Motorola MC3100 Series

Next generation MC3100 brings affordable rugged mobile computing to key-based applications inside the enterprise walls

Building on the successful MC3000, the rugged and ergonomic MC3100 Series brings seamless anytime mobility to key-based applications inside the four walls — from retail and warehouse aisles to the loading dock and out in the yard. The new Motorola MPA 2.0 platform offers advanced computing power and data capture capabilities, enhanced security, enterprise class motion sensing capabilities, multiple keypad options and an integrated UHF RFID tag for effortless real-time asset tracking. And since the MC3100 is backward compatible with the MC3000 accessories, and existing applications running on other Motorola mobile computers can easily be ported to the MC3100, you can offer your customers a cost-effective upgrade path to the latest in mobile computing technology — with minimal business disruption and cost.

Top 10 differentiators

Following are the top 10 differentiators for Motorola's MC3100 Series:

- **Motorola MAX Rugged:** Offers the rugged specifications required to ensure reliable operation in spite of drops, bumps or exposure to dust and splashing liquids — meets applicable MIL-STD and IEC specifications for drop, tumble and sealing.

- **Processing power for advanced applications:** A faster processor, more memory and a user accessible SD card provide a platform capable of supporting demanding applications, such as voice and video.

- **Motorola MAX *Data Capture*:** A choice of industry leading advanced data capture engines provide the performance your customers need to increase worker productivity. The Symbol SE950 1D laser scanner enables rapid and accurate capture of all 1D symbologies — including damaged and poor quality bar codes. The Symbol SE4500 imager enables the capture of a broader range of information — including 1D and 2D bar codes as well as direct part marks, still images and documents. The revolutionary SE4500 redefines imaging technology, offering laser-like performance on 1D barcodes and equally stunning performance on 2D bar codes — eliminating the need for your customers to sacrifice 1D bar code performance in order to implement 2D bar code scanning.

- **Motorola MAX *Sensor*:** Motorola Interactive Sensor Technology (IST) starts where typical accelerometer integration ends. In addition to dynamic screen orientation, Motorola offers out-of-the-box power management applications as well as support for enterprise-class applications that can help improve employee accountability, provide instant notification of potential 'man-down' situations and more.

- **Motorola MAX *Secure*:** The MC3100 offers robust security, including FIPS 140-2 certification and support for the latest encryption and authentication protocols — meeting the requirements for use in sensitive government applications. Security features combine to enable cost-effective compliance with the most stringent security regulations, such as PCI and HIPAA.

- **Flexible keypad options:** Three keypad options enable customers to customize any MC3100 model to simplify data entry in virtually any type of application. The 28-key numeric keypad is ideal for heavy telephony users. The 38-key shifted alphanumeric keypad is ideal for calculator style data entry and light text entry. And the 48-key alphanumeric keypad provides a full set of calculator style numeric and alpha keys on the primary keypad layer — ideal for applications that require the entry of heavy text and numeric data.

- **New rugged audio jack:** The new rugged headset jack improves voice picking application performance with a new secure headset connector that eliminates the static associated with wired headset cable movement, thereby ensuring the voice quality required to protect worker productivity.

- **Multiple models:** Customers can choose from three form factors (the straight shooter, gun or turret) and two operating systems (Microsoft Windows Mobile 6.X and Windows CE 6.0). With six different models, your customers can choose the model that will provide the most comfort, ease-of-use and development support for each different application.

- **Backward compatibility with MC3000 accessory ecosystem:** Compatibility with the complete MC3000 ecosystem of accessories allows your current customers to upgrade to the next generation technology without requiring the purchase of all new accessories.

- **Superior support:** Service from the Start with Comprehensive Coverage provides end-to-end, inside-outside device protection and technical support, protecting uptime and your hardware investment — "you're covered."

KEY FEATURES

[Note: New features that are either enhanced or not included in the MC3000 are highlighted in gold. Also see 'Top 10 differentiators for features without a description.]

Motorola MAX *Rugged*

Motorola Mobility Platform Architecture (MPA) 2.0

High performance platform: Marvell PXA320 @ 624 MHz; maximum 128MB RAM/ 512MB Flash

Motorola MAX *Secure*

Motorola MAX *Sensor*

Motorola MAX *Data Capture*:

New rugged audio jack

Integrated UHF RFID Tag: Allows enterprises to track and locate MC3100 devices

Choice of operating systems: Microsoft Windows Mobile 6.X Classic and Windows CE 6.0 Pro plus ability to swap operating systems at a Motorola Service Center

Backward compatibility with MC3000 accessories: Improves the total cost of ownership (TCO) for this mobility solution and the return on investment (ROI) for existing MC3000 deployments

Polycarbonate Insert Mold Decorated (IMD) keypad: Greatly improves keypad durability: eliminates the potential to dislodge an individual key; printing under the polycarbonate layer protects keypad graphics against wear

Comprehensive WLAN/ WPAN connectivity: 802.11a/b/g tri-mode radio enables a cost-effective wireless connection in the office and hot spots; Bluetooth enables a convenient wireless connection to printers, headsets and more

Choice of form factors:
Straight shooter, gun and turret

320 x 320 resolution color touch display with backlight: 30 percent higher resolution than ¼ VGA; enables easy viewing in virtually any lighting condition

Three keypad options

Terminal Emulation (TE) Client (pre-licensed on the MC3190-G): provides nearly instant access to legacy applications

Rich voice quality and functionality: Built from the ground up to support voice as well as data; supports push-to-talk over WLAN; high quality speakerphone, microphone and receiver for toll-quality voice; multiple voice modes — headset, handset and speakerphone; new rugged audio connector ensures voice quality for voice-picking applications

Comprehensive centralized management: Compatibility with Motorola Mobility Services Platform (MSP) and Motorola Mobility Suite provides superior centralized and remote management of all devices anywhere in the world — all from one console

QUALIFYING QUESTIONS

- What benefits would you realize if you could replaced paper with real-time processes and automate data capture to eliminate the opportunity for data errors?

- How could your business benefit from the ability to expand business intelligence by enabling not only the capture of any bar code, but also images, documents and signatures?

TARGET MARKETS

- Warehousing and distribution

- Retail

SWOT analysis

Strengths	Weaknesses
• MC3100 is the successor to the MC3000, which set the bar for mid-range industrial rugged mobile computers in the industry; provides investment protection and logical transition for existing +700K customer base • Strong market position in Retail vertical • MC3100 shares the same accessory ecosystem as the MC3000 • Three form factors (Turret, Straight Shooter, Gun) plus a choice of either Windows CE 6.0 Pro or Windows Mobile 6.X Classic provide unmatched versatility • Leverages key MC3000 rugged polestars: 4 ft./1.2m drop, 500 1.64 ft./0.5 meter tumbles (1000 hits) and IP54 sealing • New ground-breaking functionality includes Motorola MAX *Sensor*, offering Motorola Interactive Sensor Technology (IST) for motion-based power management, free-fall detection and display auto-orientation • MPA 2.0 next-generation platform improves processing power with a faster processor and more memory; increases security with FIPS 140-2 certification, providing required security for government deployments (MAX *Secure*) • Multimode data capture — 1D, next generation 2D and DPM bar code scanner (MAX *Data Capture*) • Rugged audio connector for better voice quality in voice-directed applications • Integrated UHF RFID Tag allows enterprises to track and locate MC3100 devices right out the box. • Availability of Motorola Service Center OS swap (CE/WM) to accommodate a future OS migration	• Limited penetration outside of Retail vertical (limited Transportation and Logistics in Germany, limited Warehousing and Distribution in APAC) • Same 1D scan engine (SE950) in MC3100 as MC3000 • No long range imager • No UHF RFID reader • No 802.11n
Opportunities	**Threats**
• Differentiate MC3100 in warehouse and distribution for voice directed picking applications • Differentiate MC3100 integrated UHF RFID tag for asset tracking for prospects with RFID already deployed. Also offers potential pull through sales of Motorola RFID infrastructure, including UHF portal (XR450, FX7400) and handheld readers (MC9090-G RFID and MC3190-G) • Test HF RFID with NFC market with MC3100 • Leverage the backwards compatibility with the MC3000 accessory ecosystem, providing a very cost-effective upgrade path to the latest technology	• MC1000/MC3000 "betweener" products like Psion NEO, PSC Memoir and Honeywell 6100 (lower priced /less features) • Intermec CK3 threat to new retail-in-store opportunities • CK3 with Long Range Imager • CK3 future-proofing customers for UHF RFID

Enterprise Mobility Services

Service	Time of Purchase	Length of Coverage	Part Number
Service from the Start — Bronze with Comprehensive Coverage	Upfront with the hardware (prepaid) or within 30 days thereafter	Three years	SSB-MC31XX-30
		Five years	SSB-MC31XX-50
Service from the Start — Gold with Comprehensive Coverage	Upfront with the hardware (prepaid) or within 30 days thereafter	Three years	SSG-MC31XX-30
		Five years	SSG-MC31XX-50
Service Center Support — Bronze	Any time	One year	SCB-MC31XX-10
		Three years	SCB-MC31XX-30
Service Center Support — Gold	Any time	One year	SCG-MC31XX-10
		Three years	SCG-MC31XX-30
Motorola Enterprise Mobility Software Support	Any time	One year, three year and five year options (see Solution Builder for part numbers)	

Note: Please refer to Solution Builder for the most up-to-date information, including global pricing and available service options.

Motorola MAX *Rugged*

101100
Motorola MAX *Data Capture*

Motorola MAX *Secure*

Motorola MAX *Sensor*

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