



REVOLUTIONIZE THE CUSTOMER EXPERIENCE IN YOUR STORE WITH MOTOROLA MOBILE RETAIL SOLUTIONS

MOBILITY IN RETAIL



THE CHALLENGE: NURTURING CUSTOMER LOYALTY IN A HYPERCOMPETITIVE WORLD

Winning customers has never been more of a challenge. Customers are more knowledgeable than ever. They are able to easily research products, pricing and availability any time of day, wherever they happen to be. Customers may find what they want in stock on your shelves, but research reveals that 51 percent use their mobile phones to comparison shop, read peer reviews and get product information before making a buying decision — all right in the aisles of your store.¹ And patience is a virtue of the past. Customers who wait too long at the register or for an answer to a question are more apt to walk away instead of make a purchase. Whether you are a large-multinational chain or a small boutique, in order to succeed in this hyper-competitive environment, you need to consistently and dependably provide a new level of service that will impress customers — and win brand loyalty.

THE SOLUTION: DELIVER THE ULTIMATE CUSTOMER EXPERIENCE... WITH MOBILITY

Regardless of what you are selling, Motorola's Mobile Retail Solutions can redefine the meaning of customer service and reinvent the shopping experience in your stores. When you put a Motorola mobile device in the hands of your managers and staff members, you give them the right set of mobile voice and data tools to perform whatever task is required, right on the spot. More than a single technology purchase, our mobile retail portfolio represents a strategic business solution that can improve the customer experience, as well as staff and supply chain efficiency.

Your staff never has to leave your customer's side. With mobile access to inventory, pricing and product information, staff can check stock levels, verify price, locate an in-stock item that has been misplaced, call an expert for the answer to a product-related question and even ring up a sale.

1 2009 Retail Holiday Season Shopper Study, Motorola Enterprise Mobility Business and Market Intelligence, January 2010

Mobile managers can keep their fingers on the pulse of all the information required to best manage your store, able to check on the day's sales figures, review the latest email from headquarters and adjust staff schedules — all from the retail sales floor. On average, this alone increases staff productivity by six percent, resulting in one percent increase in gross profit per week.²

The result? Store staff can execute virtually any task as efficiently as possible — regardless of whether they are on the sales floor, in the back room or in an outdoor shopping area. Our Mobile Retail Solutions connect your entire retail operation, allowing your managers, cashiers, backroom personnel and sales floor staff to work together as one cohesive and responsive team to serve your most important business asset, your customer. No more time wasted walking back and forth to the backroom to locate a manager or a computer to access needed information in your business applications. And instant access to your business data allows you to increase sales and differentiate the customer experience. For example, with real-time customer relationship management (CRM) and inventory information at their fingertips, staff has the knowledge they need to extend the most personalized service possible, every time your customers walk through the door.

A DEVICE FOR EVERY TYPE OF WORKER

With the industry's broadest product portfolio, you can choose the right device for the many different types of workers in your store. Fully featured Wi-Fi handheld mobile computers — including tablets — equip in-store staff with all the tools they need to provide the best service possible to your customers. Fully featured combination cellular/Wi-Fi handheld mobile computers keep managers on top of the business day. They can monitor sales, manage work schedules and send communications to store associates and customers, regardless of whether they are inside the corporate office, at the store or out on the road. And our dedicated Voice over Wireless LAN (VoWLAN) devices and two-way radios are ideal for those workers who only need voice — such as stockroom and security personnel.

THE NEW MOBILE RETAIL STORE

GIVE YOUR ENTIRE RETAIL TEAM AN INSTANT VOICE CONNECTION FOR A NEW LEVEL OF COLLABORATION

Only Motorola delivers a holistic, unified approach to mobile voice that allows even workers with different devices on different networks to reach each other at the press of a button. Our Integrated Voice Solutions (IVS)

enable private and group push-to-talk walkie-talkie style calls between Motorola mobile computers, two-way radios and Total Enterprise Access Mobility (TEAM) VoWLAN Enterprise Wireless Phones (EWPs) — small VoWLAN devices. EWPs let staff carry the equivalent of a deskphone and a mobile computer, complete with access to key business applications and the Internet, right in their pockets.

Now, workgroups can collaborate whenever they need, wherever they are in your store. The result is the lightning fast response times that improve productivity and decision-making as well as customer service, satisfaction and retention.

How does it work? Many Motorola mobile computers and all EWP devices come standard with the TEAM client software application, able to instantly support push-to-talks calls over the wireless local area network (WLAN). Need to enable cross-communications with two-way radios? Just add our Radio Link Server (RLS) to enable push-to-talk voice calls between your two-way radios, Motorola mobile computers and EWP VoWLAN smartphones.

Since the voice calls travel over your existing WLAN, you get all the benefits of mobile voice without monthly fees or expensive contracts typically required for cellular communications. And since you are in complete control of your in-facility coverage, the typical in-building coverage issues often associated with cellular services can be completely eliminated.

Now, your managers will never miss a critical question or update as they move throughout the store. At any time, managers can reach whoever they need at the press of a button — individual employees, a specific department or the entire store. Associates can instantly reach managers for authorization on an exception, request that a stockroom associate deliver an oversize item to the register or check product availability at another store — all without leaving the customer's side.

Private voice communications eliminate the need for annoying overhead paging/Tannoy systems. The constant interconnection of all your workers gives your customers a real 'lift' in service quality. Support for PBX integration enables calls from customers, sister stores and suppliers to be automatically forwarded to the appropriate associate — no need for callers to wait on hold. And since our mobile computers have been purpose built for voice with industry leading noise reduction and echo cancellation technology, every word is heard on every call, even in the noisiest environments.

² Based on results reported from Motorola customers.



Give your customers a personal shopping assistant and improve the in-store shopping experience with the MC17. Customers can scan items while shopping to create effortless gift registries and wish lists; keep a running tally of costs for faster checkout; and locate special offers and complementary products.

The lightweight CLP radio provides retail associates with cost-effective basic push-to-talk communications, keeping these task workers connected to co-workers, supervisors and more. Associates can get instant answers to questions. And with the press of a button, managers can direct associates wherever they are needed most — for example, to open more checkout lanes or assist in processing a large incoming shipment.

EMPOWER YOUR SUPERVISORS TO BETTER MANAGE YOUR STORE

With a Motorola mobile computer in hand, your managers can easily carry the equivalent of their deskphone and desktop computer — right in their pocket. No longer tied to the desk to respond to emails, check voicemail, review sales reports or check staff schedules, your store managers can remain where they have the most impact — out on the sales floor. And with the tools in hand to perform any task, your managers can keep the entire store running smoothly, delivering the best possible experience for every customer who walks through your door.

Streamlined task management

Armed with mobility, your managers can instantly distribute tasks throughout the day via a push-to-talk call, a text message or your task management application — managers no longer need to waste time tracking down employees to delegate tasks or determine if tasks have been completed. With real-time task management, managers can keep employees working and productive every minute of the workday, improving the capacity of the existing staff. Confirmation of completion can also be recorded, allowing managers to better understand and respond to individual employee performance by recognizing top performers and providing additional training where required.

Email triage on the sales floor

Mobility frees email from the desktop computer, so your managers can keep an eye on urgent messages even when they're out in the front of the store. No more

late responses to a critical message from a supplier or supervisor — or returning to the desk to find an overload of new email messages to read. Instead, managers can respond to critical emails from headquarters, employees and supply chain partners in near real-time.

Inventory management at your manager's fingertips

With constant access to critical inventory and supply chain data, your store managers can monitor inventory levels, verify in-stock positions, confirm order status, check stock in other store locations and more — whatever is required to place orders on time and keep your shelves stocked.

Effective in-store merchandising

Since your managers can remain out on the sales floor, they can better monitor customer buying trends, fast-moving products and potential problems. Add real-time access to key performance indicators (KPI) that help identify your best-selling items, plus access to your ordering system, so your managers can:

- Modify orders based on real-time purchasing trends to make sure your shelves are stocked with the products your customers want.
- Monitor and react to the status of promotions in real time to improve success — and sales.

Workforce management and scheduling

Your managers can monitor schedules and instantly respond to staffing issues, right on the sales floor. Schedules can be modified on the fly to ensure ample coverage for shifts and breaks, prevent overtime and

more. If a staff member must leave before the end of a shift, or if there is an unexpected surge in customer traffic, the mobile manager can instantly check availability and place calls to the necessary backup workers with a single device — without returning to the desk.

Point of sale (POS) management from anywhere on the sales floor

With anywhere and anytime access to the POS system, your store managers can monitor sales throughout the day and approve voids, over-rings and exceptions. Time-pressed customers no longer need to wait at the register for a manager to appear, and busy managers no longer need to interrupt the task at hand for a trip to the POS station.

Enhanced store security

Store managers can monitor real-time footage and videos from any security video camera in the store on demand. Whether an Electronic Alert Surveillance (EAS) tag trips an alarm as patrons exit your doors or another security issue is reported, the real-time footage helps managers determine if the threat is real and the level of response required. And since push-to-talk communications are enabled between Motorola mobile computers and two-way radios, managers can instantly reach and direct security personnel to prevent theft and protect other shoppers in the store.

EMPOWER YOUR STORE ASSOCIATES TO DELIVER A TRULY UNPARALLELED LEVEL OF SERVICE

Retail associates are on the move throughout the store all day long. With instant anywhere and anytime access to the information they need, these workers are supercharged, able to execute any task with minimal effort and time — without ever walking away from a customer. Customer service levels soar, spurring sales, customer satisfaction and loyalty. And with our diverse mobile retail product portfolio, there is a device that fits the needs of your entire associate team — as well as your budget. The result? You can extend cost-effective mobility from the sales floor to the receiving dock for new gains in associate effectiveness, customer service excellence and supply chain efficiency.

Payment processing anywhere on the retail floor

Our retail mobility solutions can provide the functionality of a mobile point of sale (MPOS), so your associates can ring up customer purchases right at the point of decision — in the aisles of your store. Just add a snap-on mobile payment card reader and a small and light mobile printer that can be worn on a belt to our handheld mobile computers. Now, customers no

longer need to stand in line or even locate a register. The chance of a lost sale due to a change of heart is reduced. And the ability to process credit or debit cards, including chip and PIN, provides more convenient payment options for your customers, no matter where in the world your store is located.

Mobile point of sale (MPOS) solutions can also be used to bust queues when register lines become unacceptably long. Associates can either:

- Open a virtual POS line anywhere in your store to complete purchase transactions.
- Pre-scan items while customers are in line for single-step purchase transactions at the register. A scan of the bar code on the printed receipt of pre-scanned items or the customer's loyalty card allows cashiers to instantly pull up the total due, so customers can complete payment transactions at the register in record time.

Last, an MPOS also helps your associates make the sale even if you are out of stock. Your associates can check inventory at other stores, place an order for next-day delivery and complete the payment transaction with the customer — all without ever leaving the customer's side.

Split-second loyalty and credit card applications

When you choose a Motorola mobile computer that can scan the bar codes on U.S. driver's licenses and other identification cards, associates can complete loyalty and credit card applications with a single press of the scan button. The only thing your customers have to do is sign. Your staff will be more successful at increasing the size of your customer base — and these loyalty and store credit card holders will more likely visit and purchase more frequently from your store.

On-demand training

Keep your staff well trained on store procedures and knowledgeable about the newest products with our mobile computers. Simply send staff members a notice whenever new training materials are available, along with the date the training must be completed. Staff can view videos and presentations on demand directly on the device, so they can easily complete training at their convenience during their shift. This highly cost-effective solution allows you to deliver regular training without requiring managers to spend time preparing and delivering presentations to each shift, or staff to spend time away from the sales floor and key store tasks.

On-the-spot access to product information

Your customer wants to know if that sweater comes in any other colors, if a certain size is in stock and what complementary items are available. When your associates carry a Motorola mobile computer, the answers to those questions are waiting in your inventory system, just a few key presses away. Do your customers have detailed product questions? No problem. Your associates can look up product information on your own website, the manufacturer's website, or even call a product expert in your store or another store location, right on the spot. And with our enterprise tablet, you can even show customers side-by-side product comparisons to help them make an educated on-the-spot buying decision.

Stronger customer relationships with mobile CRM

Think of our mobile computers as an electronic 'little black book' that can foster stronger relationships between your customers and your associates. With a mobile device in hand, your associates can access all the vital customer data in your business system by entering the customer's name or swiping the customer's loyalty card. With information on brand preferences, sizes, the names of family members, birthdays and more, your associates can enrich the customer bond and increase customer loyalty.

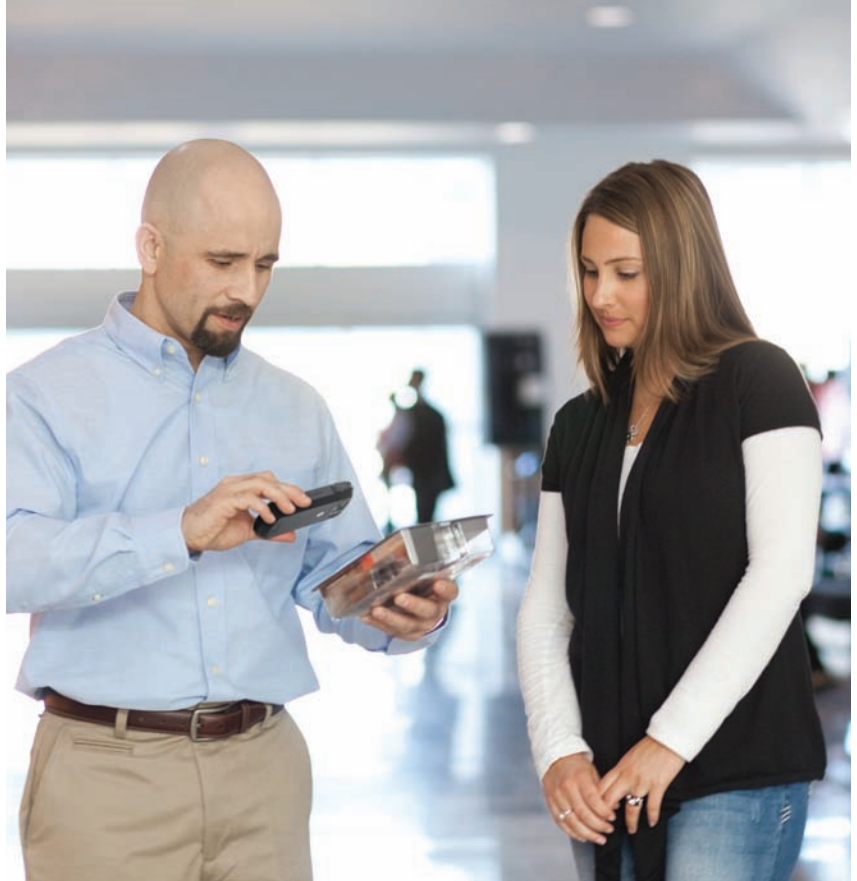
For example, when new merchandise arrives, your associates can easily scan through their customer database, identify and set aside preferred items, and call or email customers to alert them to these new arrivals — all within minutes.

If you use Motorola Micro Kiosks in your store, preferred customers can scan their loyalty cards to generate an email or text message to the associates on the sales floor — ensuring that your VIP customers receive a prompt personal greeting in moments.

And since a customer's information is stored on a server-based application, information that is locked on paper turns into powerful centralized business intelligence. Now, even if the customer's personal shopper isn't working that day, any associate can access the customer-specific information required to deliver truly personal and consistently remarkable service.

Better self-direction and time management

When associates can access a personalized task list at the press of a button, they are able to better manage and organize their time during their shift. Task lists that log the date and time tasks were issued and completed make associates more responsible and accountable — employees understand expectations and there is never a question about who is expected to do what during a shift.



With the small and pocketable ES400 in hand, your managers have the power to improve store operations and help customers. Because the device operates on both the Wi-Fi and cellular networks, no matter where managers are, they can monitor and respond to email, place and receive calls, delegate tasks and view task status, and even scan a bar code on a product to check price or look up product information for a customer.

Mobile inventory management

When you pair a wireless Bluetooth printer with our mobile computers, your associates can execute inventory and price management activities more accurately and in record time. Your shelves stay well stocked with items that are properly priced, while associates spend less time on store administrative duties — and more time with your customers. Tasks that are streamlined include:

- *Cycle counting:* When you choose a Motorola retail mobile computer with RFID and bar code scanning technology, frequent cycle counts become a cost-effective reality in department or fashion specialty stores. The resulting increased visibility into inventory movement reveals best-selling items, slow-moving products and items that are low in stock, allowing managers to boost sales by improving your inventory mix and preventing out-of-stocks.
- *Shelf Price Audits:* Keep your items properly priced with less time and effort. With a mobile computer in hand and a mobile printer worn on the hip, employees can scan a shelf tag to verify price and correct errors on the spot. No more wasted time spent running between the sales floor and the backroom to check pricing and print out new labels.

ANATOMY OF A MOTOROLA MOBILE RETAIL SOLUTION

When you choose Motorola, you get the peace of mind that comes with choosing an industry leader with well-tested and well-proven solutions as your technology partner. Every day, Motorola's Mobile Retail Solutions help retailers of every size all over the world enhance the customer experience while maximizing associate productivity and supply chain efficiency. Our broad technology portfolio and world-class partnerships enable us to provide true end-to-end solutions that offer 'anywhere retailing' — anywhere your customers happen to be — in the retail store, in the car or at home.

HARDWARE DESIGNED FOR THE DEMANDING RETAIL ENVIRONMENT

We offer integrated, durable and compact voice and data mobile computers for store employees, fully featured rugged integrated voice and data mobile computers for managers, retail mobile computers designed for consumer use, micro kiosks for automated in-store customer interaction and purchasing, RFID readers for real-time inventory visibility, PCI-capable wireless LANs for secure in-store purchasing and communications, wide area secure wireless network connectivity to mobile phones and more.

CENTRALIZED MANAGEMENT SOLUTIONS

Get the power to manage any and every aspect of your Motorola Mobile Retail Solution with the Motorola Mobility Suite. Unique to Motorola, this powerful collection of software products allows you to centrally and remotely plan, implement, secure and manage your wireless LAN and all your mobile devices.

BEST-IN-CLASS BUSINESS APPLICATIONS

No matter what application you need, Motorola and our vast partner ecosystem offer best-of-breed business applications that have been tried and tested with Motorola wireless networks and a wide variety of Motorola mobile devices. Whether you need task management, price lookup, price management or other types of applications, you'll enjoy a robust selection from Motorola and leading software vendors versed in best practices in the retail industry.

END-TO-END SERVICES

Our world-class global services provide the end-to-end lifecycle assistance you need to maximize the success of your Motorola mobility solution. Professional services provide the expertise needed to rapidly design, implement, manage, secure and support successful solutions that integrate easily into your existing technology environment. These services help keep your Motorola mobility solution up and running at peak performance.

- *Replenishment:* When the shelves and promotional displays in your store need to be restocked, your associates can simply scan the bar code on the shelf tag or the item itself. Backroom associates can be instantly alerted that replenishment is required, preventing empty shelves and lost sales.
- *Item-level location:* When a customer asks if a certain item is available in a different color or size, associates can check inventory right on the spot. If the item is not in its designated location and has been misplaced, a mobile computer with integrated RFID can allow associates to quickly locate the product, preventing lost sales.
- *Price management, markups and markdowns:* With real-time access to your Item File, price changes can be executed swiftly. Armed with a retail mobile computer and mobile printer, your associates can simply scan items and print out a new price tag. As a result, you can better manage promotional events and sales — markdowns and markups can be completed more accurately and in less time. And when regulations require the entire pricing history on item tags, a tag can be easily printed that shows the sequential markdowns.
- *Returns processing:* With a retail mobile computer, an attached payment card reader and a small mobile printer worn on a belt, your associates can provide hassle-free returns transactions anywhere in the store. And mobility streamlines both the front and back end of the returns process.

On the sales floor, a quick scan of the item bar code and the credit or debit card used to originally purchase the item provides the proper credit, and the press of a button prints the return receipt. The high level of automation improves the customer experience — there are no long lines at the returns desk. And returns can be accepted anywhere, even in your parking lot — a major convenience for your customers returning heavy or bulky items.

When items are scanned at the start of the returns process, they can be automatically re-entered into your inventory system, instantly visible for customers who may be looking for that product. A new price tag can be printed on the spot if required, complete with accurate pricing. And put-away instructions ensure that the item is returned to the right location, either on the sales floor or in the back room.

EMPOWER YOUR CUSTOMERS WITH A NEW LEVEL OF SELF-SERVICE EXCELLENCE

Put the latest in self-service in the hands of your customers with Motorola's retail mobile computer, the MC17 Series. Your customers can improve their own shopping experience, while you strengthen customer relationships and increase basket size by as much as 15 percent.² How?

With the press of a few buttons on the MC17, your customers can:

- Scan items as they shop to keep a running tally of charges and enable faster checkout
- Check item pricing and availability — no need to look for a store associate
- View complementary items, complete with their in-store location
- Scan their loyalty card to view personalized promotions
- Create gift and wish lists by simply scanning items

Designed for use inside your store, the 5-button design of this unique mobile computer provides an easy-to-use intuitive interface for customers of all ages. And the built-in durability ensures reliable operation — even if your customers accidentally drop the device.

THE BENEFITS OF MOBILITY IN THE RETAIL STORE

With Motorola's Mobile Retail Solutions, managers and staff are always connected, and can access the information and tools they need to take action on the

spot. The benefits flow throughout your retail store to improve every corner of your operations, supply chain and customer experience, including:

- A new all-time high for service levels — Deliver a level of service that not only sets you apart from the competition — but also keeps your customers coming back and spreading the word about your service to friends and family.
- Better staff utilization — Retail operations are very labor-intensive — many daily tasks are behind a clean and well-run store. Associates and managers can complete tasks faster and more accurately, ensuring staff is as productive as possible, every minute of every shift.
- A better-run store — Managers are able to keep their fingers on the pulse of everything from inventory to schedules and task status throughout the workday, resulting in a store that is clean, well-stocked and well-staffed with associates who are empowered to provide the best possible service.
- Better inventory management — The right information allows you to respond instantly to changes in buying patterns, so your customers always find what they want on the shelves of your store.
- Increased sales — Wireless POS capability allows you to capture sales that might otherwise be abandoned. Purchases can be completed the moment your customers make a decision to buy, eliminating a lost sale that can occur when customers have time to reconsider while on the way to the register or are faced with a long wait at the register.

For more information on how Motorola's Mobile Retail Solutions can turbo charge your retail operations with a competitive advantage, please visit us on the web at www.motorolasolutions.com/retail or access our global directory at www.motorolasolutions.com/contactus

WHAT CAN YOU COUNT ON WHEN YOU CHOOSE MOTOROLA'S MOBILE RETAIL PORTFOLIO?

When you choose Motorola, you get a retail portfolio that allows you to choose the right device for different types of users — regardless of whether they need full access to your business applications, the ability to scan bar codes or RFID tags, or standalone dependable voice communications. From a high performance mobile computer for store managers and associates to a sleek two-way radio for security staff, there is a Motorola mobile device that is just right for the job — and your budget.

All Motorola retail mobile computers offer:

A rugged design

Get reliable everyday operation in your retail environment with ergonomic devices that are built to survive exposure to the inevitable drops, dusty backrooms or even spilled coffee.

Exceptional voice quality

Our mobile computers are purpose-built from the inside out for both voice and data, so you can equip your employees with a versatile, multi-function device without sacrificing voice quality.

Exceptional voice interoperability

We increase the value of your total retail mobility solution by enabling voice communications between different families of devices operating on completely different networks. Whether your workers need a tablet or a handheld mobile computer, a VoWLAN device or a two-way radio, instant walkie-talkie style voice communications allows them to function as a single team.

Anywhere, anytime capture of virtually any type of data

Scan 1D and 2D bar codes, process payment cards complete with signatures, take high-resolution color photos and more to automate and error-proof everyday retail processes.

Motorola's unrivaled bar code scanning technology

As the inventor of the bar code industry, we offer high performance 'scan and go' simplicity on even damaged and poorly printed 1D and 2D bar codes — without aligning the bar code and scanner window.

Easy centralized remote management of your mobile computers and their peripherals:

Get your devices up and running, update applications, monitor the health of all devices and troubleshoot and resolve device issues — all without ever touching our mobile computers.

Motorola's industry-leading service plans that cover everything — period

Service from the Start with Comprehensive Coverage sets the standard for post-deployment support. This unique all-inclusive program includes normal wear

and tear as well as accidental damage to internal and external components, ensuring unpredictable repair expenses never impact your budget.

Security you can count on:

Make sure only authorized users can access your devices, your data and your network to help comply with Payment Card Industry (PCI) security regulations. Motorola's Mobile Security Suite brings best-in-class network security to the mobile device level. Put a firewall, intrusion prevention, enforced authentication and data encryption on our mobile computers. Deploy a mobile virtual private network (VPN) for government grade security over wireless networks. The result is wired network-class security for the data on our mobile computers as well as the data in transit over cellular or Wi-Fi networks.

Extraordinary control over the features on our mobile computers

Motorola's AppCenter allows you to choose which device features and software applications your users can access to protect productivity. For example, you can lock out web browsing or disable voice calling for workers that need data only.





Real application power — including true cross-platform applications

Whether you need an off-the-shelf application or need a custom application to run on multiple device types, we've got you covered. Our partner channel offers proven and tested mobile applications that streamline business processes in just about every industry. In addition, with Motorola's RhoElements, you can create one version of an application that can run on any device in our mobile retail portfolio — regardless of operating system. Applications look, feel and act the same on all devices and can take advantage of whatever feature set is on each device. The result is a pure application simplicity that dramatically reduces application development and management time and cost. And with our Terminal Emulation application, your users can access your mainframe applications right out of the box.



THE MOTOROLA MOBILE RETAIL PORTFOLIO

Use the at-a-glance chart below to identify the devices that have the right features and functionality for the different types of workers in your retail establishment.





HANDHELD MOBILE COMPUTERS WITH INTEGRATED VOICE AND DATA				
	TEAM VoWLAN SMARTPHONES	ES400	ET1 ENTERPRISE TABLET	MC55A0
				
	motorolasolutions.com/TEAM	motorolasolutions.com/es400	motorolasolutions.com/ET1	motorolasolutions.com/mc55a0
GENERAL DESCRIPTION				
Device highlights	<ul style="list-style-type: none"> • Smallest and lightest Wi-Fi device — fits in a pocket • Built for all day business use • Voice, simple business applications and dashboard style data 	<ul style="list-style-type: none"> • Smallest combination Wi-Fi/cellular mobile computer — fits in a pocket • Built for all-day business use • Voice, simple business applications and dashboard style data • Wi-Fi and dual 3.5G cellular for flexible on and off-premises connectivity 	<ul style="list-style-type: none"> • Truly enterprise-ready Android tablet • As sleek and easy to use as popular consumer tablets, yet loaded with enterprise features that deliver durability, security, manageability, flexibility and more • Wi-Fi for anywhere on-premise connectivity 	<ul style="list-style-type: none"> • Maximum rugged design in a size-optimized handheld mobile computer • Fully-featured voice and data • Wi-Fi for anywhere on-premise connectivity
DESIGNED FOR...				
Customers				
Managers	•	•	•	•
Sales Staff	•		•	•
Backroom/Stockroom Staff	•			•
Security Staff				•
APPLICATIONS				
Voice connectivity	•	•	•	•
Mobile Point of Sale			•	•
Robust Data: Enterprise Applications/ Dashboards		•	•	•
Inventory Management		•	•	•
Customer facing applications			•	
USER AND APPLICATION CONSIDERATIONS				
Weight	5.1 oz./145 g – 5.4 oz./152 g	5.5 oz./156 g	1.4 lbs/63 kg	11.1 oz./315 g
Display	2.0 in. QVGA	3 in. VGA	7 in. with Corning® Gorilla® Glass	3.5 in. VGA
Processor	325 MHz	600 MHz (multi-CPU)	Dual core 1GHz each plus graphics accelerator	806 MHz
Bar Code Scanning and Data Capture	1D/2D/photos/videos/documents (EWP3100 only)	1D, 2D, photos, videos, signatures, documents	1D/2D/photos/videos/signatures/documents	1D, 2D, drivers' licenses, photos, videos, signatures, documents
Access to Line of Business Applications	•	•	•	•
Payment Card Reader Accessory			•*	•
Cellular Connectivity		•		
Wireless LAN/Bluetooth	•	•	•	•
RUGGED DESIGN				
Drop tested	4 ft./1.2 m	4 ft./1.2 m	4 ft./1.2 m	4 ft./1.2 m
Tumble tested		•		•
Sealing	IPx2 (EW2000/EWP3100)	IP42	IP54	IP64
Operating temperature	14° F to 122° F/-10° C to 50° C	32° F to 104° F/0° C to 40° C	32° F to 122° F/0° C to 50° C	14° F to 122° F/-10° C to 50° C




* Via Bluetooth Mobile Payment Module available in the near future

THE MOTOROLA MOBILE RETAIL PORTFOLIO (continued)

HANDHELD MOBILE COMPUTERS WITH INTEGRATED VOICE AND DATA

	MC65	MC75A	MC2100	MC3190-Z
				
	motorolasolutions.com/MC65	motorolasolutions.com/MC75A	motorolasolutions.com/MC2100	motorolasolutions.com/MC3190Z
GENERAL DESCRIPTION				
Device highlights	<ul style="list-style-type: none"> Maximum rugged design in a size-optimized handheld mobile computer Fully-featured voice and data Wi-Fi and cellular for on and off-premises connectivity 	<ul style="list-style-type: none"> Rugged handheld mobile computer Global payment transaction support Fully-featured voice and data Wi-Fi and cellular for on and off-premises connectivity 	<ul style="list-style-type: none"> Rugged handheld mobile computer designed for inventory tracking in the retail store, pharmacy, stock room and more Value pricing Choice of Wi-Fi or batch mode Integrated voice and data 	<ul style="list-style-type: none"> Retail focused rugged handheld RFID reader Orientation insensitive RFID technology for ease of use plus bar code scanning Pinpoint locating of specific items Fully-featured data
DESIGNED FOR...				
Customers				
Managers	•	•		
Sales Staff	•	•		
Backroom/ Stockroom Staff	•	•	•	•
Security Staff				
APPLICATIONS				
Voice connectivity	•	•	•	
Mobile Point of Sale	•	•		
Robust Data: Enterprise Applications/ Dashboards	•	•		
Inventory Management	•	•	•	•
Customer facing applications				
USER AND APPLICATION CONSIDERATIONS				
Weight	12.5 oz./359 g	14 oz./398 g	8.32 oz./236 g	22.93 oz./650 g
Display	3.5 in. VGA	3.5 in. VGA	2.8 in. QVGA	3 in. VGA
Processor	600 MHz (multi-CPU)	806 MHz	624 MHz	520 MHz
Bar Code Scanning and Data Capture	1D, 2D, photos, videos, signatures, documents	1D, 2D, drivers licenses, photos, videos, signatures, documents	1D, 2D	1D, RFID
Access to Line of Business Applications	•	•	•	•
Payment Card Reader Accessory	•	•		
Cellular Connectivity	•	•		
Wireless LAN/Bluetooth	•	•	•	•
RUGGED DESIGN				
Drop tested	6 ft./1.8 m	5 ft./1.5 m	4 ft./1.2 m	4 ft./1.2 m
Tumble tested	•	•	•	•
Sealing	IP64	IP54	IP54	IP54
Operating temperature	14° F to 122° F/-10° C to 50° C	14° F to 122° F/-10° C to 50° C	14° F to 122° F/-10° C to 50° C	14° F to 122° F/-10° C to 50° C

	FIXED MOBILE COMPUTERS WITH INTEGRATED VOICE AND DATA			CUSTOMER CENTRIC DEVICES
	MK500	MK3000	MK4000	MC17
				
	motorolasolutions.com/MK500	motorolasolutions.com/MK3000	motorolasolutions.com/MK4000	motorolasolutions.com/MC17
GENERAL DESCRIPTION				
Device highlights	<ul style="list-style-type: none">• Compact kiosk designed for basic self-service options• 3.5 in. color QVGA touch screen with 3 programmable buttons• Choice of 1D laser or 2D advanced imager; supports mobile bar codes• Supports one third party peripheral• VoWLAN support	<ul style="list-style-type: none">• Mid-size kiosk designed to deliver rich customer-facing applications and basic employee-facing applications• 8 in. color WVGA touch screen with 4 programmable buttons• Choice of 1D laser or 2D advanced imager; supports mobile bar codes• Supports simultaneous use of three third party peripherals• VoWLAN/TEAM support	<ul style="list-style-type: none">• Full-size dual-purpose kiosk designed to deliver rich customer and employee-facing applications• 12.1 in. color SVGA LCD touch screen• Choice of 1D laser or 2D advanced imager; supports mobile bar codes• Supports simultaneous use of three third party peripherals• VoWLAN/TEAM support	<ul style="list-style-type: none">• Designed for customer use• Let customers pre-scan items for rapid checkout, check price, locate complementary items, access personalized promotions, create gift lists and more• Intuitive five-button design• Easy-to-use for customers of all ages• Dual-use device for associate use• Available with standard or touchscreen display
DESIGNED FOR...				
Customers	•	•	•	•
Managers		•	•	
Sales Staff	•	•	•	•
Backroom/ Stockroom Staff		•	•	•
Security Staff				
APPLICATIONS				
Voice connectivity	•	•	•	
Mobile Point of Sale				
Robust Data: Enterprise Applications/ Dashboards		•	•	
Inventory Management	•	•	•	
Customer facing applications	•	•	•	•
USER AND APPLICATION CONSIDERATIONS				
Weight	0.71 lbs./0.320 kg	1.9 lbs./0.86 kg	4.4 lbs./1.99 kg	9.5 oz./270 g
Display	3.5 in. QVGA	8 in. WVGA	12.1 in. SVGA	2.8 QVGA standard or touchscreen
Processor	520 MHz	624MHz	624MHz	312 or 520 MHz
Bar Code Scanning and Data Capture	1D, 2D	1D, 2D	1D, 2D	1D, 2D
Access to Line of Business Applications		•	•	•
Payment Card Reader Accessory				
Cellular Connectivity				
Wireless LAN/Bluetooth	•	•	•	•
RUGGED DESIGN				
Drop tested				4 ft./1.2 m
Tumble tested				•
Sealing				
Operating temperature	32F° F to 104° F/0° C to 40° C	32° F to 104° F /0° C to 40° C	32° F to 104° F/0° C to 40° C	32° F to 104° F /0° C to 40° C

VOICE-ONLY DEVICES			
TEAM EWB100		CLS	CLP
			
motorolasolutions.com/TEAM		motorolasolutions.com/businessradios	motorolasolutions.com/businessradios
GENERAL DESCRIPTION			
Device highlights	<ul style="list-style-type: none">• Lightweight yet durable VoWLAN voice-only device• Miniature wearable device• Push-to-talk• Easy to carry — no external antenna• Simple to operate• Wi-Fi only	<ul style="list-style-type: none">• Lightweight yet durable two-way radio• Compact and easy to wear• Easy to carry• Simple to operate	<ul style="list-style-type: none">• Contemporary and durable two-way radio suitable for customer facing areas• Comfortable and easy to wear• Small and lightweight• Full set of accessories, including holsters and magnetic carrying cases, earpieces, chargers and more
DESIGNED FOR...			
Customers			
Managers			
Sales Staff	•	•	•
Backroom/ Stockroom Staff	•	•	•
Security Staff	•	•	•
APPLICATIONS			
Voice connectivity	•	•	•
Mobile Point of Sale			
Robust Data: Enterprise Applications/ Dashboards			
Inventory Management			
Customer facing applications			
USER AND APPLICATION CONSIDERATIONS			
Weight	1.6 oz./45.37 g	4.6 oz./130.4 g with standard battery	2.38 oz./67.5g with standard battery
Display	N/A	Yes	No
Processor	N/A	N/A	N/A
Bar Code Scanning and Data Capture	No	No	No
Access to Line of Business Applications			
Payment Card Reader Accessory			
Cellular Connectivity			
Wireless LAN/Bluetooth			
RUGGED DESIGN			
Drop tested	5 ft./1.5 m		
Tumble tested			
Sealing	IP54	MIL-STD 810 C, D, E, F and G for temperature, shock, vibration and more	
Operating temperature	14° F to 104° F /-10° C to 40° C	-22° F to 140° F/-30° C to 60° C	