



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

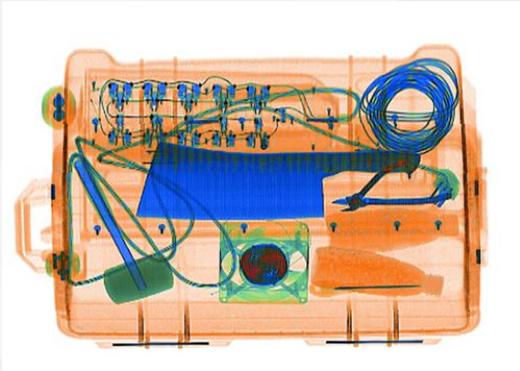
Note: ZKX6550A Provides single energy images and only could display the pseudo color image.



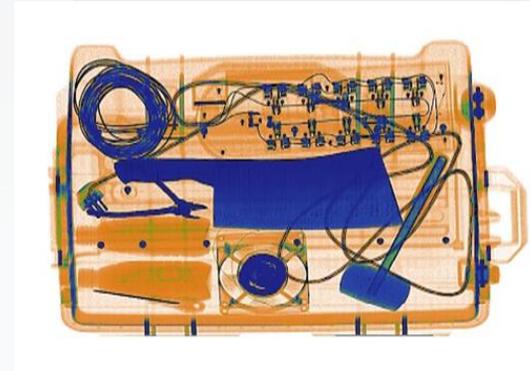
2.2

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.

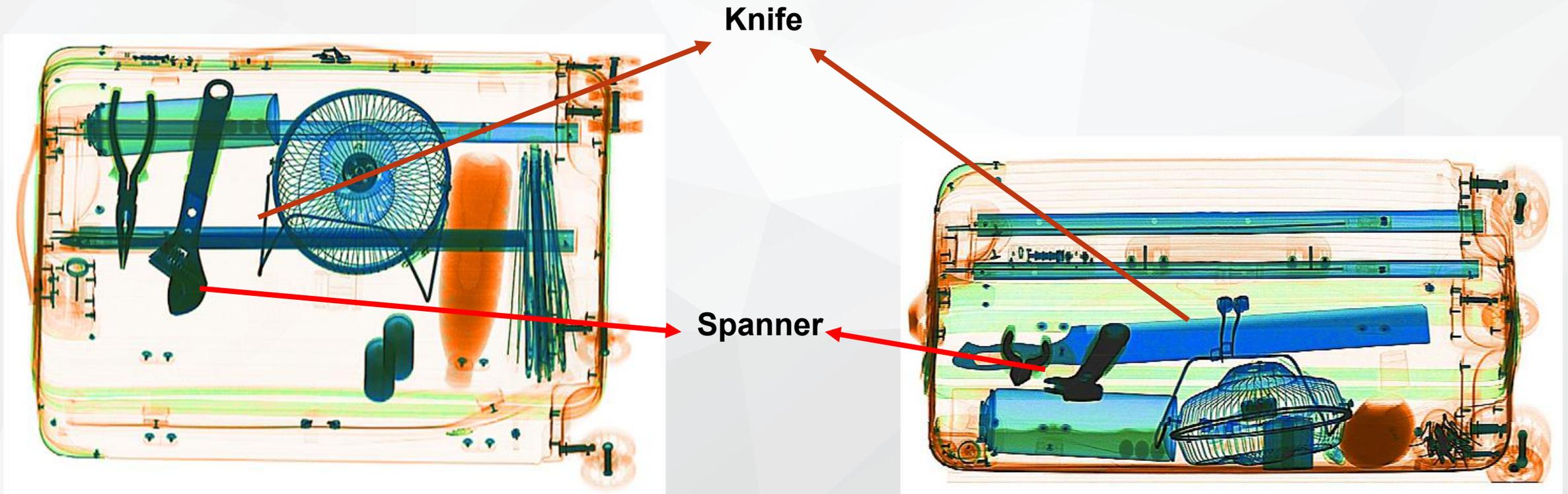


2.4

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.



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

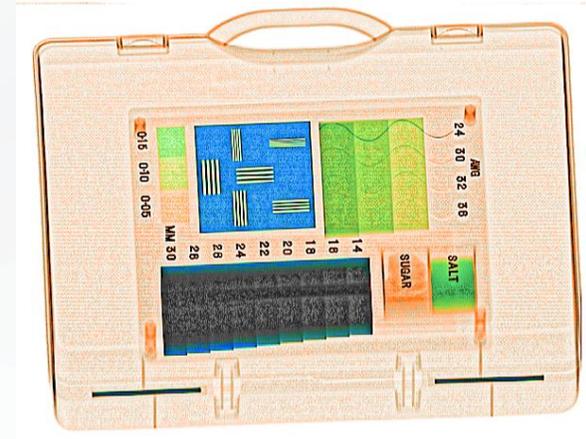


ZKX10080's conveyor could be opened and folded

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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