



ZEBRA

TC52/TC57

THE ULTIMATE
IN RUGGED ENTERPRISE-CLASS
TOUCH COMPUTING

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AGENDA

Business
Challenge
and Solution

Features
and Benefits

Mobility
DNA

Markets and
Applications

Global
Services

Zebra —
a True
Mobility
Partner



The Business Challenge and Solution

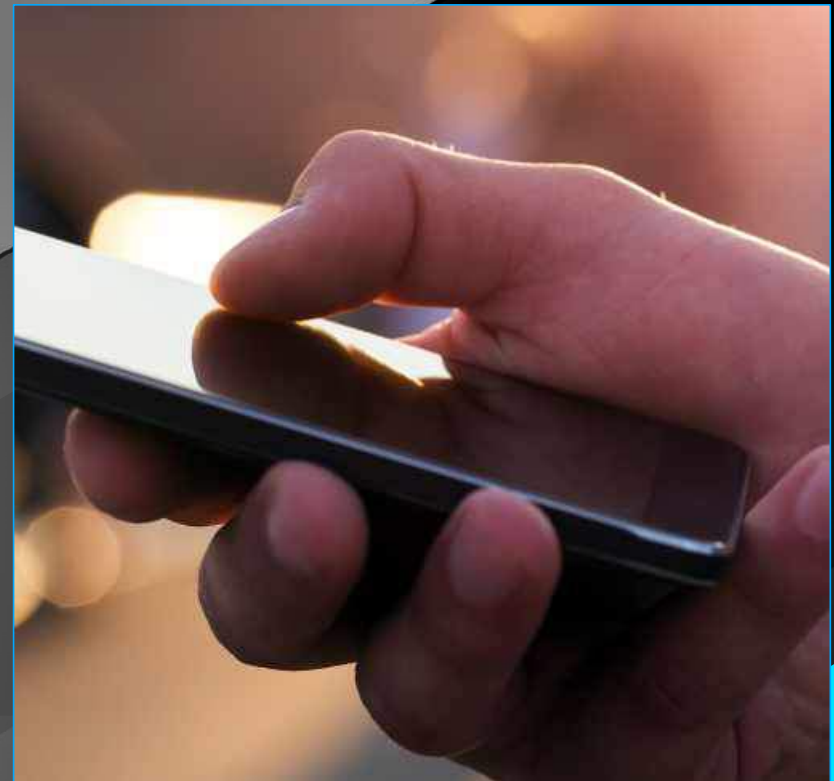
THE CHALLENGE

Workers inside and outside the four walls are faced with more tasks and less time to get their jobs done RIGHT...

...requiring instant access to business critical applications and information to deliver the best possible service.

But...your workers want a business device that is just as refined and easy to use as their personal smartphone...

...yet consumer devices fall short of the features your workers need — and your enterprise requires.



WHERE DO CONSUMER DEVICES FALL SHORT IN THE ENTERPRISE?

TCO for consumer devices is 33% higher*

Inferior scanning solution impacts productivity

Scanning sled attachments impact ergonomics and durability

Typical consumer batteries are not replaceable and won't last a full shift

Audio isn't designed for the noisy enterprise environment

Mobile Device Management (MDM) lacks granular control

Inconsistent regional support — lacks a global footprint

Lifecycle for consumer devices is typically just one year

* Mobile Device TCO Models for Line of Business Solutions; Volume 1/Track 7: Enterprise Mobility Mobile Device TCO; David Krebs; VDC Research Group, Inc.; 2012 (Slides 4, 18, 28 and 29)

INTRODUCING
THE **TC52/TC57**
SERIES

THE ULTIMATE RUGGED
ENTERPRISE TOUCH COMPUTER



A model for **EVERY** WORKER



TC57
Cellular and WiFi
with worldwide
carrier support



TC52
WiFi
connectivity



A business
tough device
that will last
for years

Contemporary
design that
looks and
feels like a
consumer
smartphone

Enterprise
class scanning
and data
capture
features

Android
Pie OS
upgradable
through
Android R

Most mature
set of software
tools with
Mobility DNA

Dependably
superior
wireless
connections

Best-in-class
power, battery
life and
manageability

**SHOULD YOU CHOOSE
ENTERPRISE FUNCTIONALITY
OR DEVICE DESIGN?**

**What if you
didn't have
to choose?**



With the TC52 and TC57 Touch Computer

you get it all...

**THE ULTIMATE IN RUGGED ENTERPRISE
CLASS TOUCH COMPUTING**



Features and Benefits



The Ultimate User Experience

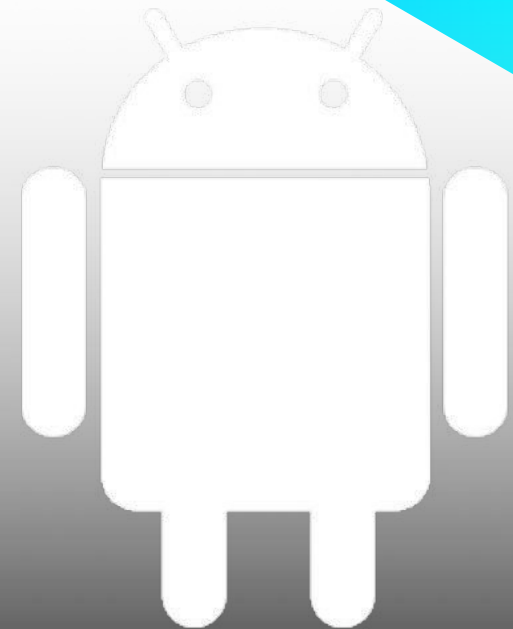
Android

FOR INSTANT FAMILIARITY

Enables the highly graphic interactive apps your workers expect

Your workers already know how to interact with an Android device

Virtually eliminates training time and adoption curves



ADVANCED Touchscreen Technology



Easy and familiar multi-touch operation, such as pinch and zoom, plus ActiveEdge™ Touch Zones

5-inch display offers plenty of real estate for graphics intensive applications

Best-in-class outdoor readability — high definition screen is easy to read, even in bright sunlight

THREE WAYS TO INTERACT WITH APPS



Finger

Stylus

Gloved finger

**...EVEN
WHEN WET**

Easily capture it all...

Barcodes

1D, 2D and Digimarc

Printed barcodes

Electronic barcodes displayed on a cell phone or other screen

Labels

Capture multiple barcodes on a label or specific barcodes with just a press of the scan button*

Documents

Capture and process all or part of the information on documents with just one press of the scan button*

- Checkboxes
- Text fields
- Signatures
- Radio buttons
- Group fields for backend apps
- Add date and time

...and more

*Available with SimulScan, a pre-loaded Mobility DNA application



Ultimate Scanning Performance

Proprietary PRZM Intelligent Imaging technology improves productivity with lightning fast capture of even damaged barcodes

SE4710 1D/2D Imager

Capture barcodes in any condition

– damaged, dirty, scratched or poorly printed

Extraordinary working range – 24 in./60 cm away

— significantly farther than other products twice its size

True point and shoot simplicity — omnidirectional scanning, workers never need to align scanner and barcode

Wide field of view – easily capture large barcodes

Exceptional motion tolerance — no need to pause between scans, captures data as fast as your workers can pull the trigger



ONE HANDED, AMBIDEXTROUS SCANNING



Purpose built for enterprise data capture applications

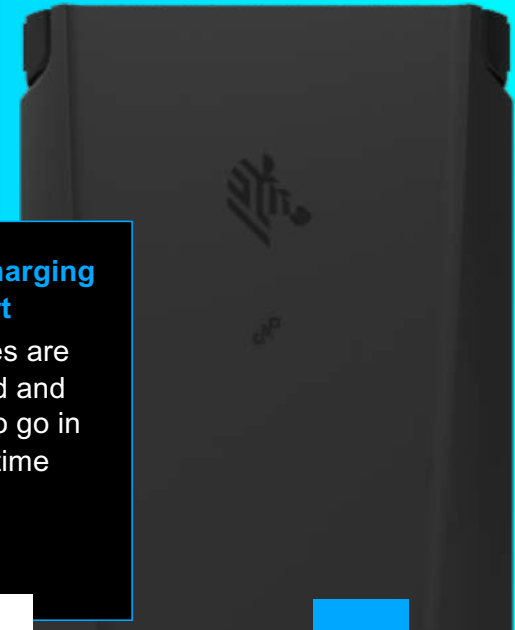
BOOST PRODUCTIVITY WITH DUAL-SIDED SCAN KEYS

Scan buttons on left and right sides are larger than other keys for maximum ease of use
Field programmable back case button configured for scanning out of the box



PowerPrecision+

Advanced battery technology...



User replaceable

Easy to remove design

Extensive battery metrics

Easily spot and retire aging batteries that can no longer hold a full charge

Complete solution

Battery management software to easily view battery metrics

Warm swap mode

Swap batteries without a reboot

Fast charging support

Batteries are charged and ready to go in record time

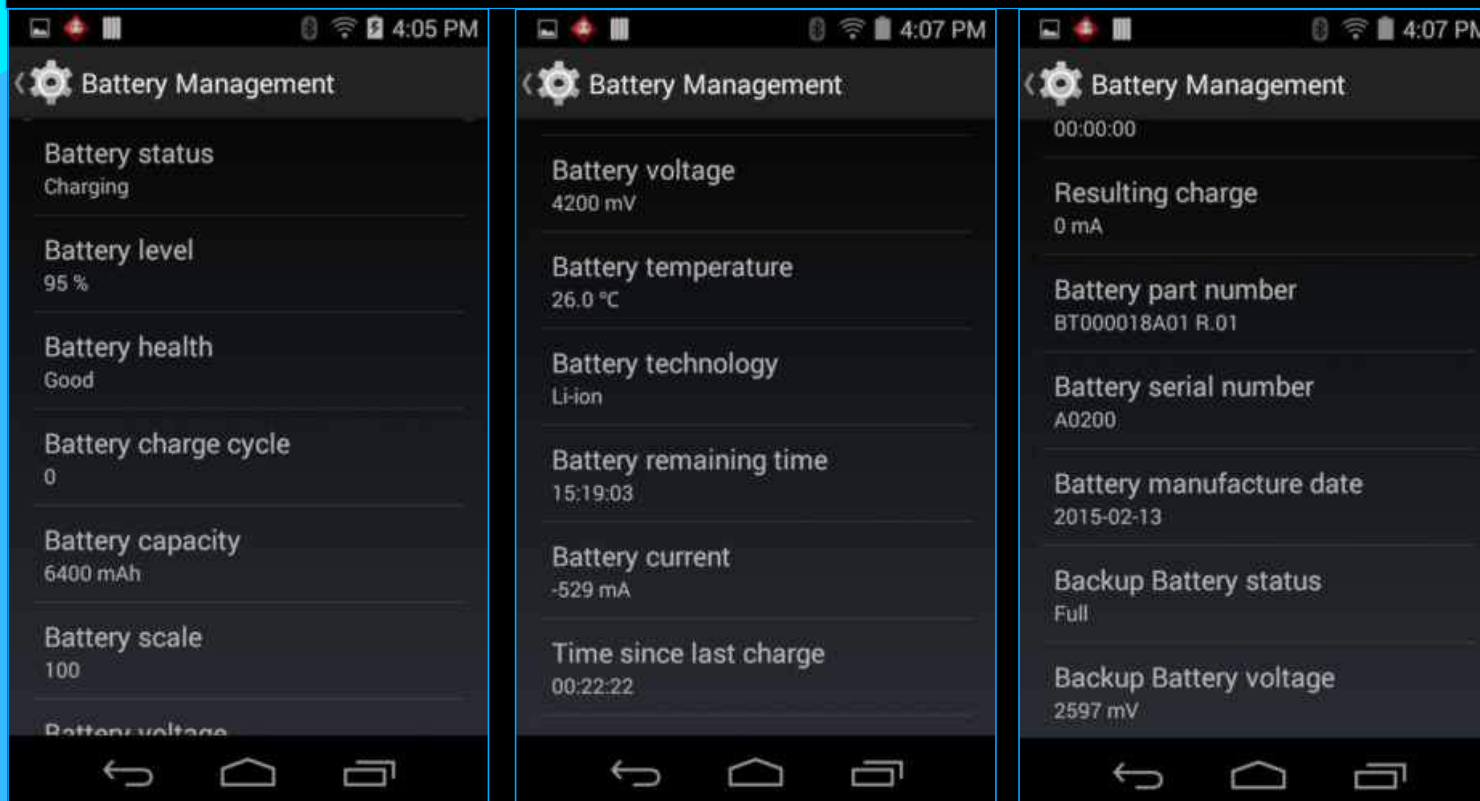
4150 mAh standard capacity with longer cycle times — delivers an impressive 14 hours of power to last even the longest shifts

14 HOURS OF POWER PER CHARGE

SWAP BATTERIES WITHOUT REBOOTING

...with unmatched extensive battery metrics

PowerPrecision+ provides insight and visibility into battery performance.





ActiveEdge™ Touch Zone



Enables users to place a customizable on-screen soft button on either side of the display


Provides one-touch access to the most used features, from the scanner and camera to line-of-business applications, text messaging and push-to-talk.

...only from Zebra.



All the Latest Technology Advancements

Rugged and Ready for Business



While the TC52/TC57 looks like a smartphone, it is built to handle all-day everyday business use.

IP67 and IP65 sealing

Dust tight, works even when wet and survives accidental drops in water

Survives 5 ft./1.5 m drops to concrete with rugged boot accessory

Survives 4 ft./1.2 m drops to tile over concrete without the rugged boot accessory; all drop tests are performed across the entire operating temperature range

Survives 500 1.6 ft./0.5 m tumbles

Our punishing tumble test simulates real-world tumbling that happens after a fall

Unibody design

Provides extra impact protection

Corning® Gorilla® Glass touch panel and imager window

Fortifies one of the most vulnerable device elements with best-in-class scratch and shatter resistant glass

Tempered glass screen protector accessory

Additional protection for the touch screen

A NEW MOBILE COMPUTING PLATFORM FOR ZEBRA ANDROID DEVICES

Advanced Qualcomm® Snapdragon™ 660 mobile processor with features for today and tomorrow

Faster processing speeds

More responsive apps

Faster charging

Up to 4X faster

Faster WiFi and cellular network downloads

Up to 2X

Advanced WiFi feature support

2x2 MU-MIMO for longer range and faster speeds for less power

Advanced Bluetooth support

Bluetooth 5.0 for 4X range and 2X speed for less power

Advanced audio

Best Hi-Fi audio quality, advanced noise reduction and more on a mobile device

Support for longer device lifecycle

Compatible with the newest memory interfaces and the next 2 releases of Android (P and Q)

Built-in support for contextual-aware applications

Factor in the time, user location, presence of headphones, type of location and more into application behavior

Built-in support for Artificial intelligence (AI)

Supports applications with advanced business logic that simplifies and error-proofs many business processes

Plus up to 8 years of support from Zebra – from security updates and patches to break/fix support

RICH LOCATIONING SUPPORT

The TC52 and TC57 supports it all – from established to emerging locationing technologies

WiFi

Leverage your existing access points to obtain 'meter-level' accuracy (approximately 2-4 meters)

Bluetooth 5.0/Bluetooth Low Energy (BLE)

Utilize beacon technology for increased accuracy (approximately 1 meter)

Zebra's Smart Lens

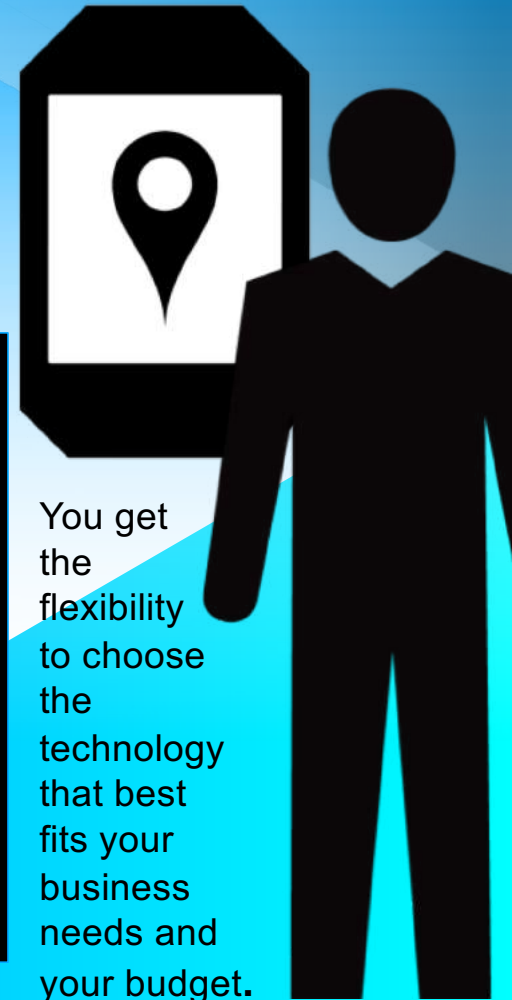
Pinpoint locationing in a ready-to-use solution with everything you need for fast deployment: sensors, a powerful analytics engine and ready to use applications

Zebra's MotionWorks

A powerful combination of WiFi and Bluetooth for greater locationing accuracy (approximately 1 meter)

Visible Light Communications (VLC)

Emerging locationing technology that leverages the new front facing camera in the TC52/TC57 and the store's existing compatible overhead LED lighting infrastructure



You get the flexibility to choose the technology that best fits your business needs and your budget.

TC57

Complete Cellular Network Flexibility



Fast global connectivity

Support for the fastest networks provides workers anywhere in the world with dependable cellular service



Faster application performance

Carrier aggregation substantially increases data capacity and speed



Connect first responders

Support for the Public Safety LTE network prevents network congestion from impacting critical communications

Superior WiFi Connections



Supports the latest WiFi enhancement:
2x2 Multiple-User Multiple Input Multiple Output (MU-MIMO)

Get faster and more reliable connections via beamforming

Enables access points to communicate simultaneously with multiple mobile devices

GREATER RANGE

GREATER SPEED

LESS POWER



SUPERIOR BLUETOOTH CONNECTIONS

Increases application flexibility and performance for Bluetooth peripherals, such as printers and headsets with Bluetooth 5.0

4X
the range
Up to 800 ft./240m

2X
the speed
Up to 2 Mbps

**ALL WITH
LESS POWER**
...for longer battery cycles



Best-in-class
AUDIO

The enterprise can be a noisy place. That's why the TC52 and TC57 feature...

Three microphones

Advanced noise cancelling algorithms

Front facing speaker that delivers up to 108 DB SPL (*louder than a passing subway train!*)

THE RESULT? Excellent clarity on both ends of the call.

Front-facing **5 MP** Camera for Advanced App Support



Video Calling

Give your customers a more personal touch with a video call

Give your technicians the ability to show remote experts the problem for faster issue resolution and better first-time fix rates

Advanced Locationing

Provides support for emerging Visible Light Communications (VLC) locationing — a new technology that utilizes standard, compatible LED lighting infrastructure

ULTRA-HIGH RESOLUTION PHOTOS AND VIDEOS

13 MP

color rear camera
with flash

Easily capture...

PROOF OF CONDITION
PROOF OF DELIVERY
PROOF OF SERVICE
PROOF OF COMPLIANCE

...and more



Maximize Productivity with Enterprise-class Accessories



Improve user comfort. Simplify device manageability.

And with backward compatibility, you can upgrade cost-effectively to boost productivity with the latest technology.



Attachable Trigger Handle
Rapid inventory takes, added comfort for scan-intensive applications



Basic Handstrap Kit
Mounted on terminal; provides added safety against accidental drops



Rugged Boot
Increases drop spec to 5 ft./1.5 m to concrete over operating temp. range



Multiple charging options
Rugged charge/USB cables and vehicle cradles for delivery drivers/field workers, single slot and multi-slot cradles for the backroom



ShareCradle
Same charging cradle accommodates TC51/TC56 and other Zebra mobile devices

- Other accessories include:
- Soft holster
- 4-slot battery charger
- Fast charging power supplies
- Single-slot cradle
- Spare battery packs
- ...and more



Mobility DNA

New Applications for More Value

MOBILITY DNA – Only from Zebra

WHAT IS MOBILITY DNA?

Mobility DNA is the industry's most comprehensive suite of mobility must-haves.

You get...

Innovative tools that boost collaboration and staff productivity — and simplify application development and device management.



HOW WILL YOU BENEFIT?

Reduce cycle times

Maximize mobile deployment ROI

Minimize complexity and risk

Streamline implementation and management

Know More, Do More, Control More with Mobility DNA.

For more information about Zebra's value add Mobility DNA solutions, visit www.zebra.com/mobilitydna

18 Value-add Mobility DNA Tools

13 FREE TOOLS — 9 PRE-LOADED AND READY TO USE, RIGHT OUT OF THE BOX

Business Tools



Workforce
Connect
PTT Express



Workforce
Connect
PTT Pro



Workforce
Connect
Voice



SmartDEX

Management Tools



LifeGuard*



WorryFree
WiFi



PowerPrecision*
Console



StageNow



Enterprise
Home
Screen

Productivity Tools



SimulScan Basic
SimulScan Premium



All-Touch
TE



Swipe
Assist



Enterprise
Keyboard



PowerPrecision+



DataWedge

Development Tools



Mobility
Extensions (Mx)



Enterprise
Browser



EMDK for Android
and Xamarin

Green = free Yellow dot = pre-loaded * = Zebra OneCare Support contract required

Mobility DNA: 4 Business Tools

IMPROVE COLLABORATION WITH CO-WORKERS AND CUSTOMERS

Workforce Connect PTT Express

Provides basic push-to-talk over WiFi with Zebra mobile devices, right out of the box — no additional infrastructure required

NO COST

INTEGRATED

Workforce Connect PTT PRO

Provides advanced push-to-talk over WiFi and cellular networks with Zebra mobile devices

Fee

Downloadable

Workforce Connect Voice

Turns your Zebra Android mobile devices into fully-featured PBX deskphones; fully customizable interface makes it easy for workers to use complex advanced telephony features

Fee

Downloadable

SmartDex

Give your delivery drivers a cable-free DEX connection for electronic invoice reconciliation at the point of delivery

Fee

Downloadable

Mobility DNA: 6 Productivity Tools

MAKE IT EASIER FOR YOUR WORKERS TO CAPTURE INFORMATION

SimulScan	Capture multiple barcodes on labels or whatever information you need on structured forms — from barcodes and text fields to checkboxes, signatures and more — all with a single press of a button	NO COST AND FEE VERSIONS*	INTEGRATED
All-Touch TE	Automatically migrate your Terminal Emulation apps to Android quickly and easily — and when you're ready, migrate to a modern interactive HTML interface.	Fee	Downloadable
Swipe Assist	Let your users create and place a virtual omni-present button right on the screen of their Zebra mobile device to capture barcodes, documents or photos with a simple tap.	NO COST	INTEGRATED
Enterprise Keyboard	Provide your users with the Android soft keyboard they need to maximum data entry simplicity. Users can choose from 5 keyboard layouts with specially-sized keys for any size fingers, 4 methods for feedback, 4 auto-correct features, the ability to add your business vocabulary to a personal dictionary and more.	NO COST	INTEGRATED
PowerPrecision+	Better battery design: manufactured to rigorous standards for performance, reliability and safety — plus rich battery intelligence for better battery management.	NO COST	INTEGRATED
DataWedge	Automatically integrate the data you capture with your Zebra devices into your applications — from barcodes and photos to NFC and magnetic stripe data	NO COST	INTEGRATED

* Free version contains basic features, pay version contains advanced features.

Mobility DNA: 5 Management Tools

TAKE DEVICE MANAGEMENT SIMPLICITY TO A WHOLE NEW LEVEL

LifeGuard	A lifetime security guard for your Zebra Android mobile devices, providing security updates and patches for up to 10 years from purchase date. Includes powerful automated management of the OS update process.	NO COST*	INTEGRATED
WorryFree WiFi	Get the unmatched WiFi radio performance, issue analysis, troubleshooting and problem resolution you need to leverage your WiFi network to maximize productivity and customer service quality.	NO COST	INTEGRATED
PowerPrecision Console	Get the insights to identify and remove aging Zebra PowerPrecision+ mobile computer batteries from your battery pool before they impact productivity, device uptime and device return on investment.	NO COST	Downloadable
StageNow	Quickly and easily stage your Zebra Android mobile computers, including industry-first control over access to Google Mobile Services (GMS).	NO COST	INTEGRATED
Enterprise Home Screen	Make sure your Zebra Android devices will only be used for work by defining which apps and which device features are available.	NO COST	INTEGRATED

*Free with any Zebra OneCare Support contract

Mobility DNA: 3 Development Tools

SIMPLIFY APP DEVELOPMENT AND FORTIFY CONSUMER ANDROID FOR THE ENTERPRISE

Mobility Extensions (Mx)

Provides a layer of features that lift standard consumer Android to a true enterprise-class operating system. And you're in charge — you choose which features you want to activate, and when.

NO COST

INTEGRATED

Enterprise Browser

This powerful, next generation industrial browser allows you to build feature-rich web applications that integrate seamlessly with the features in Zebra mobile computers and peripherals — including barcode scanning, signature capture and more.

Fee

Downloadable

EMDK for Android

Integrate all the features and functionality in Zebra Android mobile computers into your applications quickly and easily

NO COST

Downloadable

**What's
NEW?**

4

**NEW POWERFUL
MOBILITY
DNA
MANAGEMENT
TOOLS**



PowerPrecision Console

Easily identify and remove unhealthy batteries before they reduce worker productivity



StageNow

New Restricted Mode for Google Mobile Services access control



LifeGuard

New feature: end-to-end control of the OS security update process



WorryFree WiFi

Deliver dependably superior WiFi connectivity to boost workforce productivity



PowerPrecision Console

PREVENT AGING BATTERIES FROM REDUCING WORKER PRODUCTIVITY

Easy to deploy

Up and running in a day

Easy to use

No cost with any Zebra OneCare contract

STOPLIGHT-STYLE INDICATORS

Intuitive dashboard with green, yellow and red indicators for three battery states: good, nearing EOL and EOL

CONFIGURABLE

You set the parameters for the states

DASHBOARD VIEWS

At-a-glance overview or details on any specific battery

CUSTOMIZED ALERTS

Direct end users to take action — and when

Supports all PowerPrecision+ batteries in the TC52/TC57 and your other Zebra mobile devices (*Android M and above)



StageNow

**NEW
FEATURE!**

Restricted Mode to easily control accessibility to Google Mobile Services (GMS)

INDUSTRY-FIRST COMPLETE APP CONTROL

Just click to deactivate the GMS system-level integrated services and apps you don't need today — and selectively reactivate the services you need, when you need them

PROTECTS PRODUCTIVITY

Ensures workers only have access to the apps required for the job

INCREASES SECURITY

Provides better control over device privacy and security

SIMPLIFIES PURCHASING AND DEVICE MANAGEMENT

Allows you to standardize on one device and customize for different departments and workers



Lifeguard™ for Android™

Instantly see available updates

Get the information you need to determine which updates to deploy — and when

Automatically identify which devices need the updates

Remotely update devices over the air

Control when updates occur – set rules to define whether updates can take place over cellular or WiFi networks, what time an update occurs and more

**NEW
FEATURE!**

Now with revolutionary end-to-end control of the update process

LifeGuard is free with your Zebra OneCare support contract



WorryFree WiFi*

Delivering everything you need to leverage your WiFi network to increase workforce productivity — and better serve your customers

1

The most advanced WiFi radio technology

Enhancements that boost WiFi voice and data performance into a class of its own, right out of the box

2

The best of both worlds: WiFi radios that are pre-configured and ready for business — yet easy to customize

Meets business needs right out of the box
Pushbutton simple creation of complex custom configurations for specialized environments

3

The next evolution in easy WiFi radio troubleshooting

The most comprehensive single tool available for the fastest identification and resolution of WiFi issues.

*A pre-loaded Mobility DNA application

ZEBRA TECHNOLOGIES



Markets and Applications

RETAIL: Associates



Price/inventory checks

Price management

Electronic coupons

Loyalty apps

Line busting/POS

Store transfers

Item locator

Assisted selling

Gift registry lookup

RETAIL: Managers

Workforce management

Planogram management

Promotion compliance

Merchandising



DIRECT Store Delivery



Order automation

Delivery tracking

Inventory management

Customer support

FIELD SERVICE: Technicians

Asset management

Parts inventory

Invoicing

Scheduling and location-based services



LIGHT COURIER: Delivery Drivers

Proof of delivery

Asset management

Location services

Invoicing





Global Services



Optional Zebra OneCare Support Services



You count on your personal shopping devices to elevate the in-store experience. Ensure predictable performance, support for critical operations and improved business outcomes while eliminating unbudgeted repair expenses.

ESSENTIAL Basic Assurance

- Comprehensive repair services
- 3-day repair turnaround time (TAT)
- 8x5 Live-Agent technical support
- 3-or 5-year coverage
- Access to software updates

SELECT Maximum Protection

Zebra OneCare Essential features, plus:

- Advance device replacement
- 24x7 Live-Agent technical support
- 3-or 5-year coverage
- Spare pool management
- Device commissioning

BENEFITS

- Enhanced support beyond standard warranty
- Genuine Zebra expertise and parts maximize device uptime – ensure your mobile computer is back to Zebra’s manufacturing specifications
- Outstanding value – eliminates unexpected repair costs with a planned support agreement
- Let Zebra handle support, while you focus on your strategic initiatives

Optional Zebra OneCare Visibility Services

Predictive Insight that maximizes return on investment, performance and high availability

ANSWER CRITICAL DEVICE QUESTIONS LIKE:

- Where are my devices?
- Are they ready to use?
- How many devices are in the repair depot?
- Which devices are being under-utilized?
- Are any devices missing?
- How many devices are out of contact?
- Are there problems with wireless connectivity?
- ...and much more.

Optional Visibility Services to add to your Zebra OneCare Support contract

Asset Visibility Service (AVS): At-a-glance insight into basic asset visibility and health *(no MDM required)*

Operational Visibility Service (OVS): See deep operational insight into your PS20 devices and other Zebra and non-Zebra devices

ZEBRA ONECARE VISIBILITY SERVICES

ASSET VISIBILITY SERVICES (AVS)

At-a-glance insight into asset inventory and health, without requiring an MDM.

- High-level visibility to enterprise asset inventory:
 - Device quantity, location, proper allocation and status
 - User-defined asset tagging and naming
- Device health, actionable intelligence including recommended corrective actions, utilization, smart battery usage, and alerts for contract expiration
- Repair history and contract status
- Online dashboard from browser- or tablet-based application
- While no MDM is required, AVS is complementary to your MDM

OPERATIONAL VISIBILITY SERVICES (OVS)

Integrated management platform delivering intelligence to improve business outcomes in conjunction with an MDM solution.

- Much more insight than an MDM alone
- Single pane of glass simplifies complexity of big data available from multiple source systems including the MDM
- Automates interpretation through reporting and visual alerts related to the identification, condition and location of critical business devices
- Easy to understand actionable information based on trending and historical data
- Customized thresholds and dashboard views
- Integrated management platform with an MDM (SOTI), or connects to your existing supported MDM via OVS Connect*



**Zebra —
A True Mobility Partner**



Zebra FACTS

Channel partners in **more than 100 countries**
Customers include **more than 95 percent**
of all Fortune 500 companies

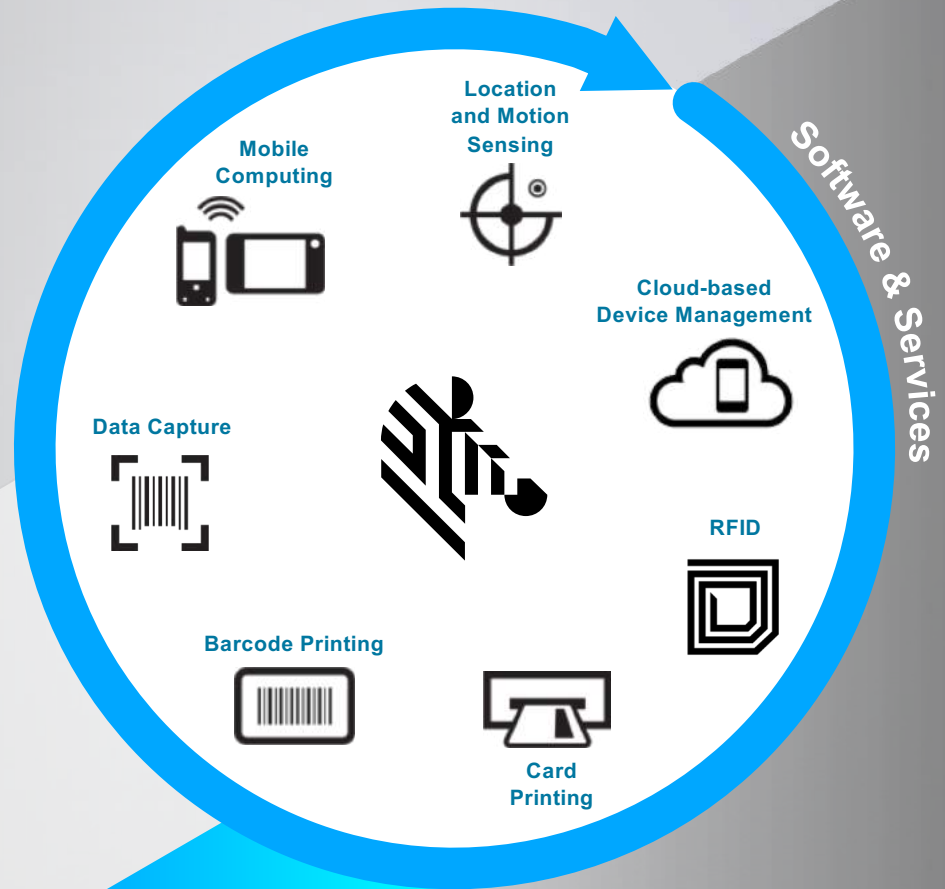
~7,000
employees
worldwide

122+ offices
across 81
countries

~\$4.3
billion market cap

4,200+
US &
international
patents issued
and pending

Key Technology Offerings



Unmatched Breadth

**EVERYTHING YOU NEED TO SIMPLIFY YOUR EVERYDAY PROCESS,
ALL UNDER ONE ROOF – PRINTERS, MOBILE DEVICES, SCANNERS, RFID,
SOFTWARE SOLUTIONS AND SERVICES**



	Industrial printers	Handheld RFID readers	
	Desktop printers	Fixed RFID readers	
	Mobile printers	Interactive kiosks	
	Card printers	Fixed mount scanners	
	Mobile computers	Mobile device management	
	Handheld barcode scanners	End-to-end services	



THANK YOU

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