ET1 PARTNER BRIEF

EXECUTIVE SUMMARY

In the past year, tablets have taken off in the consumer market. With their large display, convenient size and computing horsepower, tablets offer unique benefits to business as well. The problem? Slick consumer tablets simply aren't built for business. And in spite of recently introduced tablets touting their enterprise focus, most are designed for one primary use, such as video-conferencing applications, or they're too heavy and bulky for constant use.

Motorola Solutions has created a new class of device — a true enterprise tablet. The ET1 Enterprise Tablet addresses the typical issues associated with deploying tablets in the enterprise, while keeping the sleek design and ease of use of today's consumer devices. For the first time, retailers, manufacturers and other enterprise users can take advantage of the design elements of a consumer tablet, while getting the benefits of an enterprise-grade device: enterprise applications, durability, security, manageability, enterprise accessories and peripherals, enterprise-class support and an enterprise lifecycle.

THE ET1 — THE ONLY TABLET THAT IS FLAT-OUT ENTERPRISE.

Designed for business from the inside out

The Motorola ET1 is packed with new ingredients that make it truly enterprise-ready. Leveraging decades of experience delivering mobility solutions to every industry, Motorola knows exactly what it takes to ensure a successful enterprise technology deployment — and we've built enterprise-vital features into this new enterprise tablet. With the ET1, your enterprise customers get:

- Real business durability: The ET1 has been engineered to manage all-day everyday business use, from its durable housing to its recessed display and the ultra-strong glass used in its display.

- Real enterprise security: The ET1 can be configured to encrypt the data resident on the ET1, as well as any data on the media card — so businesses can be sure that sensitive customer information, such as credit card data will be secure and in compliance with PCI regulations.

- Real full-shift power: The ET1 battery has been designed to last a full shift, ensuring power to get through the day under normal use conditions. And the ET1 battery is not only rechargeable — it's user swappable. Your customers' employees can easily change batteries whenever required without losing vital data, keeping devices in service every minute of every shift.

- Real enterprise expandability: With Bluetooth support and an integral expansion port, your customers can easily connect enterprise peripherals to the ET1 — from an MSR to a portable printer or high-performance Bluetooth scanner.

- Real multi-user support: With the ET1's unique multi-user log-on feature, the same device can be shared among multiple users, from managers to task workers. When a device is checked out, it can be set up with the applications and system access required by that employee to complete their tasks. Your customers get more bang for their buck — they can buy fewer tablets and each ET1 is sure to be used every minute of every day.

- Real enterprise lifecycle: While consumer tablets enter and leave the market as fast as mobile phones, the ET1 offers a three-year lifecycle. Your customers know they can buy the same device for three full years from the date it's first available, with an additional three years of support after the product is discontinued. Refer to detailed warranty information at: www.motorolasolutions.com/warranty

- Real enterprise manageability: Compatibility with our leading mobile device management solution, Mobility Services Platform, substantially reduces the single largest cost associated with any mobile solution — day-to-day management.

Purpose-built for core enterprise applications

The ET1 is designed to meet the needs of Wi-Fi environments — in retail, manufacturing, hospitality, healthcare and more. We've applied our deep understanding of each vertical market to the ET1 design — from the device itself to supported peripherals and services as well as third-party applications.

The versatile ET1 supports enterprise-focused applications that enable many jobs, for example:

- In retail, the ET1 gives store associates all the information they need to best serve customers and manage inventory, including: assisted selling, mobile POS, item locator, planogram management, compliance and more.

- In manufacturing, plant managers can view production KPI dashboards on the seven-inch display to make informed, real-time decisions. And maintenance technicians can use the ET1 to pull up crystal-clear schematics and work orders, as well as capture a photograph of a damaged asset.

- In hospitality, a concierge can show guests photos of a recommended local attraction and make dinner reservations — whether they're in the lobby or out by the pool.

- In healthcare, a nurse can view a patient's Electronic Medical Record (EMR) and submit a prescription request while at the patient's side.

INTRODUCING MOTOROLA'S RHOELEMENTS: REAL CROSS-PLATFORM APPLICATIONS

Along with the ET1 tablet, Motorola Solutions introduced RhoElements, an HTML5-based web application development platform designed to allow the development of software applications across multiple operating systems. With RhoElements, partners and customers can develop applications to run on the ET1 as well as other Motorola mobile computers — regardless of whether they are running Android, Microsoft Windows Mobile (now know as Windows Embedded Handheld) or Windows CE. This "develop once, run many" platform dramatically reduces application development and support costs. Your customers are free to deploy the right device for each worker (whether it's the ET1, MC75A, MC9500-K…) without having to worry about creating and maintaining separate applications for each product and operating system. And unlike other cross-platform application development frameworks, these OS-agnostic applications can look, feel and act identically on every supported device. This means that if end-users switch to a different Motorola device, they can instantly begin using familiar enterprise applications without the traditional learning curve.

THE VALUE OF AN ENTERPRISE-CLASS TABLET

With the ET1, Motorola Solutions is introducing a new category of enterprise-ready, market-specific tablet solutions. Some enterprise customers have been experimenting with consumer-grade tablets. Here's why these consumer devices just can't meet the needs and expectations of enterprise use:

THE VALUE OF AN ENTERPRISE-CLASS TABLET		
ET1 ENTERPRISE TABLET	**CONSUMER TABLET**	**WHY IT MATTERS**
Enterprise durability with IP54 sealing, multiple 4 ft./1.2 m drop rating and hardened Corning® Gorilla® Glass display	Fragile, particularly the display	The ET1 can handle the drops, bumps and spills common in everyday business use; this increased durability keeps ET1 tablets in the hands of users, with lower repair costs. The Gorilla glass used in the ET1 is approximately 30 percent thicker than displays found in most consumer tablets.
Motorola RhoElements cross-platform application development solution	Android or other OS means yet another application version to develop and maintain	Customers can easily develop rich applications capable of running on multiple Motorola mobile computers based on Android, Windows Mobile or Windows CE; there's only one application version to develop and maintain.
Rechargeable AND user replaceable battery	Rechargeable battery	When the ET1 battery is low, end users can swap in a new battery in seconds; there's no need to take a device out of service to charge the battery. This translates into better uptime and device utilization. And a backup battery preserves application states and data entry while a depleted battery is replaced.
3-year lifecycle (and three additional years of support)	Maximum 1-year lifecycle	Businesses can buy the same device for three full years — they don't have to juggle multiple models and versions.
TEAM Express client (available in the near future)	No voice support	End users don't have to carry a separate device for voice or have to locate a centralized phone in order to reach colleagues. Instead, they enjoy instant push-to-talk communications with other users carrying Motorola mobile computers, TEAM VoWLAN smartphones and popular third party smartphones — including the Apple iPhone and Motorola Droid. Fewer devices to purchase and manage drives costs down. And productivity increases, since workers never need to waste time tracking down a phone or a colleague to obtain the answer to a question.
Multi-user log-on	Not designed for sharing	The ET1 is designed for device sharing; your customers can share a pool of devices across a number of workers — meaning fewer overall tablet devices to purchase and maintain. Multi-user log-on also provides user-specific access to applications and functions based on job, tasks or need.
Integral expansion port; user-accessible Micro SDHC port and Bluetooth wireless	Not expandable	Lets customers add new functionality and build on existing applications to meet new business needs; offers additional memory to support more demanding applications.
Same world-class support offered on other Motorola mobile computers	Enterprise-class support programs not available	Motorola's all-inclusive service programs bring your customers true peace of mind. For example, Service from the Start with Comprehensive Coverage covers literally everything from a hardware perspective, and we even provide support for the Android operating system — from troubleshooting to routine updates.
Enterprise-grade security	Consumer-grade security	Helps ensure compliance with stringent industry security regulations that protect credit card and patient information
Compatible with Motorola Mobility Services Platform (MSP)	OS not compatible with enterprise device management system	Lowers the single largest mobility cost to an all-time low — everyday management. Consumer Android devices require end users to opt-in to receive any device updates; MSP gives the enterprise more control to push out critical updates to devices without relying on end user actions.

THE MARKET OPPORTUNITY

The ET1 opens the door to the growing enterprise tablet market. By providing a tablet designed for enterprise needs, Motorola allows you to take advantage of many new sales opportunities. As the following predictions will show, massive growth is expected in this exploding market — with more than 50 percent growth predicted every year through 2016. Below, we share an assessment of the total available market, the adoption rate by vertical market, and the specific vertical applications that are driving tablet adoption.

What the experts are saying
In 2010, a nascent tablet market began with the introduction of new consumer tablets. Today, these consumer devices are finding their way into enterprises. According to Gigi Wang, chief research officer at Yankee Group, "Gone are the days when IT departments were the sole drivers of demand for new technology. Today, consumers and workers are driving demand and pushing technology into enterprises, shifting trillions of dollars in business with them in the process."

ABI Research: Projected 56.3 percent growth in enterprise tablet customers from 2010 to 2016
Because they are lightweight and offer a large screen, tablets provide additional capabilities to mobilize the

workforce. According to ABI Research, tablets will grow at a 56.3 CAGR (compound annual growth rate) in the enterprise from 2010 to 2016. ABI Research projects there will be more than 82 million enterprise tablet customers worldwide — up from just 2.2 million in 2010 [Figure 1].

Morgan Stanley: More than 50 percent of large enterprises expect to purchase tablets for employees over the next year
In a Blue Paper titled "Tablet Demand and Disruption," Morgan Stanley surveyed 50 chief information officers and concluded that enterprise adoption of tablets "could be more widespread than expected." Two-thirds of the 50 CIOs in their January 2011 survey expect to either purchase tablets for some of their employees or allow employee-owned tablets onto their networks within one year [Figure 3]. In fact, 51 percent of CIOs plan to purchase tablets for some employees in a year — up from 21 percent at the time of the survey. While Morgan Stanley noted that it is difficult to know how large the deployments may be, the results do point to a rapid uptake and serious consideration of tablets in enterprise mobility initiatives.
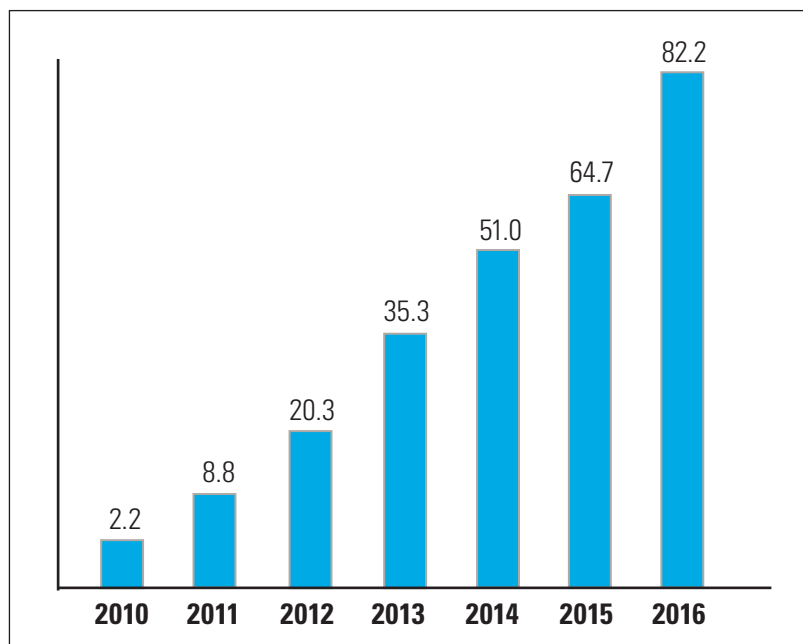

**Figure 1: Enterprise Tablet Customers Worldwide: 2010 to 2016 (in Millions)**

Source: ABI Research, "Mobile Enterprise Applications for Smartphones and Media Tablets," June 2011

Figure 2: Enterprise Tablet Customer Share of Total Mobile Business Customer Base by Region: 2010 to 2016

Region	Units	2010	2011	2012	2013	2014	2015	2016	CAGR 11-16
North America	(%)	1%	5%	10%	16%	21%	26%	31%	45.5%
Western Europe	(%)	0%	2%	5%	9%	13%	17%	23%	62.1%
Eastern Europe	(%)	0%	0%	0%	1%	1%	2%	3%	96.5%
Asia-Pacific	(%)	0%	1%	2%	3%	5%	6%	8%	57.2%
Latin America	(%)	0%	0%	0%	1%	1%	2%	2%	84.0%
Middle East	(%)	0%	0%	1%	2%	4%	5%	8%	83.6%
Africa	(%)	0%	0%	0%	1%	1%	2%	3%	85.9%

Source: ABI Research, "Mobile Enterprise Applications for Smartphones and Media Tablets," June 2011

Figure 3: Enterprise adoption of tablets: January 2011 CIO survey
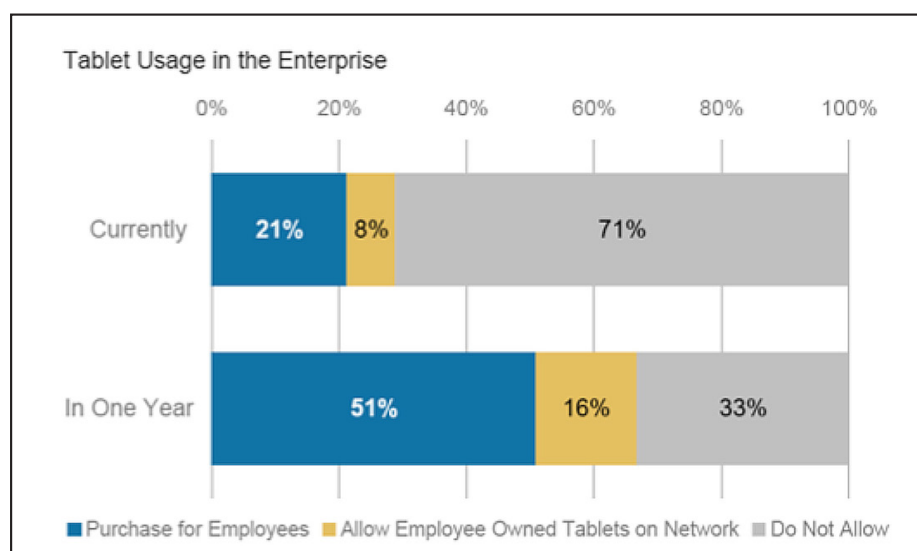
Source: AlphaWise CIO Survey, Morgan Stanley Research, February 14, 2011, "Tablet Demand and Disruption"

TechTarget: Companies spending equally on tablets and smartphones

According to results from TechTarget's annual SearchMobileComputing.com reader survey, IT departments are proactively investing in tablets and looking for robust business applications. 58 percent of surveyed readers expect their organization's spending for tablets to increase in the next 12 months, and only 14 percent responded that they would not spend at all on tablets in the next year.

40 percent of respondents said that tablets represented the mobile technology or device with the largest year-over-year growth. This was the highest-ranking choice and was equal to the number of readers who expected growth in smartphone spending. As shown in Figure 4, both tablets and smartphones were more than twice as much as the number of respondents who expected growth in laptop spending.
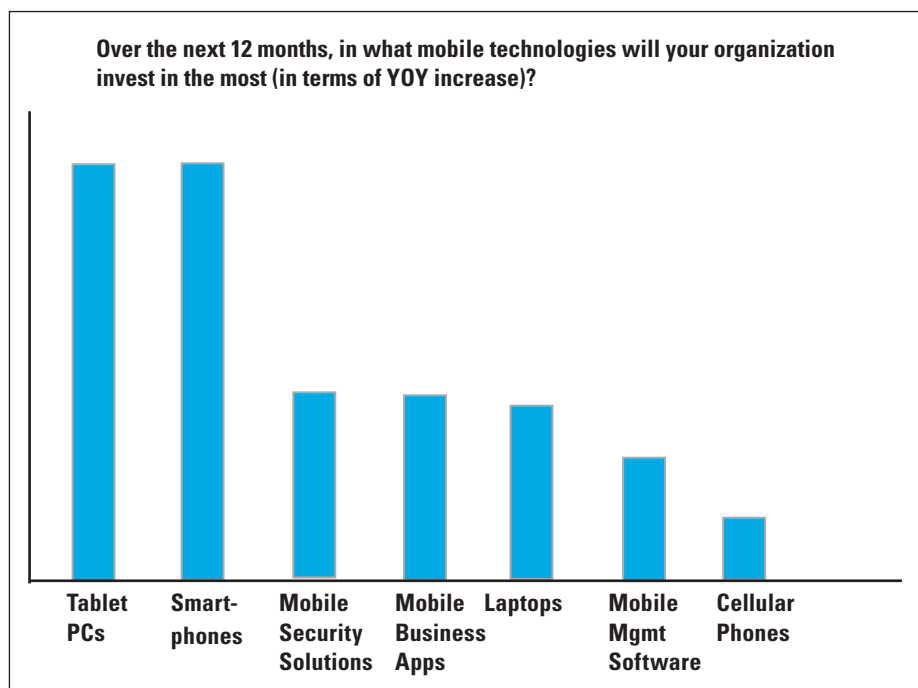
Over the next 12 months, in what mobile technologies will your organization invest in the most (in terms of YOY increase)?

Tablet PCs | Smart-phones | Mobile Security Solutions | Mobile Business Apps | Laptops | Mobile Mgmt Software | Cellular Phones

Figure 4: IT departments plan to invest in tablets

Source: TechTarget's SearchMobileComputing.com reader survey, June 2011

Tablet enterprise application market

In its June 2011 report "Mobile Enterprise Applications for Smartphones and Media Tablets," ABI Research analyzed the enterprise tablet application distribution for important verticals by region for 2010 [Figure 5]. Key takeaways from this study include:

- From an occupational perspective, B2E applications for media tablets will reside mainly in three occupation classes — management, healthcare practitioners and sales.

- Tablets are a preferred form factor for management personnel, which will lead to B2E applications for remote management, such as dashboard Business Intelligence (BI) applications.

- Manufacturing does well for tablet B2E application adoption in regions with significant manufacturing employment for two reasons; it has a large concentration of manufacturing occupations and it employs lots of engineers who prefer a bigger screen for their work.

- Healthcare will be a top vertical particularly for the more developed markets whose healthcare systems have been digitizing to allow more patient data including images such as X-rays for review. The bigger screen of the tablet provides the real estate for a more complete view of patient and hospital data

- Retail trade has a respectable share of the B2E tablet market primarily because of its large share of sales personnel

According to ABI Research, worldwide application revenues for enterprise tablets will enjoy a 97.2 percent CAGR from 2011 to 2016. Figure 6 shows the breakdown of projected revenue growth from 13.8 million in 2010 to more than 2.2 billion in 2016. This remarkable growth presents a strong opportunity for Motorola ISVs and partners involved in application development.
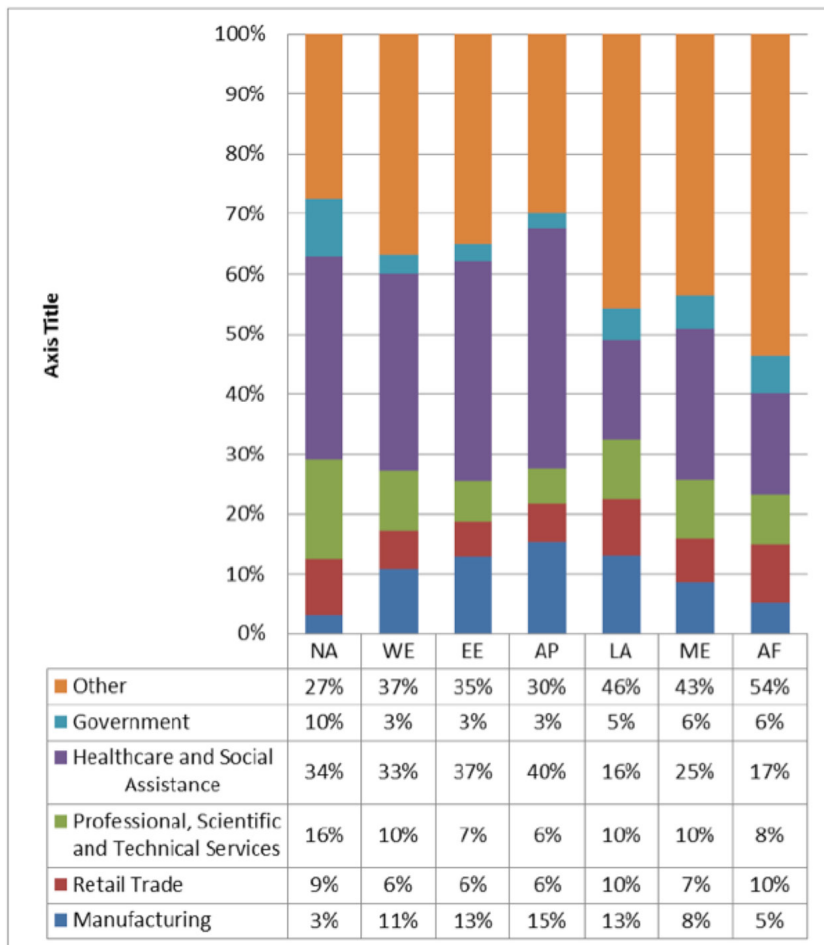
Figure 5: Tablet B2E Application Customer Distribution by Industry Vertical World Markets: 2010

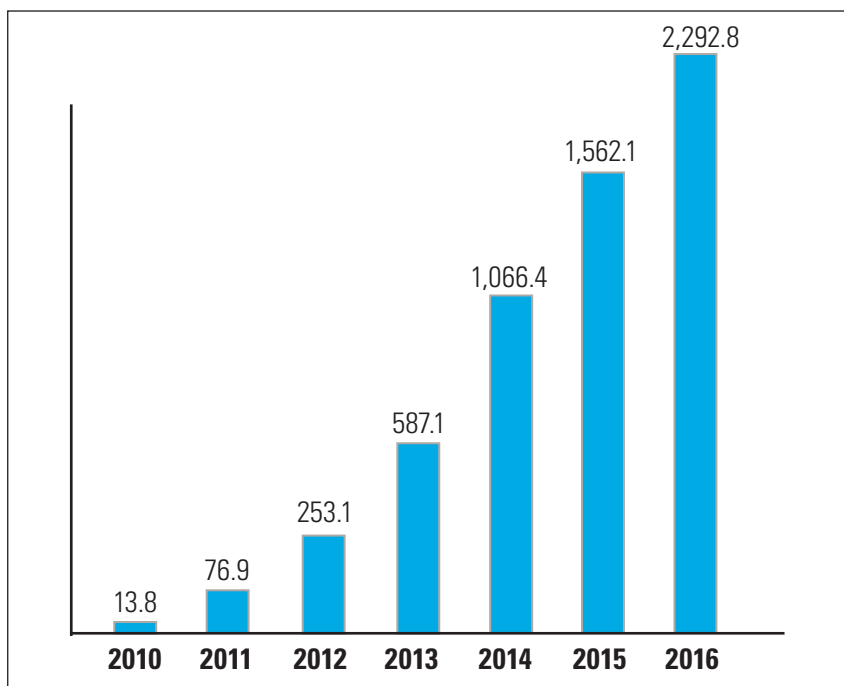*Source: ABI Research, "Mobile Enterprise Applications for Smartphones and Media Tablets," June 2011*

	NA	WE	EE	AP	LA	ME	AF
Other	27%	37%	35%	30%	46%	43%	54%
Government	10%	3%	3%	3%	5%	6%	6%
Healthcare and Social Assistance	34%	33%	37%	40%	16%	25%	17%
Professional, Scientific and Technical Services	16%	10%	7%	6%	10%	10%	8%
Retail Trade	9%	6%	6%	6%	10%	7%	10%
Manufacturing	3%	11%	13%	15%	13%	8%	5%

Figure 6: Tablet B2E Application Revenues Worldwide: 2010 to 2016 ($ Millions)

Source: ABI Research, "Mobile Enterprise Applications for Smartphones and Media Tablets," June 2011

MARKET POSITIONING

With the launch of the ET1, Motorola Solutions is creating a new class of tablet — a true 'enterprise class' tablet. Currently, on an enterprise feature-by-feature basis, there are no direct competitors in this space. Rather, there are two alternatives presently:

- Consumer tablets that lack the necessary features and construction for the enterprise. Consumer tablets, particularly the Apple iPad, should be viewed as competitive since many enterprise customers are trialing/beta testing the iPad. The iPad has been a trendsetter in tablet design and nearly all other tablets currently on the market resemble it. However, the iPad and other consumer tablets lack critical enterprise features, such as expandability and lifecycle.

- Some consumer tablet manufacturers are attempting to position their devices for the enterprise market, but without adding the features an enterprise requires, such as an expansion port for scanning or MSRs. In addition, the level of security required for enterprise information is not generally included in consumer-oriented products. Add manageability and durability to the mix and you'll find consumer devices don't add up to an enterprise ROI or an ideal TCO.

- Rugged tablets geared toward the military. These tablets are bulky, heavy and expensive — and simply aren't the right fit for typical enterprise applications.

The ET1 surpasses existing tablets on the market today with a comprehensive set of enterprise-focused features, including:

- Enterprise expandability (aggressive scanning, MSR)

- Enterprise security and application control

- Enterprise manageability

- Enterprise lifecycle and support

- Broad range of 3rd party business and vertical applications for retail, manufacturing, healthcare and hospitality

TARGET MARKETS AND APPLICATIONS

Key vertical markets and typical applications for the ET1 WLAN tablet are defined below.

Retail

APPLICATION	DEFINITION
Guided/assisted selling	With an ET1 in hand, store associates can walk shoppers through detailed product information to help them with their buying decisions — including product videos, specifications, featured product comparisons and more.
Mobile POS	Retailers can choose to eliminate fixed POS stations altogether and have store associates help shoppers from start to finish right on the sales floor. With an ET1 equipped with an MSR or mobile payment module, associates can securely process customer payments from anywhere. And a Bluetooth mobile printer even provides the customer with a receipt.
Manager's electronic dashboard	The ET1 gives managers all the dashboard information they need to better manage the overall business — from the week's top-selling merchandise to low inventory warnings and ordering reminders.
Planogram management	With the ET1, associates or managers can snap a photo of a corner/shelf display to confirm its compliance with the retail headquarters or product manufacturer.
Task and workforce management	Managers can push tasks to individual workers or departments via the ET1. Associates can view their personalized task list on the ET1, as well as confirm completed tasks so managers are always on top of task and workforce status.
Item locator	Using the ET1, an associate can scan a product tag or shelf tag to determine its location on the sales floor or check inventory in the back room (or at another store location).
Special/custom orders	With the ET1, associates can assist customers with special orders — i.e. order a shirt in a different size from a sister store or request a web order be delivered from the warehouse to the sales floor for immediate customer pick up.
Training	Associates can watch training videos or run interactive training applications on the ET1 (instead of a dedicated computer in the back room). Training content can vary from the season's latest trends to new product highlights or safety information from Human Resources.

Manufacturing

APPLICATION	DEFINITION
Asset maintenance	The ET1 gives service technicians and engineers access to all the information they need to keep the facilities, production line and other equipment in good working order. For example, a technician can review and edit work orders and see schematics or product manuals on the large display. Scanning a bar code on a piece of equipment pulls up work history and maintenance schedules, and the front-facing camera can be used for video collaboration.
Mobile HMI	With the ET1, plant operators can view HMI (Human Machine Interface) and SCADA (Supervisory Control and Data Acquisition) in real time from anywhere in the plant.
Operator rounds	The ET1 provides shift operators with complete workflow instructions — including their assigned areas and specific safety checks in each area. And with the ET1, operators can confirm each check in real time for better accountability.
Quality inspection	Quality engineers can manage and complete all quality forms (whether for incoming materials, finished products or facilities) right on the ET1.
Fleet maintenance (in yard)	In the yard, service technicians can use the ET1 to review and complete work orders, as well as see individual maintenance histories and schedules for each truck. And the ET1's large screen is ideal for viewing schematics and training videos.

Hospitality

APPLICATION	DEFINITION
Mobile check-in	Hotel staff can check in arriving guests with the ET1 wherever it's convenient — whether in the lobby, valet/entry area or lounge.
Table-side ordering	Servers can electronically enter a customer's order on the ET1, as well as look up meal information in real time (such as determine if a special has been sold out or find out the specific ingredients in a dish). Servers can also complete payment right at the table for faster, more secure payment processing.
Concierge services	A concierge can assist guests anywhere in the hotel — for example, show photo highlights of a recommended local attraction, place reservations at a nearby restaurant or submit a housekeeping request for extra towels.

Healthcare

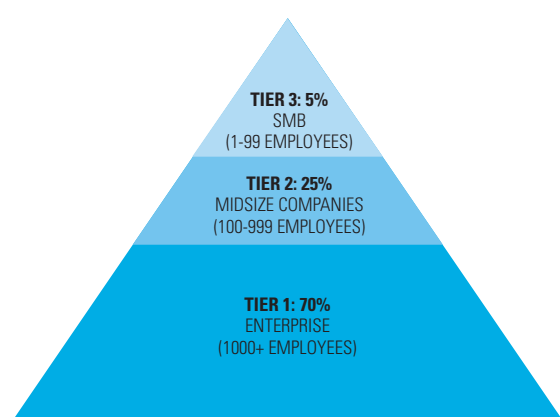| APPLICATION	DEFINITION
Electronic Health Record (EHR)/ Electronic Medical Record (EMR)	A nurse can review or enter information into a patient's EMR right at the patient's bedside. This is a key application as healthcare providers need to comply with EMR mandates.
Patient monitoring/vital signs monitoring	With the ET1 in hand, nurses and doctors can monitor a patient's vital signs, including a patient's EKG, from anywhere in the hospital.
Mobile test results	The ET1's large 7 in. display offers a perfect mobile platform for viewing a patient's test results, such as lab results or X-Ray images, at the patient's bedside or anywhere in the hospital.
Patient check-in	At admissions, hospital staff can check patients in with greater speed and convenience. The ET1's camera and bar code data capture streamline the admissions process, as a quick snap of a photo instantly captures a patient's driver's license and insurance card information.
Staff/clinician communication	With support for Motorola TEAM Express, the ET1 gives nurses and doctors instant push-to-talk communication with medical staff carrying a Motorola mobile computer, TEAM VoWLAN smartphone and popular third party smartphones — including the Apple iPhone and the Motorola Droid. (* TEAM Express available in the near future.)
Nurse call	The ET1 provides a direct voice and data link, so nurses are always accessible wherever they are in the hospital without having to carry a separate pager or voice device.

Federal, state and local government

APPLICATION	DEFINITION
Inspections and maintenance	The ET1 gives service technicians, maintenance engineers and inspectors access to all the information they need to keep critical facilities, infrastructure and vehicles in good working order. For example, a maintenance engineer can view the entire inspections and maintenance history for any asset in real time. Damage can be documented with a quick snap of a photo. And code inspectors can complete electronic checklists right on the ET1, ensuring that each inspection is performed properly.
Asset tracking	The ET1 streamlines asset management — from tracking vehicles and first responder equipment to medical supplies and IT equipment. Bar code scanning automates the collection of asset information and the ET1's digital camera can document any damage.

Energy

APPLICATION	DEFINITION
Asset management and maintenance	In oil refineries and other facilities, service technicians and maintenance engineers can use the ET1 to review and complete work orders and inspection checklists. The large display is ideal for viewing complete maintenance histories, schematics and user manuals. Scanning a bar code on a piece of equipment pulls up the complete work history and maintenance schedules. The front-facing camera can be used for video collaboration and the 8 megapixel rear-facing camera documents damage and asset status.
Trouble dispatch	With the ET1 in hand, managers and dispatch staff can manage maintenance engineers and trouble calls from anywhere in the facility. Mobile dashboards ensure managers always stay on top of task and workforce status. Trouble calls can be easily pushed to whichever service technicians are on hand. And support for Motorola TEAM Express provides instant push-to-talk communication with technicians and other staff members carrying a Motorola mobile computer, TEAM VoWLAN smartphone and popular third party smartphones — including the Apple iPhone and the Motorola Droid. (* TEAM Express available in the near future.)

Market opportunity by company size

TIER 3: 5%
SMB
(1-99 EMPLOYEES)

TIER 2: 25%
MIDSIZE COMPANIES
(100-999 EMPLOYEES)

TIER 1: 70%
ENTERPRISE
(1000+ EMPLOYEES)

Target customer: prospect titles
During the sales process for the ET1, you can expect to interact with several key decision makers. Following is a list of those decision makers and their major concerns:

- Director of IT, CIO and CTO

    – *Ease and speed of integration, cost of deployment, manageability, security*

- Operations Business Line VP or Director

    – *Operational efficiency, cost containment/reduction, staff utilization*

- RFP Project Manager/Purchasing Director

BUSINESS PROPOSITION

This section outlines the investment required to sell the ET1, the revenue opportunities associated with hardware and accessories, as well as the incremental revenue opportunities associated with software application development and enhanced services.

Your investment

The initial investment required to sell the ET1 is minimal and summarized below. In large part, a partner's initial investment is limited to the purchase of a single (or multiple) demo unit(s). Motorola EMB offers an attractive discount for demo unit purposes; please visit the Partner Hallway or contact your preferred distributor for detailed information.

INITIAL PARTNER INVESTMENT	
DESCRIPTION	APPROX. COST TO PARTNER
Motorola Sales Tools	Available at no cost
Certification Costs	Not required
Cost for Demo Units	Available for discounted purchase

THE MANY REVENUE OPPORTUNITIES

Hardware revenue: devices and accessories

The following charts list the available ET1 configurations. For a complete and up-to-date list of all available ET1 configurations and accessories, please refer to **Solution Builder**.

Software Revenue

Application development and solution integration provide an additional revenue opportunity for our partners. Many customers will require new applications to be developed that take advantage of the ET1's powerful feature set and large display real estate. Whether it is a production KPI dashboard for manufacturing customers or assisted selling applications for retailers, there will be opportunities for partners to incorporate their application with the ET1. Further, partners that have integration capabilities can generate incremental revenue by introducing these services to a customer.

Windows-based applications need to be redesigned to support the ET1's Android operating system. Our RhoElements HTML5 development framework offers ways to minimize this effort and ease this transition.

Additionally, applications developed using the RhoElements framework are capable of running on multiple Motorola devices — such as the ES400, MC75A and MK3000. Applications can look, feel and act the same on every device and can take advantage of any feature on any device. By supporting more devices and more operating systems, you'll be able to sell more copies of your application, as well as more devices.

To learn more about building future-proof applications and other benefits of RhoElements, visit: www.motorolasolutions.com/RhoElements

Integration and Enhanced Services Revenue

Augmenting your services portfolio with Motorola's Enterprise Mobility Services as part of the complete solution provides you with a significant opportunity to earn more revenue, increase your profit margin and protect your customer's Motorola investment. From providing fast, reliable equipment repair to around-the-clock global support, Motorola's flexible, channel-ready services help customers keep their systems and equipment running at peak performance so they derive the most value from their investment in our technology.

As you know, your own experience, coupled with industry research shows that customers are more likely to select service plans when they're bundled up front with a hardware quote as part of a complete solution. As our partner in selling Motorola products, it can benefit you, as well as your customer, to include Motorola's exceptional services into each sale. There's no better way to give your customers total service peace of mind by helping to ensure their investment is protected.

ET1 Configurations

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
ET1N0-7G2V1UUS	ET1 WLAN Tablet, 7" display, Android 2.3 (Gingerbread), 1G/4G+4Gsd, USB expansion module, Regulatory approval: US, Canada Puerto Rico	1A	$1,535
ET1N0-7G2V1UEU	ET1 WLAN Tablet, 7" display, Android 2.3 (Gingerbread), 1G/4G+4Gsd, USB expansion module, Regulatory approval: EU region plus South Africa, UAE, Saudi Arabia, Turkey	1A	$1,535
ET1N0-7G2V1UJP	ET1 WLAN Tablet, 7" display, Android 2.3 (Gingerbread), 1G/4G+4Gsd, USB expansion module, Regulatory approval: Japan	1A	$1,535
ET1N0-7G2V1UTW	ET1 WLAN Tablet, 7" display, Android 2.3 (Gingerbread), 1G/4G+4Gsd, USB expansion module, Regulatory approval: Taiwan	1A	$1,535
ET1N0-7G2V1UCN	ET1 WLAN Tablet, 7" display, Android 2.3 (Gingerbread), 1G/4G+4Gsd, USB expansion module, Regulatory approval: China	1A	$1,535
ET1N0-7G2V1UIL	ET1 WLAN Tablet, 7" display, Android 2.3 (Gingerbread), 1G/4G+4Gsd, USB expansion module, Regulatory approval: Israel	1A	$1,535
ET1N0-7G2V1UG2	ET1 WLAN Tablet, 7" display, Android 2.3 (Gingerbread), 1G/4G+4Gsd, USB expansion module, Regulatory approval: Group 002: Australia, New Zealand, Brazil, Sri Lanka, Ecuador, Hong Kong	1A	$1,535
ET1N0-7G2V1UG5	ET1 WLAN Tablet, 7" display, Android 2.3 (Gingerbread), 1G/4G+4Gsd, USB expansion module, Regulatory approval: Group 005: Chile, India, Mexico, Venezuela, Singapore	1A	$1,535
ET1N0-7G2V1UG6	ET1 WLAN Tablet, 7" display, Android 2.3 (Gingerbread), 1G/4G+4Gsd, USB expansion module, Regulatory approval: Group 006 (2.4Ghz bands only): South Korea, Colombia, Ukraine, Russia, Vietnam, Peru, Argentina	1A	$1,535

Additional bundles that package the ET1 Enterprise Tablet with a license for RhoElements are planned for release when product shipments begin. More details will follow.

ET1 Accessories

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
DC1000-1000U	Single-Slot USB/Charge Desktop Cradle. This cradle provides USB communication with a host computer and charges the ET1 Enterprise Tablet. Power supply and AC line cord must be purchased separately.	1A	$150
DC1000-4000C	4-Slot Docking Cradle Charge Only. Four-slot charge-only cradle for your ET1 Enterprise Tablet. Power supply DC cable and AC line cord must be purchased separately.	1A	$275
SAC1000-4000C	4-Slot Battery Charger. This battery charger charges spare standard capacity batteries for the ET1 Enterprise Tablet. Power supply, AC line cord and DC cable must be purchased separately.	1A	$299
PWRS-14000-148R	Power Supply. Power supply used with MC1000, Four Slot Cradles and ET1, MC55, MC55A0, MC55A0-HC, MC70, MC75, MC75A, MC75A0-HC, MC3000, MC3100, MC9000, WT4000 Single Slot Cradles.	1A	$58
25-153149-01R	USB/Charge Cable. This USB Communications and Charge cable provides communications from the terminal to the Host system. Charger requires Power Supply (PWRS14000-148R) and must be purchased separately.	1A	$85
25-153150-01R	2-Way DC Cable. The 2-Way DC cable tethers the 4-Slot Docking Cradle (DC1000-4000C) and the 4-Slot Battery Charger (SAC1000-4000C) to a single power supply.	1A	$25
SG-ET0123245-01R	Hand Strap. The adjustable leather/360 degree rotatable hand strap provides a secure feel when using the ET1 Enterprise Tablet.	1A	$60
21-154925-01R	Headset. Push-to-talk (PTT) corded headset, mono with microphone.	1A	TBD

ET1 Accessories, continued

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
23844-00-00R	AC Line Cord. 3-wire grounded AC line cord, 7.5ft. Associated Country: United States	1A	$10
BTRY-ET01EAB0-01	Standard Spare Battery. A standard capacity (4620mAh) Lithium Ion battery pack for the ET1 Enterprise Tablet.	1A	$99
PWRS-14000-241R	Power Supply. This versatile power supply is for a variety of rugged, digital-assisted, tablets, RFID, voice-directed and vehicle mounted mobile computers. Purchase country-specific, three-wire grounded AC line cord separately.	1A	$105
50-16002-029R	DC Line Cord. DC line cord for ET1 Enterprise Tablet, MC55, MC65, MC70, MC75, MC75A, MC1000, MC3000, MC3100, MC9090-G and MC9190-G mobile computers.	1A	$41

KEY SELLING POINTS

In this section, we take a look at the key product differentiators and questions that can help you qualify a Motorola Enterprise Tablet sales opportunity.

Differentiators

Following are the key differentiating features, which show why the ET1 is the right tablet for the enterprise:

- **Enterprise durability:** Unlike consumer tablets on the market today, the ET1 is purpose-built for business, with many of the same durability specifications our other mobile computers offer.

  – IP54 sealing ensures reliable operation despite exposure to dust, spilled water and more.

  – The MIL-STD 810G drop specification means the device survives multiple 4 ft./1.2 m drops.

  – The Corning® Gorilla® Glass used in the ET1 is approximately 30 percent thicker than the displays in most other tablets and is mounted to further protect it. Gorilla glass is practically impervious to damage — it can flex with most everyday bumps and drops without shattering or scratching. And in the event the glass is scratched, the deep chemical strengthening makes most scratches virtually invisible.

  – A recessed design further protects the display from damage.

  – The ET1 offers more robust operating and storage temperature specifications compared with consumer devices for reliable use in a wider number of enterprise environments.

- **Sleek and elegant ergonomics:** While the ET1 offers the durable construction of an enterprise device, it offers the sleek styling of a consumer tablet. Motorola's award-winning Industrial Design group created a very balanced design for comfortable one-handed use. There's nothing bulky or cumbersome about the ET1.

- **Cross-platform applications:** RhoElements enables the easy development of rich cross-platform applications that can utilize every data capture feature and run on many Motorola mobile computers running Android, Windows Mobile or Windows CE. Applications can look, feel and act the same, translating into zero training time when users pick up other devices. And with only one version of an application to create and maintain, application and development support costs are dramatically reduced.

- **Enterprise security:** Customers can encrypt the data resident on both the ET1 internal drive as well as on the user-accessible SD card, helping ensure compliance with stringent industry security regulations that protect credit card and patient information. In addition, if devices are lost or stolen, businesses can create a policy that will automatically lock or wipe the device to prevent unauthorized users from accessing data and business applications.

- **Multi-user log-on:** Managing multiple users per device can be a logistical nightmare on most tablet devices, but the ET1 is designed for device sharing. Multi-user log-on provides total control over application access — so any worker can use any tablet. When workers log on with their unique

user ID and password at the start of a shift, access to relevant applications and enterprise computing resources is automatically granted. And feature and application-level control also prevents workers from downloading and using applications over the Internet, such as games, preserving productivity.

- **Three year lifecycle:** Most consumer tablets have a lifecycle of just one year — which can wreak havoc on enterprise operations with more models and styles to deploy and support. The ET1 will be available for three full years from the date the product is available for sale, with support for three full years after the product is discontinued. This enterprise lifecycle reduces total cost of ownership, as the device will last 3 times longer than consumer specific devices.

- **Business class expandability:** An expansion module port and Bluetooth let your customers add new functionality and build on existing applications to meet new business needs. For example:

  – *Expansion scanner module:* A Scanner Expansion Module (based on the Blockbuster SE4500-DL 2D imager) and Combo Scanner/MSR Expansion Module will be available by the end of Q1 2012.

- *Bluetooth scanner:* The tiny CS3070 Bluetooth scanner is compatible with the ET1 for aggressive 1D laser scanning. Other Bluetooth scanners will be tested and made available in the near future.

- **Easy centralized device management of Motorola mobile computers** — **including the ET1:** Most Android devices are not compatible with enterprise device management systems. But Motorola's groundbreaking Mobility Services Platform (MSP) offers OS-agnostic centralized management. IT can remotely stage devices and their peripherals for initial use, update devices as required, ensure devices comply with pre-set policies, monitor devices to detect issues before users are impacted, and troubleshoot and resolve issues when devices or applications malfunction — all from a single centralized location.

  Note: Consumer Android devices typically require end users to opt-in to receive any device updates; MSP gives the enterprise more control to push out critical updates to devices (such as a critical update to an application or an anti-virus client), without relying on end user actions. The result is greater enterprise control and security.

- **Enterprise accessories:** Unlike consumer-focused tablets, the ET1 offers a family of accessories built for enterprise environments. For example, your customers can charge multiple ET1s at the same time or keep extra batteries on hand with a 4-slot battery charger. A snap-on bar code scanner and a snap-on scanner/MSR combo module will be available soon.

- **Customizable bezel:** The customizable bezel can be used to reflect your customer's branding — making it a great fit for consumer-facing applications in retail and hospitality. A customized bezel also helps discourage device theft.

- **User-accessible Micro SDHC** slot offers up to 32GB of memory expansion to support more demanding applications.

- **USB OTG (On-The-Go):** The ET1 supports USB 2.0 OTG, an extension of the specification for connecting peripheral devices to one another. USB OTG products can communicate with each other without having to be connected to a PC; for example, the ET1 can connect directly to a USB OTG-compatible camera, printer or mobile phone.

- **Optional hand strap with 360º rotating base:** Motorola's award winning Industrial Design group created a very balanced design for easy one-handed carrying. An optional hand strap rotates 360 degrees, so users can easily change screen orientation as needed.

- **Support for Motorola TEAM Express*:** Workers with tablets are usually forced to carry a second device for voice or locate a 'common use' phone to talk to other co-workers in the store, hotel or other facility. But with our TEAM Express solution, ET1 users can reach other workers carrying Motorola voice-enabled mobile computers, TEAM VoWLAN smartphones and popular third party smartphones — including the Apple iPhone and the Motorola Droid. Your customers enjoy two benefits. There are fewer devices to purchase and manage, driving costs down. And workers are more productive. (*Support available in the near future.)

- **Motorola's deep enterprise and vertical experience:** With decades of experience delivering mobility solutions to nearly every industry, we have a unique understanding of what's needed to ensure a successful enterprise deployment.

- **High-value mobile applications:** The ET1 gives you a unique opportunity to build high-value mobile applications that leverage the tablet's enterprise features, including bar code scanning, digital camera and video capture. In addition, choosing RhoElements as your application development platform expands your device choices and revenue opportunity. With minimal effort, you're able to deliver your application for multiple Motorola devices — such as the ES400, MC75A, and MK3000 — running a Microsoft OS or the ET1 running Android.

- **Investment protection:** Enterprise Mobility Services are one of the top differentiators of Motorola products. Customers rely on Motorola to keep their businesses running. Help them protect that investment with the most complete service programs Motorola offers. For the ET1, customers can protect their investment with Service from the Start with Comprehensive Coverage. This unique service sets the standard for post-deployment support by covering normal wear and tear, as well as internal and external components damaged through accidental breakage. It also entitles customers to the technical software support and software downloads they need to help keep their device operating at peak performance levels. And should the ET1 require repair, Motorola will even replace select accessories for no additional charge at the time the device is returned to the service center. There's no better way to give your customers total peace of mind.

QUALIFYING YOUR CUSTOMER
The following questions will help uncover underlying needs that can be addressed with the ET1:

Uncover the opportunity and areas where the strengths of the ET1 are key selling points:
- Could your workers and managers benefit from the rich data that can be displayed and captured on the larger display of a tablet?

- Have you considered consumer tablets, and if so:

  – Are you concerned about product lifecycle?

  – Are you concerned about durability of the device?

  – Are you concerned about data security?

  – Are you concerned about how IT will manage these devices?

  – Are you concerned about who will support the hardware, OS and software?

- Is battery life a factor? Would you like a user-replaceable battery?

- Would you like workers to share a pool of devices? Would you like to limit access to applications and data based on the specific job functionality of each user?

- Do workers need to capture images or documents? Do they need to scan bar codes?

- Would you like voice capabilities integrated into your tablet solution so workers don't need to carry multiple devices for voice and data? *(* TEAM Express will be available in the near future)*

- Are device size and weight important? Do some rugged tablets on the market seem too bulky for your applications?

Questions for retail opportunities:
- Do managers spend too much time in the office/backroom checking email, voicemail, schedules, reports and more? Could they be more effective out on the sales floor interacting with employees and customers?

- Do managers have difficulties distributing tasks to employees? Do they know when a task has been completed?

- How do store associates currently find information — price, availability and location?

- Could you improve sales and customer satisfaction with faster response times and more informed responses?

- Are you looking for ways to assist "smarter" customers?

- Would you like store associates to show a video, product comparison, or demo if a customer is looking for more information about a brand or product?

- Would you like your brand to reflect a cool, tech-savvy identity?

- Would managers benefit from the larger screen display for viewing their complete retail dashboard… current sales, sales history, inventory information? Would access to a larger screen help them stay on the sales floor longer (instead of having to return to check their computer)?

- How does your store handle planogram compliance?

- Are security and PCI compliance issues with your mobility deployment?

- How do you handle associate training today? Do employees need to watch new product videos on a computer in a centralized location?

Specific questions for manufacturing opportunities:

- Do managers have difficulties distributing tasks to employees? Do they know when a task has been completed?

- Do your managers have mobile access to VMI applications and KPI dashboards? Could they benefit from the larger display of a tablet?

- Would maintenance technicians be more effective with real-time access to work orders, schematics, manuals and training videos?

- Would maintenance technicians benefit from the ability to collaborate with technical/product experts via video conferencing?

Questions for hospitality opportunities:

- Are you looking to expedite the check-in process? *(hotel)*

- Would you like to confirm a menu request is available without leaving the table? *(restaurant)*

- Would you like to complete payment for food orders without walking away? *(restaurant, stadium)*

- How do you currently handle guest requests for restaurant and entertainment recommendations? Would you like to show them local attractions and place reservations for them from anywhere in your hotel? *(hotel)*

- How do your managers assure tasks are being completed? Would it be beneficial from them to keep track of and assign tasks from anywhere in the building? *(hotel, restaurant)*

- Are security and PCI compliance issues with your mobility deployment?

Service-related questions:

- What level of post-sales service and support do you expect?

- How long can you afford to be without your product?

- Is turnaround time flexible? Is cost more important than turnaround time?

- What is the impact of downtime on your business?

- Do you regularly download software updates for your devices?

- If we could offer you a service plan that covers your ET1 investment from accidental breakage for a one-time upfront cost, would you be interested?

ENTERPRISE MOBILITY SERVICES OPPORTUNITY

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes Enterprise Mobility Services. Selling services up front with the product results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

Motorola's flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Enterprise Mobility Services benefit your customers' businesses by:

- Providing expert product repair and telephone technical support

- Helping to ensure they get the most value from their Motorola investment

- Protecting their investment in our technology

MANAGED DEVICE SERVICES

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
Managed Device Service	• Comprehensive device management including remote access and troubleshooting, asset management, software management, security and reporting • Requires MDS-INIT	Any time	Custom	MDS-000
Managed Device Service Initiation	• Includes operational environment readiness, service initiation and on-boarding • Required for purchase of MDS-000			MDS-INIT

Management Services for the ET1

Motorola's Managed Device Service, a key component of our Device Management Framework, provides complete end-to-end management of your customers' device assets with the expertise to help improve the availability of their mobile devices throughout their organization.

Managed Device Service is comprised of two fundamental components provided through Motorola's Managed Services Delivery Center: multi-lingual help desk support, which provides problem resolution by telephone while utilizing specialized tools for remote triage; and proactive device management, which provides software management, asset management and security, together with operational analysis and reporting.

With expert management of mobile assets, Motorola's global Managed Services Delivery Center provides additional services that further help increase device availability, such as identifying lost or stolen devices, strict version control for software and applications, device usage profiling, battery management and proactive device testing.

To help ensure maximum availability and uptime, Motorola's Managed Device Service is customized to meet your customer's specific device management requirements.

Support Services for the ET1

Motorola's Support Practice includes the complete Customer Services portfolio of traditional "break/fix" services, including Service from Start with Comprehensive Coverage through the newer software support programs.

Seamless integration with Motorola's Customer Services team helps ensure ongoing support for your customer's complete solution. Our experienced support engineers are available to assist customers with problem diagnosis and resolution — helping to ensure their mission-critical systems are always up and running at peak performance.

The following support services are available to keep the ET1 Enterprise Tablet operating at peak performance throughout its lifecycle:

You have an excellent opportunity to upsell services with the Motorola ET1. Service from the Start programs provide enhanced support for your customers' critical mobility operations. Customers can pay "a little now" for extended services or pay "a lot later" in the event of a repair and lost downtime.

SUPPORT SERVICES

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
Service from the Start – Bronze with Comprehensive Coverage	• Multiple years of seamless coverage at a one-time cost • Covers: – Normal wear and tear – Internal and external components damaged through accidental breakage	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SSB-ET1XX-30
Service from the Start – Gold with Comprehensive Coverage	– Select accessories that ship together with the ET1 tablet — Includes styluses, screen protectors, hand straps and battery doors, where applicable • Depot repair with 3-day in-house turnaround time for Bronze-level service • Advance device replacement for Gold-level service • Automatic application of engineering changes • Full access to technical support resources • Rights to download and use software releases and supporting documentation			SSG-ET1XX-30
Service from the Start – Bronze with Device Management (U.S. and Canada only; minimum of 500 devices required)	• Multiple years of seamless coverage at a one-time cost • Covers: – Normal wear and tear – Internal and external components damaged through accidental breakage – Select accessories that ship together with the ET1 tablet — Includes styluses, screen protectors, hand straps and battery doors (where applicable)	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	MSSBE-ET1XX-30
Service from the Start – Gold with Device Management (U.S. and Canada only; minimum of 500 devices required)	• Depot repair with 3-day in-house turnaround time for Bronze-level service • Advance device replacement for Gold-level service • Automatic application of engineering changes • Full access to technical support resources • Rights to download and use software releases and supporting documentation • Remote diagnostics/remote control • Software management – rollout planning and deployment • Operational management and analytics • Device security: profile lockdown; remote wipe • Device management reporting			MSSGE-ET1XX-30
Service Center Support – Bronze	• Seamless coverage, renewable in one-year increments • Covers normal wear and tear • Includes all materials, parts and labor • Bronze-level service delivers depot repair with 3-day in-house turnaround time	Any time	One year	SCB-ET1XX-10
Service Center Support – Gold	• Gold-level service includes advance device replacement and the Commissioning service • Full access to technical support resources • Rights to download and use software releases and supporting documentation			SCG-ET1XX-10
Enterprise Mobility Software Support	• Full access to technical support resources • Rights to download and use software releases and supporting documentation	Any time	One year	SWS-EMHW-0250-10 SWS-EMHW-1000-10 SWS-EMHW-5000-10
			Three years	SWS-EMHW-0250-30 SWS-EMHW-1000-30 SWS-EMHW-5000-30

NOTE: please refer to **Solution Builder** for the most up-to-date information, including global pricing and available options.

SALES TOOLS

This section details the product classification, where you can find additional information, available training and certification programs, and dates of availability.

Key dates

Available for order: Orders can be booked now
General Availability: On or about January 30, 2012

Sales and reference materials

For the latest information and sales support materials, please visit the following resources:

Partner Hallway:

https://partnerselecthallway.motorola.com/index.aspx

ET1 Product Home:

http://www.motorolasolutions.com/et1

Enterprise Mobility Services:

Public: http://www.motorolasolutions.com/enterprise/services
Partners: https://partnerselecthallway.motorolasolutions.com/product_services/services/index.aspx

Developer Tools:

https://devcentral.symbol.com/default.aspx

Product classification

The ET1 is a Class 2A product. Partners that meet this segmentation designation have authorization to sell the device. While training and certification are not required, online training is available along with additional marketing collateral to support your ET1 sales opportunities.

Training

Course Number: EMSE0700
Course Name: ET1 Enterprise Tablet Sales Enablement

Course Number: AEE0400
Course Name: ET1 Enterprise Tablet Technical Enablement Course

For more information on how the Motorola ET1 can turbo-charge your customers' business, please contact us at 1.800.722.6234 or +1.631.738.2400, or visit us on the web at: http:// www.motorolasolutions.com/ET1

WHY MOTOROLA SOLUTIONS

When it comes to delivering mobility solutions your customers can depend on, turn to the company chosen by enterprises around the world in nearly every industry — Motorola Solutions. Every day, companies of nearly every size — from a majority of the Fortune 500 companies to small to medium size organizations — count on Motorola Solutions to streamline processes and maintain a competitive edge. When you choose Motorola enterprise, you choose a leader that offers more than 80 years of combined experience in bar code scanning, mobile computing and wireless infrastructure technology development and deployment — including a long history of industry firsts. When you choose Motorola Solutions mobility solutions, you give your customer the power to drive inefficiencies out of business operations — and productivity and profitability in.

On any given day, every moment matters to someone, somewhere. And every moment, Motorola Solutions' innovations, products, and services play essential roles in people's lives.

We help firefighters see around buildings and police officers see around street corners. We make supply chains visible to retailers and entire power grids visible to utility workers. We provide the situational awareness first responders need when a moment brings catastrophe. And we help companies deliver shipments at the moment they're promised.

We do this by connecting them to seamless communication networks, applications and services, by providing them with real-time information, and by arming them with intuitive, nearly indestructible handheld devices.

WE HELP PEOPLE BE THEIR BEST IN THE MOMENTS THAT MATTER. THIS IS OUR PURPOSE.

MOTOROLA