

Channel Partner Webinar

- Product Training



MC17T



Agenda

- **MC17 overview**
 - Current deployments
 - Self-scan overview
 - Who else is using the MC17
- **Customer requirements**
- **Meeting these needs with the MC17T**
- **What's not changing**
- **Target users**
- **Value proposition**
- **Positioning**
- **SKU offering**
- **Service**
- **Helpful links**
- **Q&A**



MC17 overview

- MC17 was introduced a little more than a year ago
- In the last year nearly 30K units were sold worldwide
- Target customers for the MC17 were retailers who provided the solution to shoppers
- Key developing partners include:
 - Modiv Media
 - Agilysys
 - Stratix
 - IBM
 - Extenda
- End User Successes
 - Stop&Shop/US
 - Giant/US
 - COOP/Italy
 - COOP/Sweden
 - Leclerc/France



Current store deployments



How it works for consumer self-scanning

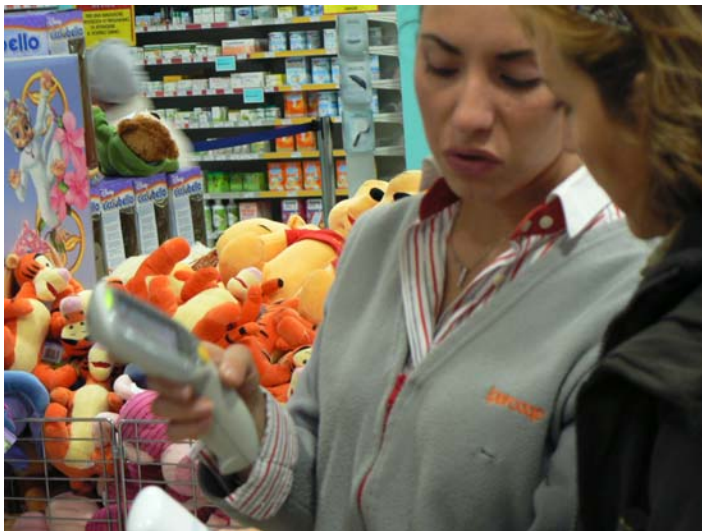


*Wow, that was fast
and I saved \$\$!*

Supply chain for a typical installation



But not only for consumer use



What customers told us in the last year

- **Great product for consumer self-scanning, but we need more flexibility for other applications**
- **Additional memory for data storage when not connected to WLAN**
- **Less interference with other WLAN devices**
- **Faster processing speed**
- **Keep price low**



Meeting customer needs with the MC17T

1. **Touch display: Navigation and numeric input will be much easier**
2. **802.11a/b/g WLAN: Reduces interference with other wireless devices**
3. **1GB of on-board memory: Allows quick access information stored on the device**
4. **Faster processor: snappier, performance from 520 MHz instead of 312MHz**

Key software need to knows

- **Standard Microsoft CE 5.0 Professional with Full Internet Explorer**
- **Includes Pocket Browser**
- **Includes MSP Provision**
- **Includes WLAN UI**
- **Includes AppCenter**
- **Includes Scanning Demo software**
- **Optional framework software for POS integration for PSS apps**



What's not changing with the MC17T

Style / Design

Bezel customization

Cradle and cables accessories



Target users

MC17T will be primarily targeted for retail use but unlike the MC17 non-touch, MC17T provides a wider range of application possibilities for not only consumers but also for employees

Retail consumers

- Grocery scan and bag
- Gift registry
- Selling tool to help with product information
- Select in store for delivery at checkout



Retail employees

- Shelf pricing and inventory availability tool
- Learning tool for new items and their features
- Queue busting to help shorten lines
- For use when speaking with customers on the floor

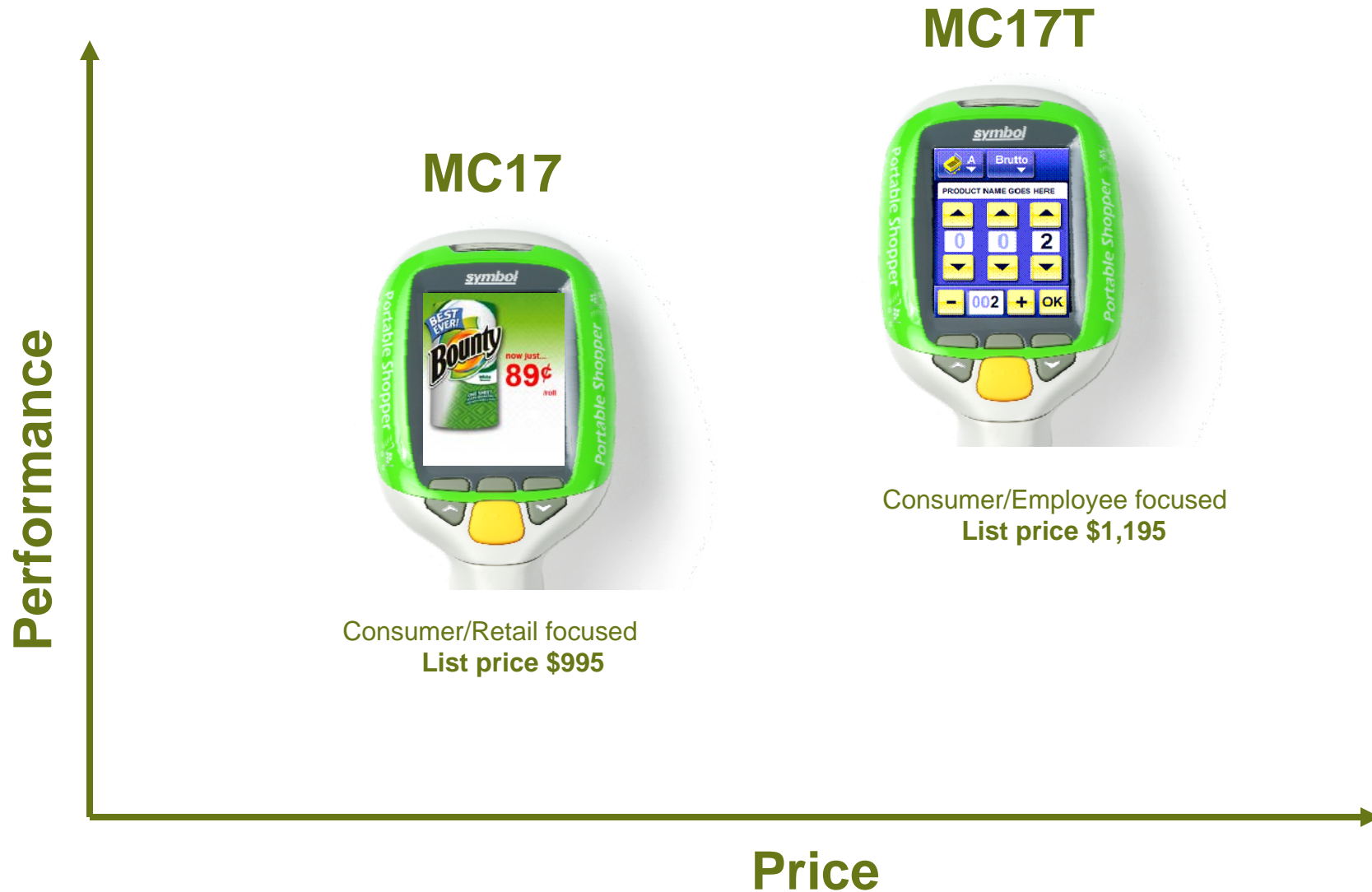
General purpose data collection

- Ticket scanning at stadiums, tradeshow, concerts, batch or wireless

Value proposition

- **For consumers**
 - It's self-checkout that moves with you and helps you save time and money when you shop
- **For retailers**
 - It's a tool that empowers **customers** and keeps them coming back
 - It's a tool that empowers **employees** to do their jobs more effectively
- **For enterprise mobility customers**
 - It's **durable, versatile and cost effective** for general purpose wireless data collection

Positioning for Coexistence



SKU Offering

- MC17T-00 will co-exist with MC17-00

SKU	CPU	Memory	Display	Radio	List Price	Discount Category
MC17-00	312MHz	64/64	LCD only	802.11bg	\$995	1A
MC17T-00	520MHz	64/64, 1G SD Flash	LCD with touch panel	802.11abg	\$1,195	1A

There is no certification requirements in order to sell the MC17 or MC17T

MC17/MC17T Go-to-Market

Q3 - Q4 '08 GTM Initiatives

- New Demand Gen Creative Production (MC17/MC17T)
 - Direct mail / E-mail blasts / Print & Online Advertising
- MotionPic (*Use existing MotionPic – incorporated new messaging*)
- Photography (*Use existing MC17 photos*)
- Interactive Microsite (*Modified existing MC17 microsite*)
- Collateral Creation / Sales Tools (*Modified existing MC17 collateral*)
- Channel Readiness Planning (*Modified existing MC17 plan*)
- Motorola EMb Education Courses



MC17/MC17T Go-to-Market

MC17T Collateral & Microsite

Incorporated MC17T specs into existing collateral material

- Spec Sheet – *New*
 - Translated spec sheets to be available shortly
- Partner Brief – *Updated*
- Application Brief – *Updated*
- Product Slick – *New*
- Product Description – *New*
- Customer-facing Presentation – *Updated*

Updated collateral has been posted to Partner Hallway.



MC17 Microsite will be updated to include MC17T messaging.

Service Strategy and Pricing

Enterprise Mobility Services	Service Part Number	Time of Purchase	Length of Agreement
Service from the Start – Bronze with Comprehensive Coverage and Battery Maintenance	SSB-MC17XXB-30 SSB-MC17XXB-50	Up front with the product (or within 30 days thereafter)	Three years Five years
Service from the Start – Gold with Comprehensive Coverage and Battery Maintenance	SSG-MC17XXB-30 SSG-MC17XXB-50		
Service from the Start On Site System Support*	SOB-MC17XXB-30	Up front with the product (or within 30 days thereafter)	Three years

Available Customer Services Options

Service Option	Must Be Purchased Alongside...	Length of Agreement
Commissioning Service Option	Service from the Start – Bronze with Comprehensive Coverage	Three & Five Years
Express Shipping Option	Service from the Start – Bronze with Comprehensive Coverage - OR - Service from the Start – Gold with Comprehensive Coverage	Three & Five Years

*Check Datasheet for Regional availability.

Helpful links

Here's where you begin: www.Motorola.Com/MC17.

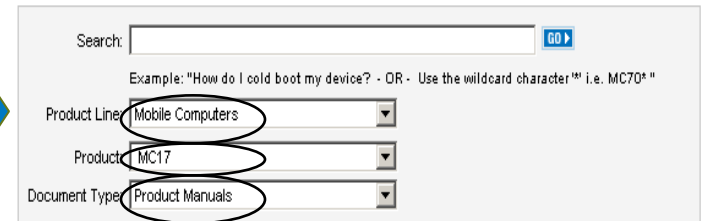
Please click the tab--**Support** and hyperlink--**Support Central** on the one-stop support site and access the following information:

Quick Reference Guide-QRG (<http://support.symbol.com>):

Fill in the information as shown here

Product Reference Guide-PRG (<http://support.symbol.com>):

Fill in the information as shown here



Search: **GO**

Example: "How do I cold boot my device? - OR - Use the wildcard character '*' i.e. MC70"

Product Line:

Product:

Document Type:

Symbol Mobility Developer Kit-SMDK (<http://support.symbol.com>):

Fill in the information as shown here

Enterprise Mobility Developer Kit-EMDK (<http://support.symbol.com>):

Fill in the information as shown here

Symbol Terminal Enabler Program-STEP (<http://support.symbol.com>):

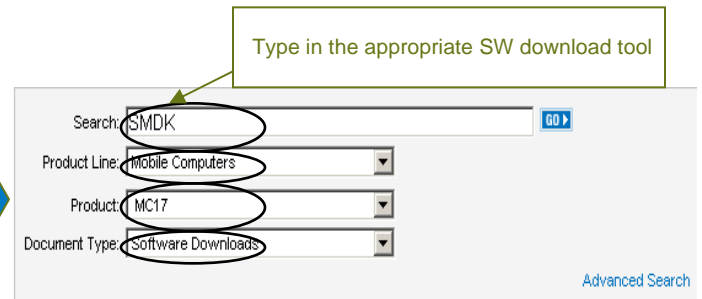
Fill in the information as shown here

Pocket Browser (<http://support.symbol.com>):

Fill in the information as shown here

Fonts (<http://support.symbol.com>):

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Type in the appropriate SW download tool

Search: **GO**

Product Line:

Product:

Document Type:

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Questions?