

Motorola Enterprise Mobility



MC5590 Overview

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September 24, 2008



Agenda – MC5590

- **Positioning**
- **Product Features & benefits**
- **Accessories**
- **MC5590 vs. MC50, MC70 and PPT8800**
- **GTM Initiatives**
- **Channel Readiness**
- **Pricing**
- **Competition**

MC5590 Value Proposition

The Mid Range Product Portfolio

The **MC5590** is a size optimized, state of the art LAN Mobile Computer. It is designed to expand existing indoor applications and stimulate growth within newly emerging Wi-Fi applications such as VoIP. The MC5590 will be the replacement for the MC5040 and PPT8846 as they approach EOL in mid 2009.



Product Positioning

WLAN Portfolio 4Q2008 - 1H2009

\$1,995-\$2,195

\$1,625 – \$1,900

\$1,625 – \$1895

\$1,000 – \$1,275

EOL June 2009



MC50



MC5590



PPT88xx



MC7090

Product Positioning

WLAN Portfolio *Beginning 2H2009*

\$1695 - \$1,895



MC5590

\$1,995 - \$2,195



MC7090

Key New Features

...and Benefits

2MP Auto Focus Camera with Decode, Scanner, Imager...

3.5" Hi Resolution Color QVGA Display (320X240)

Bigger, Faster Memory: 128MB/256MB

Windows Mobile 6.1

MPA 1.5 Platform

MicroSD, Bluetooth 2.0



Capture documents, events, and barcodes

Better text readability

Applications run faster than ever

New industry standard for mobile applications

Forward and backwards compatibility

Expandable, flexible connectivity

520MHz Microprocessor, Rugged 4' (1.2 m) drop to concrete, IP54, Wide accessory set

MC5590



The MC55 Ecosystem

MC5590 will be supported with a NEW set of Accessories fully compliant with the latest Safety Regulations

- Single Slot USB Cradle
- Four Slot Charge Only Cradle
 - 4 Slot Ethernet Cradle to be released at a later date
- Four Slot Battery Charger 'Toaster'
- Vehicle Holder w/ Auto Charger
- Vehicle Charging Cradle
- USB Charging/Communication Cable
- Charge Only Cable
- Hard & Soft Holster (not shown)



Cradle Charging Solutions

and List Prices

CRD5500-1000UR

Single Slot USB Cradle

\$130



CRD5500-4000CR

Four Slot Charge Only Cradle

\$250



SAC5500-1000CR

**Four Slot Battery
Charger 'Toaster'**

\$180



VCH5500-1000R

Vehicle Holder

\$40



VCD5500 1000R*

Vehicle Cradle

\$200

* Available December 2008

Cable Communication/Charging Solutions

25-108022-01R – USB Cable

\$75



25-112560-01R – Charge Only Cable

\$50



VCA5500-12R – Auto Charge Cable (cigarette adapter)

\$120



MC5590 vs. MC50 vs. PPT8846/66 vs. MC7090

Feature / Spec	MC5590	MC50	PPT8846/66	MC7090
Positioning	Mid-range, size-optimized, durable/rugged LAN/PAN handheld mobile computer	Small, Consumer styled, durable handheld LAN mobile computer	Mid-range, rugged LAN or LAN/PANhandheld mobile computer	Fully rugged EDA for inside the 4 walls applications such as retailing, hospitality
Dimensions	148 x 76 x 27 mm	121 (QWERTY 136) x 75 x 29 mm	146 x 80 x 33 mm	153 x 76 x 37
Weight	300 g	184g	315 g	314g (LAN/PAN)
Motorola Platform	MPA 1.5	Off Platform	Off Platform	MPA 1.0
Processor	520MHz XScale Bulverde	520MHz XScale	400 MHz XScale	624 Mhz Xscale
Operating System	Windows Mobile 6.1	Windows Mobile 2003	Windows Mobile 2003; CE.Net 4.1/4.2	Windows Mobile 5.0
Memory				
RAM	128MB	64MB	64MB	128MB
Flash	256MB	64MB	64MB	128MB
Expansion	Micro SD Slot	SDIO slot	128MB RAM	SDIO slot
Display	3.5" QVGA (Color)	3.5" QVGA (Color)	3.5" QVGA (Color)	3.5" QVGA (Color)
Data Capture				
1D Laser	SE950	CSE600	SE950	SE-950
2D Imager	SE4400	SE4400	No	SE-4400
External Illumination	No	No	No	Yes
Camera	2MP Auto Focus	CCD	No	No
Camera Decode	Yes	No	No	No
1D or 2D with Camera (combo)	Yes	Yes	No	No
LAN				
CCX	802.11a/b/g	Sychip Radio Module 802.11b	Trilogy Radio Module 802.11b	802.11a/b/g
Software stack	2009 Fusion	no Sychip	no Symbol Trilogy	2009 Fusion
PAN (BT)				
Spec version	v2.0 (w/EDR)	Via Optional SDIO	Bluetooth™ IEEE 802.15	v 1.2
Audio support	Yes	Yes	Yes	Yes
Software stack	Stonestreet One	Proprietary w/SDIO Vendor	Microsoft stack	Stonestreet One



MC5590 vs. MC50 vs. PPT8846/66 vs. MC7090

Feature / Spec	MC5590	MC50	PPT8846/66	MC7090
IrDA	No	Yes	Yes	Yes with an SDIO card
Voice				
Speakerphone	Yes	Yes	Yes	Yes
Modalities	Speakerphone, Blue Tooth Headset, Handset	Speakerphone, Headset, Handset	Speakerphone, Headset, Handset	Speakerphone, Headset, Handset
Audio Connector	No	2.5 mm audio jack	2.5 mm audio jack	2.5 mm audio jack
Software Client	Scheduled for Motorola UVC & Avaya Voice Client)	No	No	No
Battery				
Primary	2400 / 3600 mAh	1560/3600	1700/3400	1900/3800
Backup	No	Yes	Yes	Yes
Keypads				
Type	QWERTY, Qwertz, Azerty, Numeric, PIM	PIM & QWERTY	15 Key Numeric & PIM	26 Numeric, QWERTY
Modular	No	No	No	No
I/O	USB 2.0 Host & Client EDR; Bluetooth 2.0	USB Client, RS 232, IrDA	USB Client, RS 232, IrDA, Bluetooth	RS-232, USB 1.1
Operating Temp	14°F to 122°F (-10°C to 50°C)	32° to 155° F (0° to 50° C)	14° to 122° F (-10° to +50° C)	14°F to 122°F (-10°C to 50°C)
Ruggedization				
Drop	4ft drop to Concrete 2 times per side at Room Temperature	3ft to Tile, 2 times per side	4ft drop to concrete across the operating temperature range	4 ft drop to concrete across operating temperature range
Tumble	250 x 0.5m tumbles at room temp.			1,000 1.6 ft/.5 tumbles (2000 drops)
Sealing	IP54	NA	IP54	IP54
Others				
MSR	Target 1Q09	Yes	Yes	Yes
Debit Credit Reader	Target 1Q09	No	No	No
Chip & PIN Reader	Target 2Q09	No	No	No
USB Charging	Yes	No	No	Yes
RFID Support	No	No	No	No
Biometrics Support	No	No	No	Yes
IST	No	No	No	No
Availability	Q4 2008	In Production	In Production	In Production



MC5590 LAN & PAN

Target Markets

Health & Human Services

Applications

- Case Management
 - Child Protective Services
 - Nursing Homes

Customer Service Reporting

Application

- 311 Reporting Community Problems
 - Down power lines
 - Pot holes

Retail

Applications

- Manager terminal
- Store reports
- Scheduling
- Email and messaging
- Mobile point of sale
- Line Busting

Healthcare

Application

- Patient Record
- Prescription
- Physician Reference

GTM Initiatives

MC5590

- Available to book: 11/21/08
- GA: 12/1/08

MC5590/MC55X4

- Official product announcement will be made in Q109
- No official venue has been chosen at this time
- Full Go-to-market plan will be executed in Q109



Channel Readiness - MC5590

- Collateral available as of 11/14 for Distributors and Partners
 - Spec Sheet
 - Partner Brief
 - Partner Ad
 - Sales Presentation
 - Application Brief - Retail
 - Short video for Partners showcasing MC5590
- Global DM piece targeting MC50 and PPT8800 inquires/users
- No announcements will be made at Rev. A for MC5590
- Motorola.com and PartnerSelect Hallway will have a MC5590 Webpage

ISV Early Adopter List

Included but not limited too:

- Schuitema*
- COIN*
- Umoe Catering AS*
- Reflexis
- Action Systems Inc
- Stay in Front
- Barcoding Inc.
- BCS Solutions
- Decisionpoint
- Agilysys Retail
- Agilysys HSG
- Micros / Starbucks
- Latric/RMS Omega

***EMEA**

MC5590 Configurations and List Prices

Configuration	Description	List Price	FCS
MC5590- PUODKQQA7WR	L/P,1D,128/256,QRTY,WM6.1,1X	\$ 1,695.00	11/15/2008
MC5590- PKODKQQA7WR	L/P,2D,128/256,QRTY,WM6.1,1X	\$ 1,795.00	11/15/2008
MC5590- PKODKQQA9WR	L/P,2D,128/256,QRTY,WM6.1,1.5X	\$ 1,835.00	11/15/2008
MC5590- PYODKQQA7WR	L/P,1D,CAM,128/256,QRTY,WM6.1,1X	\$ 1,795.00	11/15/2008
MC5590- PZODKQQA7WR	L/P,2D,CAM,128/256,QRTY,WM6.1,1X	\$ 1,895.00	11/15/2008
MC5590- PUODKRQA7WR	L/P,1D,128/256,NUM,WM6.1,1X	\$ 1,695.00	11/15/2008
MC5590- PUODKRQA9WR	L/P,1D,128/256,NUM,WM6.1,1.5X	\$ 1,735.00	11/15/2008
MC5590- PKODKRQA7WR	L/P,2D,128/256,NUM,WM6.1,1X	\$ 1,795.00	11/15/2008
MC5590- PYODKRQA7WR	L/P,1D,CAM,128/256,NUM,WM6.1,1X	\$ 1,795.00	11/15/2008
MC5590- PZODKRQA7WR	L/P,2D,CAM,128/256,NUM,WM6.1,1X	\$ 1,895.00	11/15/2008
MC5590- PYODKZQG6WR	L/P,1D,CAM,128/256,QRTZ,GR,WM6.1,1X	\$ 1,795.00	11/15/2008
MC5590- PYODKYQF6WR	L/P,1D,CAM,128/256,AZRT,FR,WM6.1,1X	\$ 1,795.00	11/15/2008
MC5590- PUODKNQA7WR	L/P,1D,128/256,PIM,WM6.1,1X	\$ 1,695.00	1/31/2009
MC5590- PUODKNQA9WR	L/P,1D,128/256,PIM,WM6.1,1.5X	\$ 1,735.00	1/31/2009
MC5590- PKODKNQA7WR	L/P,2D,128/256,PIM,WM6.1,1X	\$ 1,795.00	1/31/2009
MC5590- PYODKNQA7WR	L/P,1D,CAM,128/256,PIM,WM6.1,1X	\$ 1,795.00	1/31/2009
MC5590- PZODKNQA7WR	L/P,2D,CAM,128/256,PIM,WM6.1,1X	\$ 1,895.00	1/31/2009

Service from the Start with Comprehensive Coverage

Includes:

- Coverage for:
 - **Normal wear and tear, as well as internal and external components damaged through accidental breakage**
 - **Select accessories that ship together with the MC55 (includes styluses, screen protectors, hand straps and battery doors (where applicable))**
- Rapid in-house turnaround times for product repairs
- Access to telephone and e-mail technical support resources
- Internet access to technical documentation

Benefits:

- Significantly reduces unforeseen repair expenses
- Provides multiple years of seamless coverage at a one-time cost
- Protects the investment while helping to maintain peak performance
- Offers more complete coverage at a lower cost — truly more for less



Note: Service from the Start programs must be purchased up front or within 30 days of the product purchase

Customer Services for the MC55

Enterprise Mobility Services	Service Part Number	Time of Purchase	Length of Agreement
Service from the Start – Bronze with Comprehensive Coverage	SSB-MC55XX-30 SSB-MC55XX-50	Up front with the product (prepaid) or within 30 days thereafter	Three years Five years
Service from the Start – Gold with Comprehensive Coverage	SSG-MC55XX-30 SSG-MC55XX-50		
Service Center Support – Bronze	SCB-MC55XX-10 SCB-MC55XX-30	Any time	One year Three years
Service Center Support – Gold	SCG-MC55XX-10 SCG-MC55XX-30		

Available Customer Services Options

Service Option	Must Be Purchased Alongside...	Length of Agreement
Battery Maintenance Option	Service from the Start – Bronze with Comprehensive Coverage - OR - Service from the Start – Gold with Comprehensive Coverage	Three years
Commissioning Service Option	Service from the Start – Bronze with Comprehensive Coverage	Three years
	Service Center Support – Bronze	One year
Express Shipping Option	Service from the Start – Bronze with Comprehensive Coverage - OR - Service from the Start – Gold with Comprehensive Coverage	Three years
	Service Center Support – Bronze - OR - Service Center Support – Gold	One year
Fastrack Option (U.K. only)	Service from the Start – Gold - OR - Service from the Start – Gold with Comprehensive Coverage	Three years Five years

Note: Motorola recommends that you lead with the services outlined in **RED**

Please refer to Solution Builder for the most up-to-date information, including global pricing.

Why Enterprise Mobility Services?

The Value of a Total Solution

- **Motorola's Enterprise Mobility Services are structured to allow for a seamless lifecycle model, fostering complete customer satisfaction and reduced overall service delivery costs**
 - Advanced Services range from early stage engineering support to full-scale complex engagements that require subject matter experts for delivery
 - Customer Services provide access to technical support resources and rapid in-house turnaround times for product repairs
- **Enterprise Mobility Services agreements help:**
 - Increase performance
 - Protect product uptime
 - Reduce impact on productivity and revenue
 - Ensure price-protected costs
 - Decrease financial risk with fixed, prepaid repair costs
 - Put it in the budget and forget it
 - Deliver service peace of mind
 - Investment protection
 - Covers much more than warranty
 - Unparalleled repair capabilities

Why Sell Enterprise Mobility Services?

Motorola products + services = success, loyalty, ease and profitability

- **Selling Enterprise Mobility Services helps partners:**
 - **Increase customer satisfaction and loyalty**
 - Motorola provides complete repair and technical support so you can confidently provide your customers with a total solution that includes both hardware and services
 - Only Motorola Enterprise Mobility Services has access to qualified Motorola parts, proprietary software, schematics and training
 - With a global network of services employees, Motorola supports your customers wherever they are located worldwide
 - Service agreement renewals help you maintain account control and allow you to build long-term relationships with your customers
 - Loyal customers usually result in repeat business
 - **Increase profitability**
 - Leaving customer support and repair services to us frees up your time and resources so you can focus on your core business
 - Selling multi-year service agreements alongside the hardware helps to reduce your overall cost of doing business
 - Service agreement renewals provide an annuity business and additional compensation
 - **Compete more aggressively**
 - Selling Enterprise Mobility Services enhances your bottom line while giving your customers the edge they need to succeed in today's increasingly competitive market
 - Competitors will sell services if you do not!

Competitive Positioning



MC5590



▪ MC55 Advantages over CN2:

- Data capture options
- WLAN a/b/g
- Form factor
- Memory



MC55 Advantages over Janam

- Form Factor
- Scanning options
- WLAN a/b/g
- Operating System



MC55 Advantages over Opticon

- Data capture options
- WLAN a/b/g
- Memory

MC5590 Defining Features and Advantages

Defining Features

- Very small dimensions & light weight
- Industry-leading drop and tumble tests & IP54 sealing
- Motorola/MPA architecture legacy
- Broad Data Capture Options:
 - 1D Imager
 - 2D Laser scanner
 - 2MP Auto Focus Camera with 1D Laser
 - 2MP Auto Focus Camera with 2D Imager
- 3.5 inch color high definition QVGA display (320 x 240)
- WLAN connectivity with comprehensive VoIP support
- User accessible microSD card
- WM 6.1



Motorola Advantage

- Motorola's leadership tradition in handheld computers and cellular technology.
- Broadest product portfolio in the industry
- A long experience in the Enterprise applications in its sales and development teams.
- Comprehensive service offering including Comprehensive Coverage from the Start



THANK
YOU !