



# ZKX Series

## New Products Introduce

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# 1

# Overview

1. What is this training about?
  - Introduce four new products, they are ZKX6550A, ZKX6550D, ZKX6550V and ZKX10080
2. How to introduce the new products ?
  - Introduce them with their feature, target market, marketing strategy and some notes

## 2.1

# New Products Introduce

## ZKX6550A

**Feature:** Provides single energy image and competitive price

**Target market:** For places where medium size X-ray machines are needed and price-sensitive

**Marketing strategy:** Attract customers with low prices and middle size tunnel

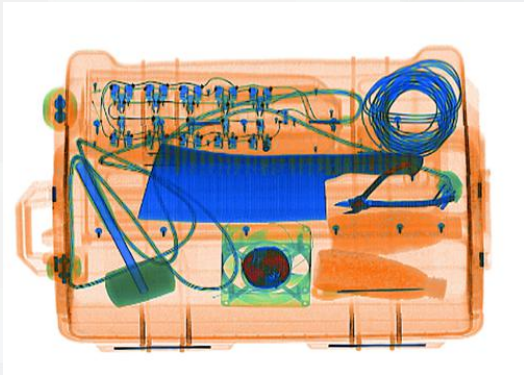
**Note:** ZKX6550A Provides single energy images and only could display the pseudo color image.



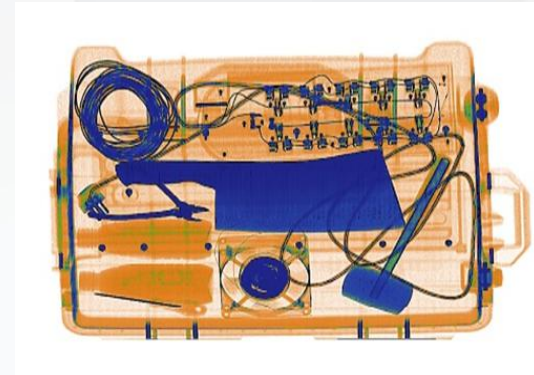
## 2.2

# New Products Introduce

- What is true color image and pseudo image?



**True Color Image:** Different materials would be displayed as different colors. Inorganic is blue, organic is orange, mixture is green. High-density matter would be displayed as black.



**Pseudo Color Image:** Cannot distinguish the material of items. The color only indicates the density. Blue area has higher density than orange area.

## 2.3 New Products Introduce

### ZKX6550D

**Feature:** ZKX6550D has two generators and can provide two views to observe the baggage

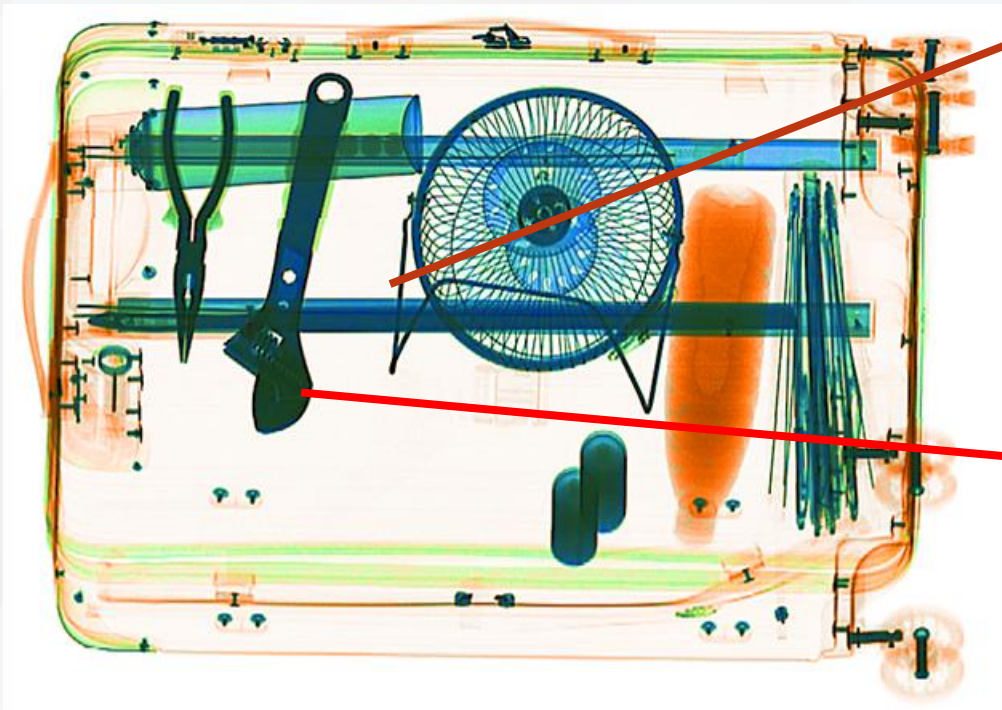
**Target Market:** For places with high security requirements, such as prison, court, or some secret departments.



## 2.4 New Products Introduce

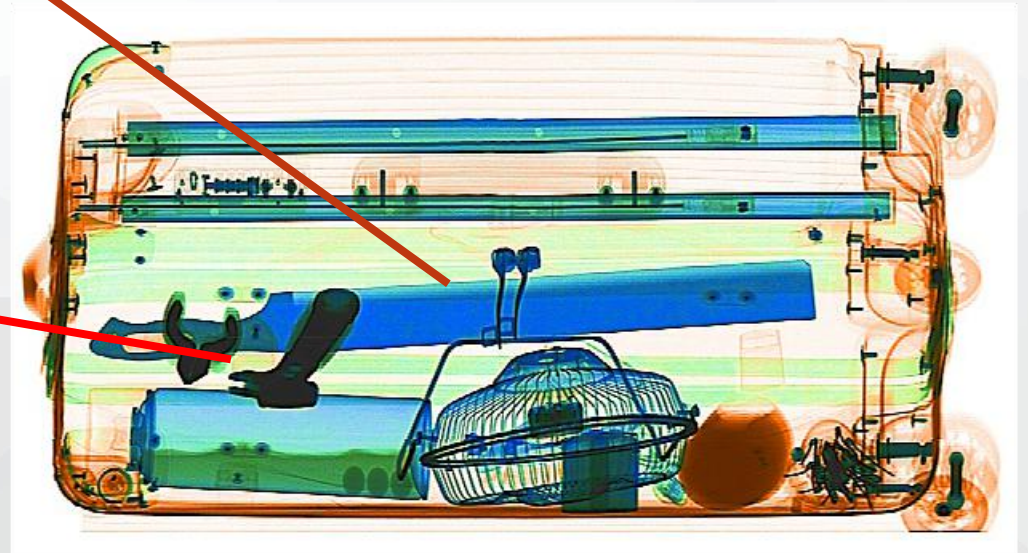
- What's Dual View's advantage?

Item has different shape from different view. With dual view X-ray machine, operators could watch two scanning images at the same time, which could reduce the potential risk.



**Knife**

**Spanner**



## 2.5

# New Products Introduce

## ZKX6550V

**Feature:** With video surveillance and face recognition

**Target Market:** For place that are required for face recognition and video surveillance, such as high-end office buildings, Government buildings, high-level hotels.



## 2.6

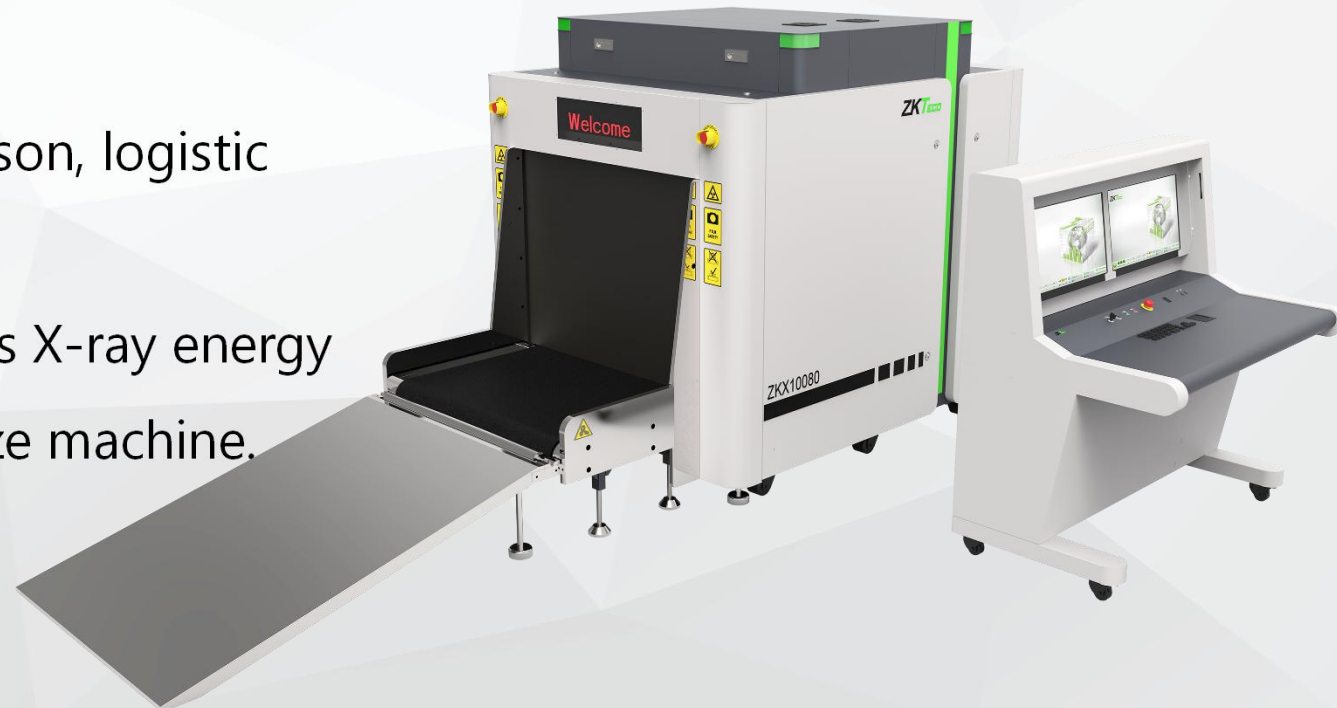
# New Products Introduce

## ZKX10080

**Feature:** With 100cm width and 80cm height, ZKX10080 could scan registered baggage. The conveyor speed is adjustable and the conveyor could be folded as well for saving the package size.

**Target Market:** Transportation station, prison, logistic industry.

**Notes:** With larger tunnel size, ZKX10080's X-ray energy would be a little bit lower than medium size machine. The tube voltage would be higher as well.



## 2.7

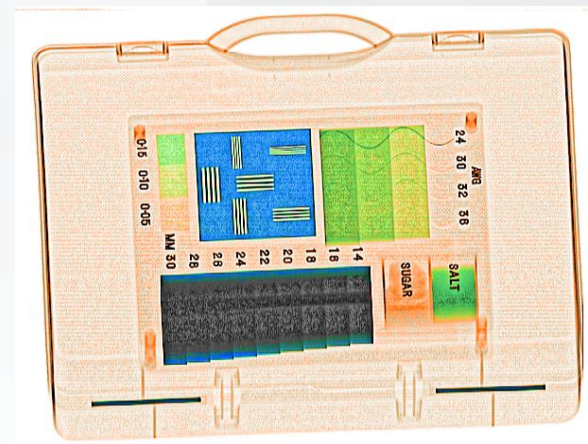
# New Products Introduce



**ZKX10080's conveyor could be opened and folded**

## 2.8 New Products Introduce

### Comparison of parameters: Large tunnel and medium tunnel



	ZKX10080	ZKX6550
Tunnel Size	1006mm × 803mm	655mm × 505mm
Wire Resolution	38AWG	40AWG
Penetrate Definition	32AWG	34AWG
Penetration	38mm	38mm
Maximum Load	200KG	180KG
Tube Voltage	160kV	150kV

## 3.1

# Summary

1. Four new ZKX series products are on sale: ZKX6550A, ZKX6550D, ZKX6550, ZKX10080
2. Pseudo color image only indicates the density difference.
3. ZKX10080's parameter are a bit lower than ZKX6550 because of the larger tunnel.
4. ZKX6550D & ZKX6550V currently have a long production time, therefore, the order should be placed at least one month ahead of time.



# THANK YOU

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