# HERON™ HD3430

# **ODATALOGIC**





## PERFORMANCE WITHOUT COMPROMISE

The Heron HD3430 2D area imager brings unmatched elegance along with the latest advanced 2D reading technology to the modern point-of-sale. The stylish silhouette of the new 2D area imager enriched with multiple color changing lights, innovative and modern design material, together with the audio speaker, amplifies the customer's brand experience at the point-of-sale.

# **NOW WITH 2D AND IMAGE CAPTURE**

The Heron HD3430 2D area imager provides outstanding reading performance on 1D and 2D codes as well as image capture capabilities. Featuring the market's most efficient aiming and illumination systems, the Heron HD3430 2D area imager guarantees the operator's best suitability combined with an outstanding all-codes reading capability.

# **BEAUTY AND BRAND IDENTITY**

The Heron HD3430 2D area imager differs from the usual color scheme of handheld devices by providing a stunning 'black' or 'white' color option, emphasizing the curving lines of the new enclosure. Additionally, the Heron imager features inmold decorated top covers with a choice of 'Carbon Fiber' or 'Silver' design. This imager also offers opportunities to incorporate a company brand identity by allowing customers to compose the perfect blend: combining a company logo with the top cover color with customized visual and audio feedback in order to reinforce the value of the customer's brand.

The HD3430 2D area imager is a fusion of the features your business needs, the fashionable style customers will love, the enticing allure of light and sound now with a full 2D reading capability.



# **FEATURES**

- Outstanding reading performance on 1D, 2D, postal codes, stacked and composite codes
- Innovative and unique design raises the bar for a cutting-edge POS checkout experience
- In-mold decorated top cover with 'carbon-fiber' or 'silver' look
- Multiple changing color LEDs on sides and top
- Polyphonic speaker for a wide variety of choices regarding audio feedback
- Easily customized with logo, top cover, visual and audio feedback
- Datalogic's patented 'Green Spot' technology for good-read feedback
- Automatic switching between handheld and hands-free operations
- Efficient illumination and aiming system
- EASEOFCARE Service Plans offer a wide range of service options to protect your investment, ensuring maximum productivity and ROI

# **INDUSTRY-APPLICATIONS**

Retail: Point of Sale for Fashion and Specialty Stores

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# TECHNICAL SPECIFICATIONS

### **DECODING CAPABILITY**

1D / LINEAR CODES Autodiscriminates all standard 1D codes including GS1 DataBar™ linear codes.

2D CODES Aztec Code, Aztec Mesas, Data Matrix, MaxiCode, QR Code, Micro QR Code, China Han Xin Code POSTAL CODES Australian Post, British Post, Canadian Post, China

Post, Japanese Post, KIX Post, Korea Post, Planet Code, Postnet, Royal Mail Code (RM4SCC) EAN/JAN Composites, GS1 DataBar Composites, GS1 DataBar Expanded Stacked, GS1 DataBar Stacked, GS1 DataBar Stacked Omnidirectional, MacroPDF, MicroPDF417, PDF417, UPC A/E

Composites

**ELECTRICAL** 

STACKED CODES

AC POWER REQUIREMENTS Power Consumption:

Operating (Maximum): <500 mA @ 5 V Operating (Typical): <300 mA @ 5 V

Sleep Mode: < 2.5 mA INPUT VOLTAGE 5 VDC +/- 5%

**ENVIRONMENTAL** 

**AMBIENT LIGHT** 0 - 100.000 lux

DROP RESISTANCE Withstands repeated drops from 1.5 m / 5.0 ft onto

ESD PROTECTION (AIR DISCHARGE) 16 kV **HUMIDITY (NON-CONDENSING)** 5 - 90% IP40 PARTICULATE AND WATER SEALING

**TEMPERATURE** 

Operating: 0 to 50 °C / 32 to 122 °F

Storage/Transport: -20 to 70 °C / -4 to 158 °F

**INTERFACES** 

**INTERFACES** Keyboard Wedge / OEM (IBM) USB / RS-232 / USB

**PHYSICAL CHARACTERISTICS** 

COLORS AVAILABLE Black; White

Other colors and custom logo options are available

for minimum quantity purchase.

DIMENSIONS 15.2 x 15.3 x 6.8 cm / 6.0 x 6.0 x 2.7 in TOP CAP DESIGN Carbon-Fiber; Silver

WEIGHT 150.0 g / 5.3 oz READING PERFORMANCE

IMAGE CAPTURE Graphic Formats: BMP, JPEG, TIFF; Greyscale: 256, 16, 2

**IMAGER SENSOR** Wide VGA: 752 x 480 pixels LIGHT SOURCE Aiming: 650 nm VLD; Illumination: White

MOTION TOLERANCE 25 IPS PRINT CONTRAST RATIO (MINIMUM) 15%

READING ANGLE Pitch: +/- 65°; Roll (Tilt): Up to +/- 360°;

Skew (Yaw):+/-60° READING INDICATORS Beepers, Polyphonic; Datalogic 'Green Spot'

Good Read Feedback; Product side and upper

illumination; Good Read LED

RESOLUTION (MAXIMUM)

**READING RANGES** 

TYPICAL DEPTH OF FIELD Minimum distance determined by symbol length

and scan angle

Printing resolution, contrast, and ambient light

dependent.

Code 39: 5 mils: 3.5 to 20.0 cm / 1.3 to 7.8 in EAN-13: 13 mils: 3.0 to 40.0 cm / 1.2 to 15.7 in Data Matrix: 15 mils: 2.0 to 25.0 cm / 0.8 to 9.8 in

**SAFETY & REGULATORY** 

AGENCY APPROVALS The product meets necessary safety and regulatory

approvals for its intended use

The Quick Reference Guide for this product can be referred to for a complete list of certifications. ENVIRONMENTAL COMPLIANCE Complies to China RoHS; Complies to EU RoHS

Class 2 according to IEC 60825-1 LASER CLASSIFICATION LEDICI ASSIFICATION Exempt group according to IEC 62471

UTILITIES

Datalogic Aladdin configuration program is DATALOGIC ALADDIN™

available for download at no charge. OPOS / JAVAPOS JavaPOS Utilities are available for download at no

charge.

OPOS Utilities are available for download at no

REMOTE HOST DOWNLOAD Lowers service costs and improves operations

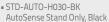
WARRANTY

WARRANTY 5-Year Factory Warranty











STD-AUTO-H030-WH AutoSense Stand Only, White









