

Sensormatic® AMB-2010 Deactivator

A Presentation Proximity Label Deactivator



Product Benefits

- Simple, easy to use
- Requires little space at the POS
- Audible and visual indicators help ensure successful deactivation
- Double checks deactivation
- Effective for source-tagged items

Conveniently protecting your inventory

A familiar task at the retail point-of-sale (POS) today includes deactivating the Electronic Article Surveillance (EAS) label that protects the retail merchandise from shoplifters. The AMB-2010 deactivator helps make this part of the retail transaction easy, reliable, and virtually seamless. The AMB-2010 deactivator is a great way for retailers to help protect their inventory.

Convenient, easy deactivation

EAS label deactivation can't get much easier than the AMB-2010. It's the ideal solution for stores where presentation style proximity deactivation is needed. The unit can deactivate Sensormatic Ultra•Strip® EAS labels up to 7.6 cm (3") above its surface. Cashiers simply present the item's barcode within the deactivation zone in a natural circular motion. No need to touch or rub the label against the surface of the deactivator—the less effort, the better the results. The AMB-2010 deactivator is a great proximity solution when upgrading from contact deactivation pads, for everyday use, and for kiosks and temporary checkouts during holiday sales times.

What about source tagged items?

The AMB-2010 deactivator was designed to handle both

retailer tagged and source tagged products including music CDs, DVDs, and other non-magnetic, pre-recorded media merchandise. Just locate the barcode on the item and present it in a circular motion within range of the deactivator until the green indicator light turns amber and an audible tone is heard. The label should be within 7.6 cm (3") of the barcode.

Deactivation peace of mind

The AMB-2010 operates in our patented two-step detect and deactivate process. First it detects the label, and then it deactivates it. The built-in visual and audible indicators let users know when these events occur. And here's the best part—visual confirmation: the deactivator can act as a double checking device if a user is ever uncertain whether the label was deactivated. Just pass the item over the deactivator a second time and watch for the green light to turn red. A

red light means the label is still active and needs to be brought a little closer to the deactivator (until the light turns amber and the tone is heard).

Simplicity at its best

The AMB-2010 deactivator is ready to go to work when you are. It operates off an ordinary electrical outlet and does not require a separate controller, unlike many other deactivators. The deactivator doesn't need much space on the counter either, so it can be placed just about anywhere in the POS area—wherever it's most convenient.

Features

- *Convenient, easy to use*
- *Deactivation height up to 7.6 cm (3")*
- *Plugs into an ordinary electrical outlet*
- *Small size*
- *Integrated indicators*
- *Tabletop or flush mount*

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