB	v2.0 OTG	v2.0	v2.0 OTG	v2.0	v2.0
	Serial	N/A	Separate Port	N/A	N/A	N/A
	NFC	Bidirectional data & pairing	Fixed Pairing	Bidirectional data and pairing	N/A	Fixed Pairing
	WLAN	802.11ac	802.11ac	802.11ac	802.11n	802.11n
	Bluetooth	v3.0	v4.1	v4.0 LE	v2.1	v2.1

WHY SATO

- **Local representation with a global footprint** - local offices and manufacturing facilities.
- **All-in-one solution** - we provide hardware, media, software, SATO Select service, and customer support.
- **Product enhancement flexibility** - we provide alternative solutions in an ever-changing market.
- **SATO commitment** - we continue to design and manufacture high quality printers. Thus our motto, *ceaseless creativity*.