

THE COMPLETE MC3200 SELLING GUIDE





GOT INVENTORY? GET THE MC3200.

Why choose the MC3200 for your customers? It's the lightweight mobile computer ready for heavy-duty use in the warehouse, manufacturing plant and retail store. Now with the power and most advanced operating systems to help your customers re-set the bar for productivity in inventory management. And since the MC3000 Series has been one of our most popular mobile computers for over 10 years, you get a tough and tested mobile computer you can trust to take your inventory management efficiency to the next level.



3 generations.
2 advanced os options.
1 industry leading solution.

ONE DEVICE. TWO OS OPTIONS.

With the MC3200, your customers can choose between the two most advanced mobile operating system available. And — the decision is never permanent. At any time your customers can send the MC3200 back to the Zebra service depot to switch operating systems (Premium models only).

The following chart lists the strengths that each OS offers your customers.

Windows Embedded Compact 7

Next generation features for easy creation of intuitive graphics-rich application interfaces:

XAML FOR WINDOWS EMBEDDED

Powerful technology that enables the creation of application interfaces that include touch and gestures.

TI OMAP™ 4 PLATFORM

High performance/low power architecture supports the most demanding multimedia-based apps while preserving battery life

SILVERLIGHT SUPPORT

Enables creation of rich media-heavy browser-based applications that delivers the web-style interface users want



Android Jelly Bean 4.1.1

All the benefits that made Android the leading mobile OS in the world:

ABSOLUTE APPLICATION DESIGN FREEDOM

No OS app design rules, enabling the design of screens that can make every workflow as easy as possible.

ELIMINATES TRAINING

Virtually eliminates the need for training through the ability to create highly intuitive applications with a familiar interface

MEET THE EXPECTATIONS OF TODAY'S WORKERS

Workers expect the same ease of use and intuitive interface they experience on a daily basis on their own personal mobile devices.

OS Swap can only be performed at a Zebra Service Depot. Contact the Zebra Support Center for pricing and for the detailed process on how to submit devices to the depot for OS swapping.

TWO FEATURE SETS: STANDARD OR PREMIUM

With the MC3200, your customers can choose the feature set that best meets business needs. The Standard feature set offers plenty of power for everyday standard applications. The Premium feature set is designed for customers who are running more bandwidth-intensive applications and who want the option to swap operating systems at any time. The Premium feature set includes a faster processor and double the memory to support today's Android-style elegant graphics-intensive applications, plus sensor technology that enables screen rotation, automatic power saving applications and more.

Both feature sets are available on CE7, while Android is only available in Premium to provide plenty of power for the elegant and graphics-rich intuitive applications that helped make Android one of the most popular mobile operating systems in the world.

TWO FEATURE SETS



Standard CE7	Premium CE7	Premium Android
512 MB RAM/2 GB Flash	1 GB RAM/4 GB Flash	1 GB RAM/4 GB Flash
800 MHz	1 GHz	1 GHz
No sensor technology	Sensor technology for screen rotation and power management applications	Sensor technology for screen rotation and power management applications
No operating system swap	Swap operating systems at any time	Swap operating systems at any time

DEBUNKING THE MYTHS OF ANDROID IN THE ENTERPRISE.

Your customers want to deploy Android in the enterprise. But they're concerned about the shortcomings of Android in the enterprise — from security to application development.

“I'd like to use android-devices...but the consumer-grade operating systems can't deliver on enterprise requirements.”



“Mx turns android into an enterprise-class os...but wont' my app development efforts be hampered by its proprietary technology?”

EXTENSIONS (MX) FROM ZEBRA WRAPS AROUND STANDARD ANDROID, PROVIDING ALL THE ENTERPRISE FEATURES IT REQUIRES:

Mx Security

Additional features that let you reap the advantages of Android without compromising security.

Mx Mobile application management (MAM)

Complete control over the applications resident on the devices — from installation to ongoing updates.

Mx mobile device management (MDM)

Compatibility with your existing mobile device management solution for 'single window' simplicity.

Mx Data capture

Support for enterprise-grade data capture, from industrial bar code scanning to signature capture, NFC and beyond.

Mx wireless

Enterprise-grade Wi-Fi grade Fusion wireless radio that provides highly dependable wireless connections.

MX IS OFTEN MISUNDERSTOOD:

Mx is not a proprietary version of Android.

Mx does not reduce or alter android functionality.

Mx does not create compatibility issues.

Mx doesn't cost a thing — no licenses fees.

Mx does not need to be installed — it is pre-installed and ready to go.

Mx does not take over — your customer decides if and when to activate features.

MX HAS NO IMPACT ON APP DEVELOPMENT:

When your customers choose a Zebra Android-based mobile computer, they have all the development options of standard Android — and more.

Google's Android SDK

Because standard Android is at the heart of Zebra mobile computers, including the MC3200, the standard Android SDK can be used for app development — no proprietary software or tools are required.

Zebra EMDK for Android

Our complimentary toolkit makes it easy to integrate the enterprise-class features on the MC3200 into Android apps — such as bar code scanning.

Can be used as a complimentary tool to Google's standard Android SDK or as a standalone application development toolkit.

Zebra data wedge

Free Zebra utility that enables fast and easy capture of any bar code data from any type of scanning technology — 1D laser, 1D linear imager, 2D imager or camera.

Automatic Data Format (ADF) makes it easy to extract and utilize only the data set your customer needs.

Zebra Technologies RhoMobile suite

Enables the easy creation of OS-agnostic apps that will run on just about any mobile OS — Android, Apple iOS, Windows Embedded Handheld, Windows Embedded Compact and Windows Phone 8.

A single app can run on different types of devices: mobile computers, tablets and smartphones.

A single app can behave the same on different devices, or differently to take advantage of available display space.

ONE DEVICE THAT SOLVES TWO DIFFERENT BUSINESS CHALLENGES.

Maybe your warehouse, manufacturing or retail customer is still using paper-based processes to manage inventory. Or maybe they are using an older mobile device to manage inventory — an earlier generation of the MC3000 or a third party mobile computer. Both types of customers face issues that impact productivity and accuracy in inventory management — issues that can ultimately ripple all the way out to their customers, resulting in late deliveries, orders that are missing items or contain the wrong items, reduced customer satisfaction and lost customers. And both types of customers can solve those issues with the MC3200.

The Challenge:

PAPER-BASED MANUAL PROCESSES

The Issues: Paper-and-pen

Reduced staff productivity and utilization

Increased opportunity for errors, resulting in stockouts and missed sales

Reduced throughput and order accuracy, resulting in late deliveries and delivery of the the wrong item — or missing items

Reduced customer satisfaction, loyalty and retention rates

The Solution: Automate processes

Cost-effective mobility: The MC3200 offers the right feature set for customers who need to eliminate paper but want a smaller, lighter device with a lower cost point than traditional industrial mobile computers — without compromising on the high performance and rugged design required in the warehouse.

Increased worker productivity — the same number of workers can get more done per day

Increased task accuracy, eliminating errors that can result in costly re-ships

Increased throughput — faster movement of inventory translates into faster shipments

More inventory turns, which reduces inventory holding costs

Fewer stockouts resulting in more sales

Higher customer satisfaction and retention levels — customer orders arrive on time and with all the right items

The Challenge:

AGING MOBILE TECHNOLOGIES

The Issues: Older devices

Changing OS landscape — new operating systems and major updates to existing OSs

2D bar codes are fast becoming common, embraced by manufacturers for their ability to streamline inventory management, rippling from the production line to the warehouse, distribution center and the retail store

Slow application performance, which reduces productivity and frustrates workers

The Solution: Upgrade to the MC3200

Choose from two of the most advanced mobile OSs available today — with the option to swap OSs at any time (Premium models only, OS swap must be preformed at service depot)

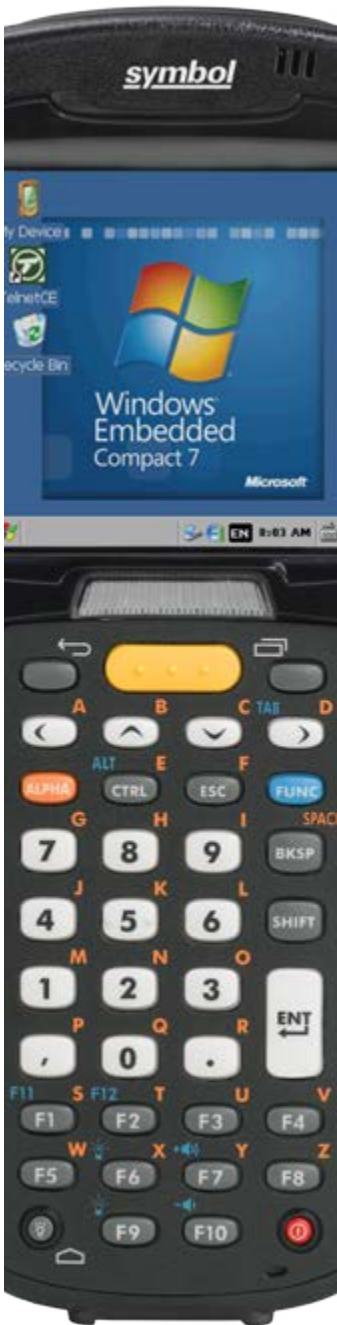
Extraordinary application performance with today's most advanced processors and increased memory footprints

Extraordinary scanning performance on any bar code with the very latest in scanning technologies

Cost-effective upgrade path with backward accessory compatibility preserves your customers' existing accessory investment

WHAT'S NEW IN THE MC3200?

The following chart highlights the new features in the MC3200 Series.



CONFIGURATIONS AND ACCESSORIES			
Specification	MC3100 Series	MC3200 Series	Why your customer cares
Processor	624 MHz	Standard: 800 MHz Premium: 1 GHz	Provides the upgraded processing power and memory required to improve application performance —decreasing cycle times and improving productivity
Memory	256 MB RAM/ 1 GB Flash	Standard: 512 MB RAM/2 GB Flash Premium: 1 GB RAM/4 GB Flash	
Operating System	Windows® Embedded Handheld 6.3.3 Windows Embedded Compact 6.0	Premium: Android Jelly Bean 4.1.1 Standard or Premium: Windows® Embedded Compact 7.0	Choose the operating system that best meets the needs of the enterprise and the workforce today – and easily swap the OS tomorrow (Premium models only; requires trip to the Service Depot)
Wi-Fi	802.11a/b/g	802.11a/b/g/n	Provides the fast wireless connections required for superior application performance
Bluetooth	V2.1 + EDR	v2.1 + EDR	Provides faster and easier pairing, better device security and reduced power consumption
Scanner Options	1D: SE960	1D: SE965 with Adaptive Scanning	Next generation 1D scanning provides the widest working range in this class — from near contact to 15 ft./92 cm away
	2D: SE4500-SR SE4500-HD	2D: SE4750 with PRZM technology	Captures 1D and 2D bar codes with laser-style speed; extra wide field of view to capture large bar codes at close range
IST (Sensor Technology)	Select configurations	Select configurations: all Premium models	Provides automated power management to extend battery life and improved employee accountability
Browser Support	Pocket Browser	Pocket Browser RhoElements	Continued support for PocketBrowser apps; integrated support for OS-agnostic RhoElements applications for simpler, lower cost application development
Battery	Separate battery and battery door cover	All-in-one combination battery and battery door	Easier one-step fast battery changing

NEW EASIER TO SWAP BATTERY DESIGN PLUS COMPATIBILITY WITH MC3000 CHARGERS.

Your customers spoke up and we listened. They wanted an easier-to-swap battery. So we created a single combination battery and battery door that couldn't be easier to change. Then we took it a step further and created an adapter that allows the MC3200 newly-designed battery to fit in any MC3000 Series battery charger. So customers that invested in the MC3000 Series can upgrade to the latest and greatest mobile technologies — without having to reinvest in accessories. Zebra — always going the extra mile for your customers.



MC3200 FEATURES AT A GLANCE

The following chart highlights the new features in the MC3200. See the Features and Benefits chart in Appendix for a complete feature list and detailed feature information.



TWO OF THE WORLD'S MOST ADVANCED MOBILE OS OPTIONS

Choose between CE7 and Android Jelly Bean 4.1

MX FORTIFIES ANDROID FOR THE ENTERPRISE

Adds needed security, device management and data capture capabilities

RUGGED AND READY FOR BUSINESS

Built for all day every day use in the warehouse, loading dock and more

THREE MODELS AND THREE KEYPADS

Mix and match model styles and keypads for maximum productivity

THE LATEST 1D/2D BAR CODE SCANNING TECHNOLOGY

Capture any type of bar code in nearly any condition with laser speed.

FAST WI-FI WIRELESS CONNECTIONS WITH 802.11N

Desktop sstyle application performance in every corner of your city

THE MOST VOICE SUPPORT OPTIONS IN ITS CLASS

Superior support for voice-directed applications

AN IMPROVED BATTERY DESIGN

All-in-one battery/battery door for fast one-step changing

ACCESSORY BACKWARDS COMPATIBILITY

Cost effectively upgrade from any MC3000 Series mobile computer

TOPLINE SALES STRATEGY: KEY ATTACK POINTS

To increase your selling success, lead with the following key differentiating features for the strongest MC3200 positioning.



Well-proven brand

The MC3000 Series has been serving businesses for over 10 years. One of our most popular mobile computers, the MC3000 Series is known for its lightweight, ergonomic and rugged design that is comfortable in-hand and easy to use.

The only device in its class to offer 3 unique form factors

Gives your customer the design diversity required to ensure comfort in every inventory management task — brick for everyday standard scanning; turret for scanning in physically diverse environments that require different scan angles and gun-style for comfort in the most scan-intensive tasks.

Android and Microsoft support

Supports two leading operating systems: Android Jelly Bean 4.1 and CE7. Note that the MC3200 is the first enterprise mobile computer to bring the benefits of the world's most popular mobile operating system — Android — to the 'back-of-the-house'.

Easy swap of operating systems

Unlike competitive devices, the MC3200 allows your customers to swap between Android and CE7 at any time (Premium models only). Your customers get the peace of mind that the device they purchase today can survive a change in OS strategy.

Most processing power in its class

The MC3200 is the only device in its class to offer a dual core processor to support blazing application performance.

Most memory in its class

The MC3200 offers two to eight times the RAM and up to 16 times the Flash memory of competitive devices in this class.

Standard and premium models

Allows customers to pay only for the features they need. The cost-effective Standard model is equipped with CE7, a standard processor and memory, while the Premium model offers a choice of CE7 or Android, an upgraded processor and memory, plus sensor technology to support more demanding and advanced applications.

Backward compatibility with all accessories

Enables your customers to cost-effectively upgrade to the latest mobile computing technologies to boost application performance and worker productivity. All accessories are compatible — even the battery charger. An adapter allows the newly designed all-in-one battery/battery door combination to easily fit into existing legacy battery chargers.

VERTICAL MARKETS TARGET VERTICAL MARKETS, APPLICATIONS AND USERS



TARGET MARKET	TARGET USER	APPLICATIONS
Retail <ul style="list-style-type: none"> • Do-it-yourself retailers • Large department stores • Chains (branch locations) • Small to mid-size boutiques 	<ul style="list-style-type: none"> • Store receiving personnel • Backroom/warehouse workers • Store associates (store floor/front room) • Supervisors 	<ul style="list-style-type: none"> • Price verification/updates • Store receiving • Picking, putaway and shelf replenishment • Inventory takes • In-store communications • Voice-directed applications
Warehousing/distribution <ul style="list-style-type: none"> • Warehouses • Distribution centers 	<ul style="list-style-type: none"> • Warehouse personnel • Loading dock personnel • Supervisors 	<ul style="list-style-type: none"> • Order processing • Returns processing • Inventory takes • Receiving • Replenishment • Putaway • Picking • Packing • Shipping • Voice-directed applications • EDI transactions
Manufacturing <ul style="list-style-type: none"> • Warehouse • Production line 	<ul style="list-style-type: none"> • Warehouse personnel • Loading dock personnel • Supervisors • Production line workers 	<ul style="list-style-type: none"> • Supply-line replenishment • Safety testing • Parts tracking • Order processing • Returns processing • Inventory takes • Receiving • Replenishment • Putaway • Picking • Packing • Shipping

THE MC3200 AT WORK IN INVENTORY MANAGEMENT

The MC3200 helps streamline and error-proof inventory in the Retail store, Warehouse and manufacturing plant



IN SECONDS, WORKERS CAN:

- Automatically reconcile incoming shipments with a split second scan
- Obtain detailed put-away instructions with a quick scan, complete with the exact shelf location and the fastest route through the warehouse to that location
- Verify that materials are about to be placed on the right shelf
- Verify that the right items are about to be picked to fulfill an order or replenish the production line
- Verify that shipments are addressed correctly and loaded in trucks in the correct order
- Take rapid and cost-effective inventory counts, providing near real-time inventory visibility
- Check item pricing accuracy on the retail sales floor
- Replenish the production line or store shelves, quickly and accurately

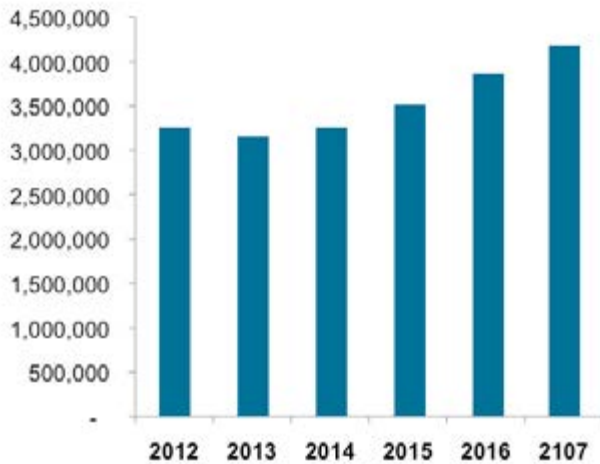
BENEFITS

- Increased productivity
- Increased task accuracy
- Increased order accuracy
- Increased throughput
- Fewer stockouts
- Faster shipping
- Increased customer satisfaction
- More inventory turns

MARKET OPPORTUNITY

Strong growth in all key MC3200 global vertical markets

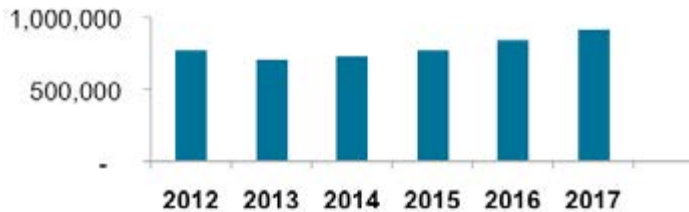
GLOBAL RUGGED HANDHELD SALES IN UNITS: 5.2% CAGR/2012-2017



After 2013's dip in the market, VDC predicts a strong market worldwide for rugged handheld mobile computers, with an expected CAGR of 5.2% between 2012 and 2017.

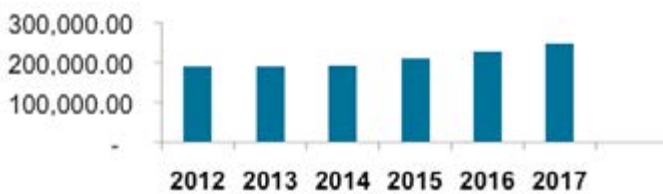
The majority of rugged mobile computer sales are predicted to be upgrades in scan intensive applications, such as inventory management in warehousing.

STRONG SALES IN ALL KEY MC3200 VERTICAL MARKETS



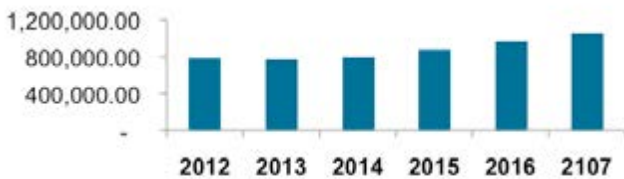
Retail

Rugged Handheld Sales in Units 3.5% CAGR/2012 - 2017



Wholesale

Rugged Handheld Sales in Units 5.7% CAGR/2012 - 2017



Manufacturing

Rugged Handheld Sales in Units 6.2% CAGR/2012 - 2017



REVENUE OPPORTUNITIES

Every sale provides the opportunity for revenue from multiple areas: Hardware, application development, integration and support services



HARDWARE REVENUE: DEVICES AND ACCESSORIES

The first line of opportunity is the sale of the MC3200 and its accessories. Pricing details and your discount for all hardware and accessories is located in the Appendix of this document.



SOFTWARE REVENUE: CUSTOM APPLICATION DEVELOPMENT AND INTEGRATION

Application development and integration provides an additional revenue opportunity, and there are multiple opportunities for application development with each MC3200 sale:

- Porting of existing MC3000 applications to the MC3200
- Porting of existing line of business applications to the MC3200
- Porting and upgrading of functionality of existing MC3000 or other line of business applications
- Creation of new Android-based applications
- Creation of OS agnostic-applications using Zebra Technologies RhoMobile Suite that can run on different types of mobile devices with different display sizes — from MC3200 mobile computers to Zebra wearable and vehicle mount mobile computers, tablets and more.



SERVICES REVENUE: COMPLETE END-TO-END SUPPORT

Selling services as part of the complete solution provides a significant opportunity to deliver more value to the enterprise customer as well as increase revenue. Zebra flexible services are designed to provide customers with assistance at every stage of a MC3200 mobility solution, from planning to deployment and post-deployment support. Service contracts can play a significant role in helping ensure complete customer satisfaction with reduced risks, faster deployment time and a substantial reduction in overall service delivery costs, reducing downtime, IT time and cost and the total cost of ownership. Your own experience plus 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. When your customer purchases Zebra exceptional services, everyone benefits. The size of the sale is increased. And there's no better way to give your customers total service peace of mind, with protection for their investment from day one.

COMPETITION

At a glance

As the chart below highlights, in a feature shootout between the MC3200 and its key competitors, the MC3200 is the clear winner. Refer to the Appendix for a more detailed feature-to-feature comparison.


Areas highlighted in blue represent the highest level specification for a specific feature.

	SYMBOL	INTERMEC	HONEYWELL		DATALOGIC	
	MC3200	CK3X	HHP6110	HHP6500	Skorpio X3	Falcon X3
Power and Throughput						
1 GHz processor (max)	YES: Prem: 1 GHz Std: 800 MHz	YES 1 GHz	800 MHz	624 MHz	624 MHz	624 MHz
Dual core processor	YES	NO	NO	NO	NO	NO
802.11a/b/g/n	YES	YES	YES	NO	NO	NO
Options						
Multiple form factors	YES: Straight, rotating turret and gun	NO	NO	NO	YES: Straight and gun	YES: Straight and gun
Memory (RAM/Flash)	Std: 512 MB/2 GB Prm: 1 GB/4 GB	256 MB/1 GB	512 MB/ 512 MB	128 MB/ 128 MB	256 MB/ 512 MB	256 MB/ 256 MB
Android Support	YES	NO	NO	NO	NO	NO
CE 7 support	YES	NO	NO	NO	NO	NO
Choice of laser or imager	YES	NO	NO	NO	NO	NO
Keypads: Numeric, Shifted Alpha and Alphanumeric	YES	NO	NO	NO	NO	NO
Voice						
Voice support	Internal speaker Microphone Receiver Rugged audio jack Speaker/handset modes	Rear speaker Micro- phone Receiver	Internal speaker Microphone Stereo headset jack	Internal speaker Microphone Stereo headset jack	High-volume loudspeaker Microphone	High-volume Loud- speaker Microphone
Security						
Supported protocols	WPA2 Enterprise, 802.1x; EAP-TLS; TTLS (CHAP, MS-CHAP, MS-CHAPv2, PAP or MD5); PEAP (TLS, MSCHAPv2, EAP-GTC); LEAP, EAP-FAST (TLS, MS-CHAPv2, EAP-GTC), WPA2/AES, CCX v4, FIPS 140-2, IPv6	WEP, WPA, 802.1x (EAP-TLS, TTLS, LEAP, PEAP), 802.11i Certifications: Wi-Fi, WPA2, CCX	WEP, 802.1x, LEAP, TKIP, MD5, EAP-TLS, EAP-TTLS, WPA-PSK, WPA v2.0, PEAP, CCx4 (Pending)	WEP, 802.1x, LEAP, TKIP, MD5, EAP-TLS, EAP-TTLS, WPA-PSK, WPA v2.0, PEAP, CCx4 (Pending)	CCX v4	CCX v4

Above information based on publicly available information.

WHERE DOES THE MC3200 FIT IN THE ZEBRA RUGGED MOBILE COMPUTING PORTFOLIO?

The chart below illustrates the positioning of the MC3200 in the Zebra rugged mobile computing portfolio from a feature, benefits and cost perspective.

INSIDE THE FOUR WALLS		INSIDE THE FOUR WALLS/IN THE FIELD		INSIDE THE FOUR WALLS		OUTSIDE IN THE FIELD	
MC2100	MC3200	Workabout Pro 4	MC9100	MC9200	MC9500	XT15	
							
Market Positioning							
Value tier Best-in-class ergonomics	Mid range rugged device Meets diverse business needs	Rugged Modular – large base of hardware add-ons Proven form factor	Superior ruggedness/reliability Proven form factor	Premium features Superior ruggedness/ reliability Proven form factor	Very rugged Keypad-heavy users	Extremely rugged Maximum modularity Freezer and non-incendiary models	
Market Advantage							
Great design Large display (2.8 in.) 802.11b/g/n 1D/2D	Over one million MC3000 Series sold Multiple form factors Choice of CE and Android Lightweight Can swap operating systems	Large WAP installed base Ideal for outdoor applications (IP65), HSPA+ (data only in the Americas) LF/HF RFID options	Over two million sold Field-proven durability Wide range of scan engines Large display (3.7 in.) Field replaceable keypad		Full size keypad WAN options Data capture options	Built for the harshest environments, including the freezer and in the presence of hazardous materials	
Entry Level			Cost		Premium		

WHEN TO LEAD WITH ...STANDARD OR PREMIUM ...CE 7 OR ANDROID

The following chart will help you understand how to best sell the many configurations of the MC3200 — when to lead with each feature set and each operating system. All models — brick, turret and gun — are available with Premium or Standard features with CE7 and with Premium features for Android (note that Android is not available with the Standard level of features).



MC3200: CE 7 STANDARD

Lead with CE 7 Standard for:

- Budget-minded customers
- Existing installed base customers who are happy with their existing applications but want to increase worker productivity (faster processor, 802.11n).
- Customers planning to port but not change existing applications (i.e. no need to move to thicker applications or to port to Android in the future).

MC3200: CE 7 PREMIUM

Lead with CE 7 Premium for:

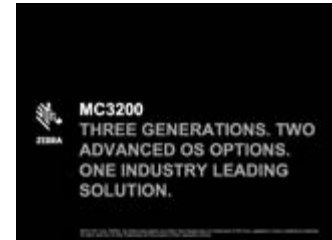
- “Green Field” new customers
- Customers using older MC3000 Series devices (replacement opportunities)
- Existing installed base customers who plan on updating or migrating to thicker applications that require additional memory and/or more processing power
- Customers who want the peace of mind of knowing that their platform is ready for the future and can be easily transitioned to Android

MC3200: ANDROID PREMIUM

Lead with Android Premium for:

- Green Field new customers or older MC3000 Series replacement opportunities
- Customers looking for an alternative to Microsoft
- Customers who have deployed Android-based mobile computers in different areas of their business and want to standardize on Android across their entire organization
- Customers who want the peace of mind of knowing that their platform is ready for the future and can be transitioned to CE 7.0
- Customers who want the ability to create enterprise applications that are every bit as elegant and intuitive as the consumer applications workers use every day

SALES TOOLS: EVERYTHING YOU NEED TO SELL THE MC3200



POSTED ON PARTNER CENTRAL

www.zebra.com/partners

MC3200 Selling Guide

This comprehensive document contains all the information you need to sell the MC3200 — from product information to product and accessory part numbers, market opportunities, available services and more.

MC3200 Battlecard

This two-page battlecard provides a quick at-a-glance look at features and benefits, applications, competition and available support services.

Sales presentation

Provides all the information you need to sell the MC3200.

Technical presentation

Provides detailed technical background on the MC3200 to assist in sales efforts.

Customer facing presentation

A presentation that you can present to prospects.

DEMAND GEN ASSETS

Full page ad

Ready-to-use full page print ad.

Web banners

Three online web banners in three different sizes.

EDMs

Ready to use direct emails to generate instant awareness.

PUBLIC FACING ASSETS

MC3200 specification sheet

Two page spec sheet focused on features and specifications.

Public web page:

www.zebra.com/mc3200

Andriod application guide

Product brochure focused on key features and customer benefits.

Updated vertical market portfolio brochures

Warehouse and Retail

Updated vertical market application briefs

Warehouse and Retail

Video

60 second product overview video

Photography

Photography to assist in creation of your own print and online assets — available in a variety of file formats.

Solution builder:

<https://solutionbuilder.zebra.com>

Training:

Sales and technical course available on Learning Management System (LMS)

MBC2010: Product Overview for the MC3200 (online training)

<http://learning.zebra.com>

YOUR INVESTMENT, PRODUCT CLASS, TRAINING AND MORE

YOUR INVESTMENT

How much of an investment do you need to make to sell the MC3200?

Zebra Sales Tools: \$0

No cost — see Sales Tools section for list of available collateral

Certification costs: \$0

This Class 3 product does not require certification. PartnerEmpower affiliation is required.

TARGET PROSPECT BY TITLE

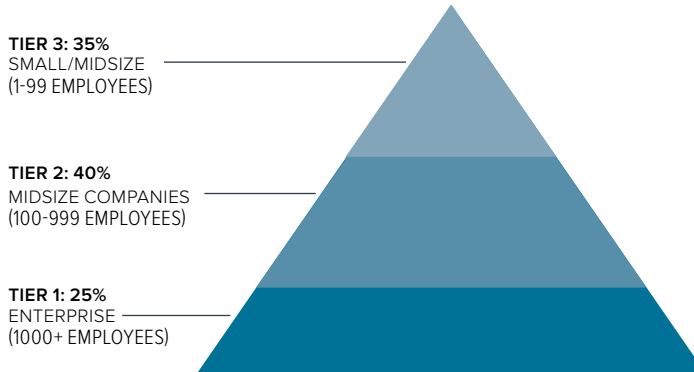
Target decision-makers for an MC3200 sale include:

- CIO / CTO
- IT Manager
- General Manager
- CFO
- Business Line VP or Director (for example: operations, customer service)
- RFP Project Manager/ Purchasing Director

MARKET OPPORTUNITY BY COMPANY SIZE

The versatile and highly flexible MC3200 is at where there is inventory to manage, in any size company, anywhere in the world. As a result, all tiers in retail, warehousing and manufacturing are strong target prospects for the MC3200.

Prospect by tier size



PARTNER EMPOWER TECHNOLOGY SEGMENT

The MC3200 is part of the Mobile Computing technology segment. Membership in the Partner Empower Mobile Computing segment is all that is required in order to sell the MC3200.

PRODUCT CLASS


The MC3200 is a Class 3 product, with no certification classes or costs required.

TRAINING

Course code: MBC2010 Product overview for the MC3200

This one hour, online overview course discusses the MC3200's key features, positioning, benefits, capabilities and target applications. Major concepts covered include: the value proposition, key features and benefits, prospecting and positioning the solution, customer needs and requirements, service and support options, high level technical overview and how to differentiate the MC18 from its competition.

MC3200 SPECIFICATIONS

PHYSICAL CHARACTERISTICS	
Dimensions	<p>Straight Shooter: 7.49 in. L x 3.22 in. W x 1.78 in. D 190.4 mm L x 81.9 mm W x 45.2 mm D At grip: 2.40 in. W x 1.35 in. D 60.9 mm W x 34.2 mm D</p> <p>Rotating Turret: 8.37 in. L x 3.22 in. W x 1.57 in. D 212.6 mm L x 81.9 mm W x 40.0 mm D At grip: 2.40 in. W x 1.35 in. D 60.9 mm W x 34.2 mm D</p> <p>Gun: 7.59 in. L x 3.18 in. W x 6.5 in. D 192.7 mm L x 80.8 mm W x 166 mm D</p>
Weight	<p>Straight Shooter: 12.88 oz./365 g</p> <p>Rotating Turret: 13.13 oz./372 g (with standard battery)</p> <p>Gun: 18.0 oz./509 g (with extended battery)</p>
Display	3.0 in. color (TFT) (320 x 320) display
Touch Panel	Chemically strengthened glass, resistive touch
Backlight	LED Backlight
Keypad Options	28-key Numeric, 38-key Shifted Alpha, 48-key Alpha-Numeric
Expansion Slot	User accessible Micro SD slot (supports up to 32 GB microSDHC)
Notifications	LEDs, audio
Audio	Speaker, microphone and headset connector (2.5 mm jack)
PERFORMANCE CHARACTERISTICS	
CPU	Dual core 800 MHz OMAP4 Processor (Standard) or Dual core 1 GHz OMAP4 processor (Premium)
Memory	512 MB RAM/2 GB Flash (Standard) 1GB RAM/4 GB Flash (Premium)
Operating System	Choice of Windows Embedded Compact 7.0 (Standard or Premium) or Android 4.1 (Premium)
Power	 PowerPrecision Li-Ion batteries Two options: High Capacity 4800 mAh or Standard Capacity 2740 mAh (not available on gun form factor)
USER ENVIRONMENT	
Operating Temp.	-4° F to 122° F/-20° C to 50° C
Storage Temp.	-40° F to 158° F/-40° C to 70° C
Battery Charging Temp	32° F to 104° F/0° C to 40° C
Humidity	10% to 95% non-condensing
Drop Specification	Multiple 4 ft./1.2 m drops to concrete across the operating temperature range, multiple 5 ft./1.5 m drops to concrete at ambient temperature 73° F/23° C; meets and exceeds MIL-STD 810G
Tumble Specification	500 1.64 ft./0.5 m tumbles (1,000 drops) at room temperature per IEC 68-2-32 tumble specifications
USER ENVIRONMENT (CONTINUED)	
IP Sealing	IP54 per IEC specification
ESD	EN61000-4-2; ± 20kV Air discharge, ± 10kV direct discharge, ± 10kV indirect discharge
DATA CAPTURE	
Scanning	1D Laser1: SE965 Standard Range with Adaptive Scanning (all models) 1D/2D Imager: SE4750-SR (Straight Shooter and Gun models only)
WIRELESS DATA AND VOICE COMMUNICATIONS	
WLAN Radio	802.11a/b/g/n
WLAN Data Rates	802.11a – up to 54 Mbps 802.11b – up to 11 Mbps 802.11n – up to 65 Mbps (72 Mbps w/SGI)
WLAN Security	Security Modes: Legacy3, WPA and WPA2 (Personal or Enterprise); 802.1X Encryption: WEP40/WAP104, TKIP and AES Authentication: TLS; TTLS (CHAP3, MSCHAP, MSCHAPv2, PAP or MD53); PEAP (TLS3, MSCHAPv2, GTC); LEAP; FAST (TLS3, MSCHAPv2, GTC) Other: Wi-Fi CCXv4 certified; supports IPv6; FIPS 140-2 certified (Android), Q4-2014 (WinCE)
Antenna	Internal antenna w/diversity
Operating Channels	Chan 36-165 (5180 - 5825 MHz), Chan 1-13 (2412-2472 MHz); Actual operating channels/frequencies depend on regulatory rules and certification agency
WIRELESS PAN DATA AND VOICE COMMUNICATIONS	
Bluetooth	Class II, v2.1 with Enhanced Data Rate (EDR); integrated antenna
VOICE AND AUDIO	
PTT (client included); high-quality speakerphone; wireless (Bluetooth) and wired headset support; PTT will support headset and speakerphone mode.	
NETWORK COMMUNICATIONS	
I/O	USB 1.1 Full Speed Host/ Client or RS232
ACCESSORIES	
Single-slot USB/RS232 charging cradle with spare battery well; four-slot charge only cradle; four slot Ethernet cradle; four-slot battery charger; universal battery charger adapter (For a complete list of MC3200 peripherals and accessories, please visit www.Zebrasolutions.com/mc3200)	
REGULATORY	
Worldwide Safety, EMC, RF, Laser approvals; CE Mark; E Mark (vehicle cradles); RoHS compliant; WEEE compliant; REACH compliant	
WARRANTY	
Subject to the terms of Zebra's hardware warranty statement, the MC3200 is warranted against defects in workmanship and materials for a period of 1 (one) year from the date of shipment. For complete warranty statement, go to: http://www.Zebrasolutions.com/warranty	
SERVICES AND SUPPORT	
Enjoy easy access to fast repair and expert support with Service from the Start with Comprehensive Coverage.	

Footnotes

* OS swap is only supported on Premium CE and Android Configurations. Devices must be sent to a service depot to perform the OS swap.

MC3200 CONFIGURATIONS

CONFIGURATIONS				
Part Number	OS	Description	Discount Category	List Price
Straight Shooter – Standard				
MC32N0-SL2SCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE96x, Color-touch display, 28 Key, Standard Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,595
MC32N0-SL2HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE96x, Color-touch display, 28 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,645
MC32N0-SL3HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE96x, Color-touch display, 38 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,645
MC32N0-SL4HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE96x, Color-touch display, 48 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,645
MC32N0-SI4SCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4750, Color-touch display, 48 Key, Standard Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,745
MC32N0-SI3HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4750, Color-touch display, 38 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,795
MC32N0-SI4HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4750, Color-touch display, 48 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,795
Straight Shooter – Premium				
MC32N0-SL2HCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, 1GHz Processor, Straight shooter, 1D SE96x, Color-touch display, 28 Key, High Capacity Battery, CE 7.x Pro, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,745
MC32N0-SI3SCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4750, Color-touch display, 38 Key, Standard Capacity Battery, CE 7.x Pro , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,845
MC32N0-SI4HCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, 1GHz Processor, Straight Shooter, 2D Imager SE4750, Color-touch display, 48 Key, High Capacity Battery, CE 7.x Pro, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,895
MC32N0-SL3SAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE96x, Color-touch display, 38 Key, Standard Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,695
MC32N0-SL2HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE96x, Color-touch display, 28 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,745

MC3200 CONFIGURATIONS (CONTINUED)

CONFIGURATIONS (CONTINUED)				
Part Number	OS	Description	Discount Category	List Price
Straight Shooter — Premium (Continued)				
MC32N0-SL3HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE96x, Color-touch display, 38 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,745
MC32N0-SL4HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 1D Laser SE96x, Color-touch display, 48 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,745
MC32N0-SI3HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4750, Color-touch display, 38 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,895
MC32N0-SI4HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Straight Shooter, 2D Imager SE4750, Color-touch display, 48 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,895
Rotating Head — Standard				
MC32N0-RL2SCLCOA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 28 Key, Standard Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, Simplified Chinese, World Wide	1A	\$1,595
MC32N0-RL2SCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 28 Key, Standard Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,595
MC32N0-RL2SCLK0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 28 Key, Standard Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, Korean, World Wide	1A	\$1,595
MC32N0-RL3SCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 38 Key, Standard Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,595
MC32N0-RL4SCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 48 Key, Standard Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,595
MC32N0-RL3SCLCOA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 38 Key, Standard Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, Simplified Chinese	1A	\$1,595
MC32N0-RL2HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 28 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,645
MC32N0-RL3HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating head, 1D Laser SE96x, Color-touch display, 38 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,645

MC3200 CONFIGURATIONS (CONTINUED)

CONFIGURATIONS (CONTINUED)				
Part Number	OS	Description	Discount Category	List Price
Rotating Head — Standard (Continued)				
MC32N0-SL2HCLE0TN	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 28 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, Tunisia	1A	\$1,645
MC32N0-SI2SCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 2D Imager SE4750, Color-touch display, 28 Key, Standard Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,745
Rotating Head — Premium				
MC32N0-RL2HCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, 1GHz Processor, Rotating Head, 1D Laser SE96x, Color-touch display, 28 Key, High Capacity Battery, CE 7.x Pro, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,745
MC32N0-RL3HCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, 1GHz Processor, Rotating Head, 1D Laser SE96x, Color-touch display, 38 Key, High Capacity Battery, CE 7.x Pro, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,745
MC32N0-RL4HCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, 1GHz Processor, Rotating Head, 1D Laser SE96x, Color-touch display, 48 Key, High Capacity Battery, CE 7.x Pro, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,745
MC32N0-RL2SAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 28 Key, Standard Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,695
MC32N0-RL3SAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 38 Key, Standard Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,695
MC32N0-RL4SAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 48 Key, Standard Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,695
MC32N0-RL4HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Rotating Head, 1D Laser SE96x, Color-touch display, 48 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,745
Gun — Standard				
MC32N0-GL2HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 1D SE96x, Color-touch display, 28 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,795
MC32N0-GL3HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 1D SE96x, Color-touch display, 38 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,795
MC32N0-GL4HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 1D SE96X, Color-touch display, 48 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,795

MC3200 CONFIGURATIONS (CONTINUED)

CONFIGURATIONS (CONTINUED)				
Part Number	OS	Description	Discount Category	List Price
Gun — Standard (Continued)				
MC32N0-GI2HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 2D SE4750, Color-touch display, 28 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,945
MC32N0-GI3HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 2D SE4750, Color-touch display, 38 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,945
MC32N0-GI4HCLE0A	CE	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 2D SE4750, Color-touch display, 48 Key, High Capacity Battery, CE 7.x Pro, 512MB RAM/2GB ROM, English, World Wide	1A	\$1,945
Gun — Premium				
MC32N0-GL2HCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, 1GHz Processor Gun, 1D SE96x, Color-touch display, 28 Key, High Capacity Battery, CE 7.x Pro, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,895
MC32N0-GL3HCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, 1GHz Processor, Gun, 1D SE96x, Color-touch display, 38 Key, High Capacity Battery, CE 7.x Pro, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,895
MC32N0-GL4HCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, 1GHz Processor, Gun, 1D SE96X, Color-touch display, 48 Key, High Capacity Battery, CE 7.x Pro, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,895
MC32N0-GI4HCHEIA	CE	802.11 a/b/g/n, Bluetooth, Full Audio, 1GHz Processor, Gun, 2D SE4750, Color-touch display, 48 Key, High Capacity Battery, CE 7.x Pro, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$2,045
MC32N0-GL2HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 1D SE96x, Color-touch display, 28 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,895
MC32N0-GL3HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 1D SE96x, Color-touch display, 38 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,895
MC32N0-GL4HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 1D SE96x, Color-touch display, 48 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$1,895
MC32N0-GI3HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 2D SE4750, Color-touch display, 38 Key, High Capacity Battery, Android, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$2,045
MC32N0-GI2HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 2D SE4750, Color-touch display, 28 Key, High Capacity Battery, Android , 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$2,045
MC32N0-GI4HAHEIA	Android	802.11 a/b/g/n, Bluetooth, Full Audio, Gun, 2D SE4750, Color-touch display, 48 Key, High Capacity Battery, Android, 1GB RAM/4GB ROM, English, Interactive Sensor, World Wide	1A	\$2,045



MC3200 ACCESSORIES

Accessory pricing can be found on Solution Builder at <https://solutionbuilder.zebra.com>

ACCESSORIES		
Part Number	Description	Discount Category
Batteries		
BTRY-MC32-01-01	MC3200 standard capacity battery	1A
BTRY-MC32-02-01	MC3200 high capacity battery	1A
BTRY-MC32-01-10	MC3200 standard capacity battery - 10 pack	1A
BTRY-MC32-02-10	MC3200 high capacity battery - 10 pack	1A
ADP-MC32-CUP0-01	MC3200 battery adapter cup	1A
ADP-MC32-CUP0-04	MC3200 battery adapter cup - 4 pack	1A
Chargers, Cradles, Power Supplies and Cables		
21-32665-45AR	Universal Battery Charger Adapter for MC30/MC31/MC32. Purchase UBC Base UBC2000-I500DR to charge multiple adapters. Must purchase ADP-MC32-CUP0-01 to charge any MC32 batteries.	1A
SAC7X00-4000CR	MC3200 4 Slot Battery Charger. Charges spare standard and high capacity batteries. Includes shim for MC70/MC75. Can also be used with MC30/MC31 Batteries. Must purchase ADP-MC32-CUP0-04 to charge any MC32 batteries. Requires power supply (PWRS-14000-148R) and 3 Wire GROUNDED AC line cord.	1A
UBC2000-I500DES	Energy Star Univ Btry Chgr 4-Slot Base. Includes: Pwr Sply (PWRS-14000-242R) and DC Line Cord (50-16002-011R). Order 3 wire grounded AC Line Cord separately (US order 23844-00-00R).Country specific cords see link to grounded line cords.	1A
SAC7X00-400CES	MC32 4 Slot Battery Charger Kit (US). Kit includes: 4 Slot Battery Charger SAC7X00-4000CR, Four MC32 Battery Adapter Cups ADP-MC32-CUP0-04, P/S PWRS-14000-148R, and US AC Line Cord 23844-00-00R.	1A
SAC7X00-401CES	MC32 4 Slot Battery Charger Kit (INTL). Kit includes: 4 Slot Battery Charger SAC7X00-4000CR, Four MC32 Battery Adapter Cups ADP-MC32-CUP0-04 and P/S PWRS-14000-148R. Must purchase country specific 3 wire AC Cord separately.	1A
UBC2000-45AR	MC32 Battery Charger Kit. Kit includes Universal Battery Charger (UBC2000-I500DES), Four Battery Adapters (21-32665-45AR) and Four MC32 Battery Adapter Cups (ADP-MC32-CUP0-04). Charges up to four MC32 standard and/or extended capacity batteries.	1A
25-124411-02R	RCH50/RCH51 adapter cable to MC3100	1A
25-63852-01R	RS232 Cable for cradle to the host system. Provides serial communication between the Single Slot Serial/USB cradle and a host computer.	1A
25-67868-03R	USB Client Communication and Charging Cable. Must order Power Supply (PWRS-14000-249R) and US 2 Wire AC Line Cord (50-16000-182R) separately.	1A
25-68596-01R	USB Client Communication Cable for Cradle to the host system.	1A
25-67866-03R	RS232 Communication and Charging Cable. Provides power to the MC3000/MC3100 and serial communication with a host computer.	1A
25-70103-03R	Power only cable. Provides power to the MC3000/MC3100. Requires power supply (50-14000-249R).	1A
25-91513-01R	Printer cable, MC3000/MC3100 Zebra QL series	1A

MC3200 ACCESSORIES (CONTINUED)

ACCESSORIES (CONTINUED)		
Part Number	Description	Discount Category
Chargers, Cradles, Power Supplies and Cables (Continued)		
VCA3000-01R	MC3XXX auto charge cable (cigarette lighter) 12/24 volt	1A
KT-MC3000SERMODEMR	Modem connectivity to Single Slot Cradle. Includes Modem Dongle (MDM9000-100R) and cable connector (25-63856-01R). It is intended for single fixed position only and is not designed to be used for mobile applications. (MDM9000-100R) and Modem Adapter Cable (25-63856-01R)	1A
CRD3000-100RES	MC3XXX Single Slot Serial/USB Cradle Kit (US). Kit includes: Single Slot Cradle CRD3000-1001RR, MC32 Battery Adapter Cup ADP-MC32-CUP0-01, P/S PWRS-14000-148R, and US AC Cord 23844-00-00R	1A
CRD3000-101RES	MC3XXX Single Slot Serial/USB Cradle Kit (INTL). Kit includes: Single Slot Cradle CRD3000-1001RR, MC32 Battery Adapter Cup ADP-MC32-CUP0-01, P/S PWRS-14000-148R. Must purchase country specific 3 wire AC Cord separately.	1A
CHS3000-4001CR	MC3XXX Four Slot Charge Only Cradle. Must order Supply (PWRS-14000-241R), DC cable (50-16002-042R) and 3 wire grounded AC line cord separately.	1A
CRD3000-1001RR	MC3XXX Single Slot Serial/USB Cradle. Must order Power Supply (PWRS-14000-148R), 3 wire grounded AC line cord, USB and RS232 communication cables (25-68596-01R and 25-63852-01R) separately.	1A
CRD3X01-4001ER	MC3XXX Four Slot Ethernet Cradle. Must order Power Supply (PWRS-14000-241R), DC cable (50-16002-042R) and country specific 3 wire grounded AC line cord separately.	1A
CRD3000-400CES	4 Slot Charge Only Cradle Kit (US). Kit includes: 4 Slot ChargeCradle CHS3000-4001CR, Power Supply PWRS-14000-241R, DC Cord 50-16002-029R, and US AC Cord 23844-00-00R.	1A
CRD3000-401CES	4 Slot Charge Only Cradle Kit (INTL). Kit includes: 4 Slot Charge Cradle CHS3000-4001CR, Power Supply PWRS-14000-241R, DC Cord 50-16002-029R, Buy country specific 3 wire AC Cord separately.	1A
CRD3X01-401EES	4 Slot Ethernet Charge Cradle Kit includes: 4 Slot Ethernet Cradle, Power Supply PWRS-14000-241R, DC Cord 50-16002-029R, Buy country specific 3 wire AC Cord separately.	1A
50-16002-029R	DC cable for power supply PWRS-14000-241R.	1A
50-16002-042R	DC Line Cord for connection between power supply (PWRS-14000-241R) and Four Slot Cradles	1A
PWRS-14000-148R	Power Supply:100-240 VAC,12VDC,4.16A. Order country specific three wire grounded AC Line Cord separately. For use with select DSXX, LIXX single slot cradles and MCXX single slot, 5 slot, and 10 slot cradles.	1A
PWRS-14000-241R	Power Supply: Provides power to the Four Slot Charge Only and Ethernet Cradles used with MC55/65, MC70/75, MC17, MC30/31, MC9000, MC9200, MC9500 and WT40/41 as well as to VC5090 and VC70 . Order country specific three wire grounded AC line cord separately.	1A

MC3200 ACCESSORIES (CONTINUED)

ACCESSORIES (CONTINUED)		
Part Number	Description	Discount Category
Chargers, Cradles, Power Supplies and Cables (Continued)		
PWRS-14000-249R	Power Supply: 100-240VAC, 5.4 VDC, 3A Order country specific two wire grounded AC Line Cord separately. For use with: MC55/65, MC70/75, MC1000, MC3000/3100, MC9000, MC9190 For non-KVL Mobile Computing Devices.	1A
KT-136648-01R	Wall mounting bracket for MC1000, MC3X00, MC5X, and MC7X four slot cradles	1A
Carrying Accessories		
11-08062-02R	Belt for Holster for MC30XX, MC90XX, MC9190-G, MC9200 and WT40XX	1A
11-69293-01R	MC3000 fabric holster secures to a belt and includes shoulder strap	1A
58-40000-007R	Universal shoulder strap.	1A
8710-050005-01R	MC3000 Plastic Holster secures to a belt.	1A
11-70899-04R	Rubber Boot for MC3000 for the brick imager configuration	1A
BOOTSCANTURRETR	Rubber Boot for MC3000 for the brick rotating head laser configuration	1A
SG-MC3021212-01R	MC3000 Gun Fabric Holster	1A
11-72096-04R	BOOT: MC3000, TURRET, CUP	1A
11-72959-04R	Rubber Boot for MC3090 Gun for both imager and laser configurations	1A
SG-MC3123242-01R	Spare MC3100 Gun Hand strap	1A
SG-MC3123342-01R	MC3100 Gun Hand strap (alternative) pkg 5	1A
SG-MC3123243-01R	Spare MC3100 Turret and Straight Shooter Hand strap	1A
KT-97258-01R	Plastic Button that Attaches Handstrap to the MC3090 Gun.	1A
Stylus and Screen Protectors		
KT-73440-01R	Stylus Non-Elastic Tether Kit - 3 Pack	1A
11-43912-03R	Tethered Stylus - 3-Pack (gray)	1A
KT-81680-03R	Stylus Gun version grey w/tether grey, 3 Pack	1A
KT-81680-50R	Stylus Gun version grey w/ tether grey, 50 Pack	1A
Line Cords		
23844-00-00R	US AC line cord, grounded, three wire for power supplies PWRS-14000-148R, PWRS-14000-241R, PWRS-0102246H51R, and PWRS-14000-148C. 7.5 feet long. Associated Countries: United States.	1A
50-16000-219R	AC Line Cord, 1.8M, three wire, grounded BS1363 plug. Associated Countries: Hong Kong, Iraq, Malaysia, Singapore, United Kingdom. For power supplies PWRS-14000-148R, PWRS-14000-148C and PWRS-14000-241R.	1A
50-16000-220R	AC Line Cord, 1.8M, grounded, three wire CEE 7/7plug. Associated Countries: Europe, Abu Dhabi, Bolivia, Dubai, Egypt, Iran, Korea, Russia, Vietnam. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A

MC3200 ACCESSORIES (CONTINUED)

ACCESSORIES (CONTINUED)		
Part Number	Description	Discount Category
Line Cords (Continued)		
50-16000-671R	AC Line Cord, 1.8M grounded, CIE 23-16 plug. Associated Country: Italy. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A
50-16000-217R	AC Line Cord, 1.9M, grounded, three wire, AS 3112 plug. Associated Country: Australia, China, New Guinea. For power supplies PWRS-14000-148R, and PWRS-14000-148C and PWRS-14000-241R.	1A
50-16000-218R	AC Line Cord, 1.8M, grounded, three wire, NEMA 1-15P plug. Associated Countries: Japan. For power supplies PWRS-14000-148R, PWRS-14000-148C and PWRS-14000-241R.	1A
50-16000-221R	AC Line Cord, 1.8M, grounded, USA NEMA 5-15P. Associated Countries: United States. For power supplies PWRS-14000-148R and PWRS-14000-241R. Also for use with RFID Power Supply PWRS-14000-260R.	1A
50-16000-256R	AC Line Cord, 1.8M, grounded, three-wire, CEE7/7 plug. Associated Country: Korea. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A
50-16000-257R	AC Line Cord, 1.8M, grounded, three wire, IEC 60320 C13 plug. Associated Country: China. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A
50-16000-669R	AC Line Cord, 1.9 M grounded, three wire, BS 546 Plug. Associated Country: India. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A
50-16000-672R	AC Line Cord, 1.9M grounded, three wire, S132 Plug. Associated Country: Israel.	1A
50-16000-678R	AC Line Cord, 36"L grounded, three wire. Associated Countries: United States. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A
50-16000-727R	AC Power Cord, 18AWG, 250V, 16A, BR (3w). Associate Country: Brazil.	1A
50-16000-182R	US AC line cord, un-grounded, two wire for power supplies 50-14000-266R (Hand Held Scanners) and PWRS-14000-249R (Mobile Computing) and TEAM desktop charger DCH6001 (Countries: TW, TH, MX, CO).	1A
50-16000-255R	AC Line Cord, 1.8M ungrounded, two wire, CEE7/16. Europe, Abu Dhabi, Bolivia, Dubai, Egypt, Iran, Korea, Russia, Vietnam. For power supply PWRS-14000-249R and TEAM desktop charger DCH6001 (Countries: KR,VN,BE,FR,DE,IT,NL,ES,SE,AR,CL)	1A
50-16000-664R	AC Line Cord, 1.8M ungrounded, two wire, GB 2099-1-1996 plug. Associated Country: China. For power supply PWRS-14000-249R.	1A
50-16000-666R	AC Line Cord, 1.8M ungrounded, two wire AS 3112 plug. Associated Country: Australia. For power supply PWRS-14000-249R and TEAM desktop charger DCH6001 (Countries: AU, NZ)	1A
50-16000-670R	AC Line Cord, 1.8 M ungrounded, two wire, BS 1363 Plug. Associated Countries: Bermuda, Hong Kong, Iraq, Malaysia, Singapore, and United Kingdom. For power supply PWRS-14000-249R and TEAM desktop charger DCH6001 (Countires: HK, SG, UK).	1A

MC3200 FEATURES AND BENEFITS

Two of the world's most advanced mobile OS options

With support for both Android Jelly Bean and Microsoft Embedded Compact 7, your customers get the flexibility to choose the operating that best meets their needs today.

Swap operating systems at any time

Your customers might use CE applications today, but have their eye on future Android applications, or want to utilize Android applications today but have a need for CE applications down the road. That's why we enabled a swap of operating systems at any time — your customers simply need to send the device to the service depot. The result is a future-proof device that can adapt with business needs and changing mobility trends, providing your customers with the peace of mind that the device they buy today can support their applications in the future.

Mx fortifies Android for the enterprise

Zebra went the extra mile to enable your customers to confidently deploy Android in the enterprise by creating Mx. Mx is a layer of features that can be easily activated to transform Android from a consumer-grade operating system to a true enterprise class operating system that offers enterprise-grade security, remote device management and easy integration of enterprise data capture capabilities.

Rugged and ready for business

No matter how demanding your customers' work environments might be, the MC3200 is up for the job. The MC3200 is built to handle it all — from dusty warehouse aisles to drops to concrete and the cold, snow and light rain out on the loading dock. Two features help prevent keypad failure and fading of key graphics. The Polycarbonate Insert Mold Decorated (IMD) keypad eliminates the opportunity to dislodge an individual key, and key graphics are printed under the polycarbonate layer.

Three models and three keypads

Different tasks in the warehouse require different types of data entry and different device form factors to maximize task efficiency and worker comfort. That's why we give your customers plenty of choices — your customers can mix and match three form factors and three keypads to create the right device for every job — from picking to shipping. Our standard straight shooter is ideal for tasks that require straight-on scanning; the rotating turret allows workers to scan comfortably at virtually any angle, and the gun ensures comfort for the most scan intensive tasks. Add the keypad that will maximize data entry simplicity and your customers will have a device that brings maximum comfort and ease of use to any inventory management task.

The latest 1D/2D bar code scanning technology for unparalleled scanning performance on every bar code

Whether your customers need to scan 1D only or 1D and 2D bar codes, our most advanced scan engines allow workers to capture bar codes as fast as they can press the trigger — even if codes are scratched, dirty or damaged.

1D laser with patented Adaptive Scanning Provides the widest working range in this class, ideal in warehouses — any 1D bar code can be captured from near contact to as far as 15 ft./4.5 m away.

2D imager with patented PRZM technology enables the easy capture of any 1D or 2D bar code with laser-style speed, up to 3 ft./92 cm away. The extra wide field of view enables additional scanning flexibility, allowing workers to capture large bar codes at close range.

Security for the most sensitive applications

No matter how sensitive your customers' data may be, with the MC3200, it's protected. The MC3200 offers support for all the latest security protocols as well as FIPS 140-2 certification, Cisco CCXv4 and IPv6, delivering secure and cost-effective compliance with the most stringent security regulations — including those in government agencies — over virtually any wireless LAN.

Fast Wi-Fi wireless connections with 802.11n

Your customers can provide their workers with the desktop style application performance they expect, improving productivity as well as on-the-job satisfaction.

MC3200 FEATURES AND BENEFITS (CONTINUED)

Fast Wi-Fi wireless connections with 802.11n

Your customers can provide their workers with the desktop style application performance they expect, improving productivity as well as on-the-job satisfaction.

The most voice support options in its class

A full complement of voice features enables your customers to integrate high-performance voice-directed capabilities into their warehouse applications. Features include an integrated push-to-talk (PTT) client for instant peer-to-peer PTT communications; a high quality speakerphone, wireless and wired headset support with PTT support in both headset modes and a secure headset connector that eliminates the static associated with wired headset cable movement, providing the voice quality required to maximize worker productivity.

An improved battery design for a better battery experience

A new all-in-one combination battery/battery door provides one-step fast battery changing — with fewer parts to manage and fewer parts to stock.

Enterprise-class motion sensing (available on all premium models)

Our Premium Android and CE7 models offer best-in-class motion sensing via a 3-axis accelerometer that goes beyond the standard screen rotation of consumer devices. IST provides three enterprise-class functions, right out of the box. Dynamic Screen Rotation allows users to make the most of the screen real-estate. When the device has not moved for a pre-determined period of time that your customers configure, the device can automatically enter power saving mode to conserve battery power. And the ability to detect and record drops improves worker safety — ideal in large facilities where workers may be in remote areas — as well as employee accountability for the MC3200. And since we provide access to the raw accelerometer data, your customers can utilize the data to create a wide variety of enterprise applications.

Accessory backwards compatibility

You may have many customers who would like to take advantage of the latest mobility features in the MC3200, but have a significant investment in existing MC3000 accessories. That's why we put the time and effort into ensuring that the MC3200 works with all MC3000 Series accessories. Your customers can preserve their existing accessory investment, enabling a cost effective upgrade to the latest mobile technologies — and making it easier for you to close the sale. We even developed a battery adapter to enable the newly designed battery to work with existing chargers.

Integrated ready-to-use pre-licensed terminal emulation for added value

Wavelink's Terminal Emulation (TE) client is pre-licensed and pre-installed on the MC3200 gun form factor on both CE7 and Android, enabling instant porting of existing TE applications running on MC3000 Series or other mobile computers. The result is nearly instant deployment — your customers can get the MC3200 up and running, right out of the box. The TE client is also loaded onto the CE7 and Android straight and turret designs in demo mode — customers just need to purchase a client license to get up and running.

Unsurpassed service quality with Service from the Start with comprehensive coverage

Our world-class services can often help you close a sale as well as increase the size of a sale. Your customers will be making a substantial investment in the MC3200 — and while its rugged design will automatically mean superior uptime, normal wear and tear eventually takes its toll — and accidents are inevitable. Service from the Start with Comprehensive Coverage gives your customer the peace of mind that no matter what happens to the device — the day after they receive it or over time — its covered. This all-inclusive service covers for normal wear and tear as well accidental breakage from day one, preventing unexpected repair costs — all for just pennies a day.



ZEBRA GLOBAL SERVICES

SUPPORT PROGRAMS FOR THE MC3200

Seamless integration with Zebra'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 Enterprise Mobility Services are available to keep the MC3200 operating at peak performance throughout its lifecycle:

SERVICES				
Service	Entitlements	Time of purchase	Term	Part number
Service from the Start — Bronze with Comprehensive Coverage*	Covers normal wear and tear, accidental damage, technical support, repair and software updates.	Available at time of sale or up to 30 days after	1 year	SSB-MC32XX-10
			3 year	SSB-MC32XX-30
			5 year	SSB-MC32XX-50
Service from the Start — Gold with Comprehensive Coverage*			3 year	SSG-MC32XX-30
			5 year	SSG-MC32XX-50
Battery Refresh — Standard Battery/18 months	Replacement option for the MC32XX Extended battery. Zebra will replace the battery after 18 months from the agreement start date. Cannot be ordered alone. Must be purchased together with a Service from the Start agreement.			OPT-MC32XXBR-SB-30
Battery Refresh — Standard Battery/18 and 36 months	Replacement option for the MC32XX Extended battery. Zebra will replace the battery after 18 months from the agreement start date. Cannot be ordered alone. Must be purchased together with a Service from the Start agreement.			OPT-MC32XXBR-SB-50
Battery Refresh — Extended Battery/18 months	Replacement option for the MC32XX Extended battery. Zebra will replace the battery after 18 months from the agreement start date. Cannot be ordered alone. Must be purchased together with a Service from the Start agreement.			OPT-MC32XXBR-EB-30
Battery Refresh — Extended Battery/18 and 36 months	Replacement option for the MC32XX Extended battery. Zebra will replace the battery after 18 months from the agreement start date. Cannot be ordered alone. Must be purchased together with a Service from the Start agreement.			OPT-MC32XXBR-EB-50

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

* Service availability may vary by country.

QUALIFYING YOUR CUSTOMER

UNCOVER THE BUSINESS PROBLEM

- What business problem are you trying to solve, what business process are you trying to improve or what business initiative are you trying to accomplish through use of a mobile device?
- Are you still running a primarily “paper based” inventory management system? What benefits would you realize if you could replace paper with real-time processes and automate data capture to eliminate the opportunity for data errors?
- Who is the intended user group (for example, warehouse personnel, loading dock personnel)?
- What applications are you looking to create (new) or mobilize (existing)?
- Are your mobile workers currently using mobile computers? If so:
 - Which manufacturer and model?
 - Is the device performing to your enterprise standards from both a processing power and durability point of view
 - What do you see as the benefits and limitations of this device?
 - How easy is it to manage the mobile devices (initial provisioning, updating of firmware and configuration, troubleshooting)? Does management of the mobile devices create any internal issues

UNCOVER THE OPPORTUNITY AND AREAS WHERE THE STRENGTHS OF THE MC3200 ARE KEY SELLING POINTS

- How important are device size and ergonomics? Will the device be used in scan-intensive applications?
- In what type of environmental conditions will the devices be used?
- Do you find environmental issues such as extreme temperature fluctuations, water/moisture humidity and excessive vibration an issue with your current technologies? (Note that this is a primary source of failure for consumer grade devices. As a result, rugged devices are significantly less expensive to operate and maintain, and offer a 4-5 year life span vs. the 2-3 year lifecycle of consumer grade devices. Source - VDC and Gartner research)

- What is the repair rate on your existing mobile technology? (Note that consumer grade devices can have a repair rate greater than 40 percent.)
- Do you have ‘plug-in devices’ that connect to your existing mobile devices, such as bar code scanners, wireless cards, cameras and document scanners? (These plug-in devices represent a significant source of failure when the device is dropped.)
- What bar code symbologies do you need to support? Do you require 2D bar code imaging now or in the future? Do you need to capture direct part marks?

QUESTIONS FOR MANUFACTURING OPPORTUNITIES

- Do you need to track parts throughout the supply chain or production process?
- Would you benefit from tighter control over inventory levels? Do you want to lower inventory carrying costs? Do you experience scheduling bottlenecks?
- Do you need to comply with any new part-tracking mandates — i.e. TREAD in the automotive industry, e-Pedigree in healthcare, or IUID for the U.S. Department of Defense?

QUESTIONS FOR WAREHOUSE OPPORTUNITIES

- Would you like to virtually eliminate errors in warehouse processes?
- Would you like to increase productivity and throughput with electronic work orders for end-to-end warehouse processes, from receiving and put-away to picking, replenishment and shipping?

QUESTIONS FOR RETAIL OPPORTUNITIES:

QUALIFYING YOUR CUSTOMER (CONTINUED)

- Would you like to improve the speed and accuracy of the shelf replenishment process?
- Do you need to be able to process incoming shipments faster?
- Would you like to enable your workers to perform price audits to ensure proper pricing of all items — in record time and with 100 percent accuracy?
- Would you like to be able to take more frequent inventories, but the time and cost is too prohibitive?

UNCOVER THE TECHNICAL ENVIRONMENT

- What security protocols are currently in use?
- What security protocols are required in your mobility solution?
- What back-end systems will you need to integrate?

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 devices?
- Do you have the resources to manage and control how and when your device software is updated to help ensure your devices are functioning optimally and securely?
- If we could offer you a service plan that covers your investment from accidental breakage for a one-time upfront cost, would you be interested?
- Do you have the tools, resources and expertise — and time — necessary to manage your devices?



FAQS

GENERAL

Q When can I book the MC3200?

A The MC3200 will be bookable on June 30th 2014 for most countries. Please reference PMB2462 for availability by country.

Q Will MC31X0 Rotating Turret, Straight Shooter and Gun configurations still be available after the MC3200 has launched?

A Yes, all MC31X0 Rotating Turret, Straight Shooter and Gun configurations will still be available for booking and shipment.

Q When will we see the MC31X0 go end of sale?

A A. There is no specified End Of Sale at this time. The MC31X0 is expected to ship into 2015.

Q How can I request a configuration that is not found in the configuration chart?

A If you have a requirement for a configuration that is not on the list, please submit a field request for the specific configuration needed. You can find the field request form at the link: www.zebra.com/enterprisesupport.

Q Is the MC3200 more expensive than the current MC3100?

A The MC3200 will employ a tiered pricing strategy consisting of Standard and Premium configurations. The Standard Configurations (800MHz processor, 512MB/2GB, CE7 only) will maintain list price parity with their MC31X0 counterparts. The MC3200 Premium Configurations (1GHz Processor, 1GB/4GB, CE7 and Android available) will incur a list price uplift of \$100 over the MC31X0.

Q Is there a non-WLAN or Batch configuration of the MC3200?

A No. All MC3200 configurations will be equipped with an 802.11 a/b/g/n WLAN radio.

ACCESSORIES

Q Are the MC30/3100 accessories forward compatible to the MC3200 Mobile Computer?

A Yes, all MC30/3100 accessories including cradles, chargers, cables and holsters (excluding battery packs) are forward compatible to the MC3200. Batteries being charged outside the unit will require an adapter to charge the batteries.

Q Is the MC3200 standard and high capacity battery pack different than the MC3100 standard and high capacity battery pack?

A Yes, the battery for the MC3200 is physically different than the MC3100. The new design is a combined battery and battery door which eliminates the need for a separate battery door resulting in a faster, more intuitive and more robust installation/removal experience

Q Do the standard and high capacity batteries on the MC3200 have the same, more, or less capacity than the MC3100?

A The standard and high capacity batteries offer the same capacity as the MC3100 batteries, 2740 mAh and 4800 mAh respectively.

Q What battery ships with the MC3200-G?

A All MC3200-G configurations ship with the 4800 mAh capacity battery. There will be no MC3200-G configurations released with the standard 2740 mAh capacity battery.

Q What battery ships with the MC3200 Rotating Turret and Straight Shooter Configurations?

A There will be configurations available with the standard and high capacity battery for both the rotating turret and straight shooter configurations.

Q Are the MC3200 batteries backward compatible to the MC30/3100 Gun, Rotating Turret and Straight Shooter configurations?

A No, the MC3200 batteries cannot be used with the MC30/3100.



FAQS (CONTINUED)

ACCESSORIES (CONTINUED)

Q Why do I need to purchase a battery adapter to charge my MC3200 spare batteries?

A By redesigning the MC3000 battery into an all in one battery + door combination we were able to greatly improve the insertion/removal experience for your customers. This improvement saves precious seconds out of your customer's day by enabling their workers to swap batteries quickly, reducing downtime. As a result of this redesign the batteries were no longer compatible with existing chargers. Rather than force customers to purchase all new charging accessories, Zebra created a battery adapter that would allow your customers to reuse their existing install base of charging accessories. See images below for reference.

Q What is a PowerPrecision Battery?

A A PowerPrecision battery provides smart, convenient and flexible information on its health and power status. Our PowerPrecision battery management software solutions can be installed onto Zebra devices to obtain battery health and status information allowing customers to better manage their fleet of devices and batteries.

Q Will the RS507 Bluetooth ring scanner be compatible with the MC3200?

A Yes, the RS507 BT ring scanner will be supported as a post release effort.

MECHANICAL

Q What are the MC3200 keypad options?

A The MC3200 will offer the same keypad options and keypad layout as the MC3100 – 28 key numeric, 38 key & 48 key alphanumeric. Android will have a specific overlay with Android specific markings on the overlay.

Q Does the MC3200 have a back up battery?

A No, to support graceful shutdown on the fast battery swap (pulling battery without suspending the device) the MC3200 will employ a supercap to aid in this process.

Q Does the MC3200 match the drop specs/ruggedness of the MC3100?

A Yes, the MC3200 meets multiple 4 ft./1.2 m drops to concrete across the operating temperature, meets and exceeds MIL STD 810G for drop and 500 0.5 meter tumbles. The sealing of the MC3200 is IP54.

Q Can the MC3200 be used in and out of the freezer environment? If not, is there a solution?

A No, the MC3200 is not designed to operate in a freezer environment. For freezer applications consider the MC9200 condensation resistant mobile computer or the Omnii XT15f.

Q How much RAM and Flash ship on the MC3200? Is expanded memory available via SD card support?

A The memory size for MC3200 standard configurations is 512MB RAM and 2GB Flash. The premium configurations is 1GB RAM and 4GB Flash. Yes, additional memory is available via the user accessible SD/MMC Card slot in all configurations.

Q What data capture configurations are available with the MC3200?

A The following 2 data capture options are available: 1D laser and 2D area imager.

Q Will the MC3200 be available with the extended range 1D (Lorax) scan engine?

A No. There are no plans to offer the Long range 1D (SE1524ER) scan engine in the MC3200. Integration of the SE1524ER engine would require increasing the size of the MC3200 housing. Many of the MC3X00 requests for long range scanning were for reading bar codes as far as 15ft./4.5 m. With the new SE965 engine the MC3200 can reach a distance of 15 ft./4.5 m on 100ml reflective codes. For scanning as far as 45 ft./137 m the Workabout Pro 4 is an available option which also boasts a light weight form factor.

Q Are there performance differences between the 2D SE4500 used in the MC3100 and the 2D SE4700 imager used in the MC3200?

A Yes, the SE4700 in the MC3200 includes Zebra's PRZM proprietary technology and the extra wide field of view enables workers to capture virtually any bar code up to 36 in./92 cm away, as well as scan large bar codes at close range. In addition, it also has an improved aimer with white illumination.

FAQS (CONTINUED)

SOFTWARE

Q Which operating systems are supported on the MC3200?

A The MC3200 offers both Windows CE 7.0 Pro and Android Jelly bean v4.1.1. (NOTE: customers must have a valid service agreement in place to obtain Maintenance Releases).

Q What are some of the things I need to take into consideration when positioning an OS path to my customer?

A OS positioning is a complex topic, but a few key elements include; 1). Commercial success, 2). ISV adoption, 3). Ability to support various Industrial handheld devices, 4). Flexibility to customize, 5). Ability to support and maintain. Commercial success is necessary for longevity.

Q If my application is on WM/CE, what are customers doing with respect to porting to Android?

A Customers and partners are generally taking any of three steps to facilitate migration to Android. Native applications, that wish to remain native, that were written in C/C++ require a full port to Java (the native programming language of Android). Customers using Zebra extended API features will find comparable features in the Android EMDK. In some instances, C/C++ components may be retained using the Android NDK (Native Development Kit). Managed code applications written in .NET (e.g. C#) have generally followed either of two options. Such applications can be ported to Java in a relatively straightforward manner retaining the basic class structures. Alternatively such applications can be ported to Android using a .NET common language runtime (CLR) framework such as Xamarin or IFactr. These solutions allow you to retain your .NET code on Android. Though UI components generally must be rewritten, a significant part of your business logic can be retained. Finally other customers are working on OS abstracting their applications by leveraging web languages and constructs. For example; many are using Zebra Technologies RhoMobile Suite, leveraging HTML5/JS and/or Ruby.

Q Will Android give me comparable or better performance than CE7?

A Comparing Android and Windows CE is an apples to oranges comparison. Android is a very specific implementation generally targeted to phones and tablets, whereas CE 7 represents OS infrastructure that can be packaged in a variety of ways. The Windows Embedded page describes it as "... a componentized, real-time operating system designed for small-footprint devices at the edge of enterprise networks."

A better comparison to Android would be Windows Phone (built around CE6 and/or CE7). But even with a better aligned comparison, performance is heavily affected by the hardware as well. For instance the Nexus 5 is reported to outperform the Nokia Lumia 1520, which in turn outperforms Samsung Galaxy S4. Also smartphones and tablet devices are usually not expected to perform computationally or memory intensive task - these are handed off to cloud server resources. Given that, the more relevant points of comparison are consumer adoption, developer ecosystem, platform maturity, vendor choices etc.

Q What is the end Support date for Microsoft Windows Embedded Compact?

A Microsoft will end support for Windows Embedded Compact 6.0 on April 10, 2018 and Windows Embedded Compact 7.0 on April 13, 2021.

Q Can my customer's application run on Android and CE without changes?

A If the application is written using RhoElements there should be no changes necessary. Other application frame works will require some changes.

Q Can I change from CE to Android or Android to CE in the future?

A MC3200 Premium (1GB/4GB memory) configurations share the same hardware configuration. This provides the ability to change the OS on the MC3200 from CE7.0 to Android or visa versa. This OS swap service can only be performed at a Zebra service center (terminal relabeling is also required). Please contact the Zebra Support Center if your customer wishes to request an OS swap.

Q Can I swap the operating system in my facility?

A No. If you wish to swap the OS of your Premium MC3200 you must ship the units to a Zebra Service Depot for upgrading.

Q Will there be a charge if I decide to convert the operating system? Is it the same charge when moving from CE to Android as it is for Android to CE?

A Yes, there will be a charge to convert the operating system. The charge will be the same when converting from CE to Android and Android to CE. Pricing will be provided at the time of request.

FAQS (CONTINUED)

Q How do I best manage a mixed portfolio of operating systems?

A With RhoMobile Suite, comprised of RhoElements, Rhodes, RhoConnect, RhoStudio, RhoHub and RhoGallery, device type, operating system and screen size don't matter. RhoMobile Suite applications simply work on whatever mobile devices are in use and you have complete control over how applications behave on different devices. RhoMobile applications are OS-agnostic, able to support enterprise- and consumer-class operating systems so you can write, integrate, deploy and manage applications that work across platforms, from iOS and Android to Windows Mobile and systems that don't even exist yet, on both consumer and enterprise devices.

Q Can I run consumer Android apps on this device?

A The MC3200 runs standard Android Open Source Project (AoSP). Zebra tests for API compliance using the Compatibility Test Suite (CTS). CTS validates API support for application interoperability. The MC3200 does not embed Google Mobile Services (GMS). Thus applications that use GMS are not supported. GMS is not supported to enhance privacy and security of the device. For instances where ISV applications are written to leverage GMS they can generally be contacted and will often provide a non-GMS dependent API.

Q I have developed my application with the EMDK for .NET and now want to migrate to Android. Does the EMDK for Android support the same features or APIs?

A The EMDK for Android is designed to expose MX value-add features and provides developers with a GUI tool to help reduce the development effort. Many of the device specific features such as Barcode scanning will be provided as part of the EMDK for Android. However standard Android APIs from Google such as Audio and Keyboard will not. This is done in order to avoid application fragmentation. The EMDK for Android v2.0 is meant to be used alongside the Google Android SDK and together provide many of the features developers need in order to migrate their applications to Android. For more information on the EMDK for Android please reference PMB 2455.

Q Are there differences between CE7.0 and Android pre-imaged applications? i.e. will the pre-imaged applications on the MC3200 function the same on CE7.0 and Android applications?

A Pre-imaged applications function the same however the User Interface's (UI) are different between CE and Android.

Q Will Zebra offer EMDKs/API for Android and Windows CE7?

A Yes, Zebra will offer an EMDK for Android and an EMDK for Windows CE7. The application resources are located at www.zebra.com/software.

Q Is the MC3200 available with Windows Embedded Handheld 6.5?

A No. The MC3200 ships with Embedded Compact 7 and Android Jelly Bean 4.1.1.

Q Can the MC31X0 CE6.0 Pro or WEHH 6.5 OS images be loaded onto the MC3200 configurations?

A No, the MC3200 will not support the MC3190 CE 6.0 Pro or WEHH 6.5 OS images.

Q Can Android Jelly Bean or CE7.0 be loaded onto the MC3000 or MC3100 configurations?





A No, prior generations of the MC3X00 will not support Android or CE7.

Q Is the Wavelink Terminal Emulation (TE) client included on the MC3200?

A The Wavelink TE client is pre-licensed and pre-installed on all MC3200-Gun CE configurations. In addition, the TE client is pre-loaded on all MC3200-R & -S configurations in demo mode. Terminal Emulation client licenses can be purchased for the MC3200-R and MC3200-S configurations using the same TE part numbers as the MC3100. Please see Solution Builder for details.






COMPETITION: FEATURES AT-A-GLANCE — CHART A

	Symbol MC3200	Intermec CK3X	Honeywell HHP6110	Honeywell HHP6500
				
Physical Characteristics				
Dimensions	<p>Straight Shooter: In inches: 7.49H. x 3.25W (2.4 at Grip Area) x 1.77D In mm: 90.4H x 82.6W (6.12 at Grip Area) x 45.2D</p> <p>Rotating Turret: In inches: 8.55H x 3.25W (2.4 at Grip Area) x 1.57D In mm: 217.12H x 82W(61.2 at Grip Area) x 39.99D</p> <p>Gun Configurations: In inches: 7.5H .x 3.2W x 1.77D (6.5 Incl Handle) In mm: 193H x 80.8W x 166D</p>	<p>In inches: 8.53H x 3.29W(2.40 at Grip Area) x 1.43 In mm: 216.6H x 83.6W(61.0 at Grip Area) x 36.2D</p>	<p>In inches: 6.8H. x 2.60W x 1.06D In mm: 175H x 66W x 26.8D</p>	<p>In inches: 7.8H. x 3.3W x 1.7D In mm: 200H x 83W x 42D</p>
Weight (standard battery)	<p>Straight Shooter: 14.95 oz. (424 gm) with WLAN</p> <p>Rotating Turret: 13.52 oz. (384 gm) with WLAN</p> <p>Gun Configurations: 18.34 oz. (520 gm)</p>	17.6 oz. (499 gm) with Extended Battery	8.8 oz. (250 gm) w/standard battery	13.4 oz. (380 gm)
System Characteristics				
Processor	Premium: 1 GHz Standard: 800 MHz	1 GHz	800 MHz	624 MHz
Memory (RAM/Flash)	Standard: 512 MB/2 GB Premium: 1 GB/4 GB	256 MB/1 GB	512 MB/512 MB	128 MB/128 MB
Operating System	CE 7.0; Android Jelly Bean	WEHH 6.5.3	WEHH 6.5.3	Windows CE 5.0
Expansion slot	MicroSD up to 32 GB	SDMMC up to 32 GB	Micro SD up to 4 GB	Micro SD up to 4 GB
Data Capture				
Scanning	1D Laser/SE965; 1D/2D Imager/SE4750 (Straight Shooter and Gun only) 1D/2D Imager w/DPM SE475000HD (Straight Shooter only) SE4750 ER (Gun only)	EA30 high performance motion-tolerant 2D Imager EX25 near/far 2D Imager	2D standard range imager	2D standard range imager
Camera	No	No	No	No
User Interaction				
Display Size	3 in. color touchpanel with backlight	3.5 in. QVGA touchpanel with backlight	2.8 in. QVGA with backlight	3.5 in. QVGA with backlight
Display Resolution	320x320	240x320	240x320	240x320
Keypads	Three options: 28, 38, 48 key In Mold Decorated	Two options: 38 key Numeric and 51 key Alpha Numeric	One option: 28-key shifted alpha numeric	Two options: 28-key shifted alpha numeric; 52-key full alphanumeric
Notifications	Scan status audio (beeper) and easy view visual (LED) feedback	Not listed	Not listed	Not listed




COMPETITION: FEATURES AT-A-GLANCE — CHART A (CONTINUED)

	Symbol MC3200 	Intermec CK3X 	Honeywell HHP6110 	Honeywell HHP6500 
Power				
Standard Battery	2750 mAh (Straight Shooter/Turret)	2000 mAh	2200 mAh	---
Extended Battery	4800 mAh (all models)	5100 mAh; 5200 mAh	3300 mAh	3300 mAh
Backup Battery	Super capacitor power back-up	Not listed	Not listed	Not listed
Communications				
Wi-Fi	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11b/g
Wi-Fi Security	WPA2 Enterprise, 802.1x; EAP-TLS; TTLS (CHAP, MS-CHAP, MS-CHAPv2, PAP or MD5); PEAP (TLS, MSCHAPv2, EAP-GTC); LEAP, EAP-FAST (TLS, MS-CHAPv2, EAP-GTC), WPA2/AES, CCX v4, FIPS 140-2, IPv6	WEP, WPA, 802.1x (EAP-TLS, TTLS, LEAP, PEAP), 802.11i Certifications: Wi-Fi, WPA2, Cisco Compatible (CCX)	WEP, 802.1x, LEAP, TKIP, MD5, EAP-TLS, EAP-TTLS, WPA-PSK, WPA v2.0, PEAP, CCX4 (Pending)	WEP, 802.1x, LEAP, TKIP, MD5, EAP-TLS, EAP-TTLS, WPA-PSK, WPA v2.0, PEAP, CCX4 (Pending)
Bluetooth	Bluetooth V2.1 + EDR	Bluetooth V2.1 + EDR	Bluetooth V2.0 + EDR	Bluetooth V2.0 + EDR
Environmental/Rugged Specifications				
Drop Specification	4 ft./1.2 m to concrete across operating temperature range; 5 ft. 1/5 m to concrete at ambient temperature; meets and exceeds MIL-STD 810G	Multiple 5 ft./1.5m drops to concrete (Per MIL-STD 810G across temp range)	Multiple 4 ft./1.2 m drops onto concrete, all axis and across operating temperature range	Multiple 4 ft./1.2 m drops onto concrete, all axis and across operating temperature range
Tumble Specification	500 1.6 ft./0.5 m tumbles (1,000 drops)	1,000 tumbles	500 1.6 ft./0.5 m tumbles (1,000 drops)	500 1.6 ft./0.5 m tumbles (1,000 drops)
Sealing	IP54	IP54	IP54	IP54
Operating Temperature	-20° C to 50° C -4° 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
Hazardous Location Certifications	No	Yes	No	No
Voice, Speech, and Audio				
Voice and Audio Support	WLAN: Internal speaker, microphone, receiver, rugged audio jack for headset mode, speaker phone, handset mode (Turret and Straight Shooter only)	Supports VoIP / Vocollect Voice / Push-to-Talk applications; rear speaker; front receiver and front panel microphone for handset audio communication and audio recording; Wireless Bluetooth® headset support	Built-in microphone and speaker, stereo headset jack	Built-in microphone and speaker, stereo headset jack
Specialty Accessories and Peripherals				
Sensors	Integrated Sensor Technology (IST)	Accelerometer and Ambient Light sensor	No	No
Trigger Handle	YES/Integrated	YES/Snap on	No	No

COMPETITION: FEATURES AT-A-GLANCE — CHART B

	Symbol MC3200 	Datalogic Skorpio x3 	Datalogic Falcon X3 
Physical Characteristics			
Dimensions	Straight Shooter: In inches: 7.49H. x 3.25W (2.4 at Grip Area) x 1.77D In mm: 90.4H x 82.6W (6.12 at Grip Area) x 45.2D Rotating Turret: In inches: 8.55H x 3.25W (2.4 at Grip Area) x 1.57D In mm: 217.12H x 82W(61.2 at Grip Area) x 39.99D Gun Configurations: In inches: 7.5H .x 3.2W x 1.77D (6.5 Incl Handle) In mm: 193H x 80.8W x 166D	In Inches: 7.6 x 3.0 x 1.3 In mm: 193 x 76 x 42 Gun In Inches 7.6 x 3.0 x 6.2 In mm: 193 x 76 x 156	In Inches: 8.9 x 3.5 x 2.2 In mm: 225 x 88 x 55 Gun In Inches 8.9 x 3.5 x 6.6 In mm: 225 x 88 x 168
Weight (standard battery)	Straight Shooter: 14.95 oz. (424 gm) with WLAN Rotating Turret: 13.52 oz. (384 gm) with WLAN Gun Configurations: 18.34 oz. (520 gm)	Handheld: 13.8 oz (392g) Pistol grip: 17.0 oz (482g)	Handheld: 21.1 oz (626g) Pistol grip: 24.6 oz (699g)
System Characteristics			
Processor	Premium: 1 GHz Standard: 800 MHz	624 MHz	624 MHz
Memory (RAM/Flash)	Standard: 512 MB/2 GB Premium: 1 GB/4 GB	256 MB/512 MB	256 MB/256 MB
Operating System	CE 7.0; Android Jelly Bean	CE 6.0 Pro WEHH Classic	CE 6.0 Pro WEHH Classic
Expansion slot	MicroSD up to 32 GB	Micro SD	Micro SD
Data Capture			
Scanning	1D Laser/SE965; 1D/2D Imager/ SE4750 (Straight Shooter and Gun only) 1D/2D Imager w/DPM SE475000HD (Straight Shooter only) SE4750 ER (Gun only)	1D laser 2D imager	1D laser 1D long range laser 2D imager
Camera	No	Yes	Yes
User Interaction			
Display Size	3 in. color touchpanel with backlight	3.2 in. QVGA touchpanel with backlight	3.5 in. QVGA touchpanel with backlight
Display Resolution	320x320	240x320	240x320
Keypads	Three options: 28, 38, 48 key In Mold Decorated	Three options: 28 key numeric or 38 functional or 50 key alpha numeric	Two options: 29 key numeric or 52 key alpha numeric
Notifications	Scan status audio (beeper) and easy view visual (LED) feedback	LED feedback	LED feedback

COMPETITION: FEATURES AT-A-GLANCE — CHART B (CONTINUED)

	Symbol MC3200 	Datalogic Skorpio x3 	Datalogic Falcon X3 
Power			
Standard Battery	2750 mAh (Straight Shooter/Turret)	3000 mAh	5,000 mAh
Extended Battery	4800 mAh (all models)	5000 mAh	
Backup Battery	Super capacitor power back-up	Lithium-Ion	Lithium-Ion
Communications			
Wi-Fi	802.11a/b/g/n	802.11a/b/g	802.11a/b/g
Wi-Fi Security	WPA2 Enterprise, 802.1x; EAP-TLS; TTLS (CHAP, MS-CHAP, MS-CHAPv2, PAP or MD5); PEAP (TLS, MSCHAPv2, EAP-GTC); LEAP, EAP-FAST (TLS, MS-CHAPv2, EAP-GTC), WPA2/AES, CCX v4, FIPS 140-2, IPv6	CCX v4	CCX v4
Bluetooth	Bluetooth V2.1 + EDR	Bluetooth (version not listed)	Bluetooth (version not listed)
Environmental/Rugged Specifications			
Drop Specification	4 ft./1.2 m to concrete across operating temperature range; 5 ft. 1/5 m to concrete at ambient temperature; meets and exceeds MIL-STD 810G	5 ft./1.5 m drops to concrete	6 ft./1.8 m drops to concrete
Tumble Specification	500 1.6 ft./0.5 m tumbles (1,000 drops)		
Sealing	IP54	IP64	IP64
Operating Temperature	-20° C to 50° C -4° F to 122° F	-10° C to 50° C 14° F to 122° F	-20° C to 50° C -4° F to 122° F
Hazardous Location Certifications	No	Yes	No
Voice Speech, and Audio			
Voice and Audio Support	WLAN: Internal speaker, microphone, receiver, rugged audio jack for headset mode, speaker phone, handset mode (Turret and Straight Shooter only)	Integrated microphone, high-volume loudspeaker	Integrated microphone, high-volume loudspeaker
Specialty Accessories and Peripherals			
Sensors	Integrated Sensor Technology (IST)	None	None
MSR	Yes	No	No
Trigger Handle	YES/Integrated	YES/Integrated	Yes



SWOT ANALYSIS

Strengths

- MC3XXX family has a long tradition of cost effective reliability, which sets the bar for mid-range industrial rugged mobile computers in the industry; Over 1.5 Million units shipped and counting.
- Strong market position in Retail vertical as well as warehouse distribution.
- MC3200 shares the same accessory ecosystem as the MC3000 Series.
- Three lightweight form factors (Turret, Straight, Gun) plus a choice of either Windows CE 7.0 Pro or Android provides unmatched versatility – and is the only handheld in its class to offer Android.
- MPA 3.0 next-generation platform improves processing power with a faster processor and more memory.
- Multimode device — offering the latest 1D scan engine, and next generation 2D scan engine for data capture and a rugged audio connector for more robust voice-directed applications.
- Availability of Zebra service center OS swap on premium models (CE/Android) to accommodate a future OS migration.

Weaknesses

- 3 inch display suits most applications, but some competitive devices offer large screens. If the requirement is for a display larger than 3 inches, position Workabout Pro 4, MC91/92, MC9500, or XT15 depending on the application.
- Long range imager option not available. If long range imager is required, position the MC9190 or MC9200. There is a plan in place for an extended range version of the SE4750 that will be available at the end of 2014.
- Form factor seen as dated. The three form factors have set the standard for mid-range mobile computing and are still very ergonomic and lightweight, fitting nicely between the MC2100 and Workabout Pro. Maintaining backwards compatibility benefits those customers that are transitioning from a previous generation MC3000. This option reduces the cost of moving to a newer more powerful device while preserving the accessory infrastructure and saving money in the process.

Opportunities

- Offers ability to run a single operating system across all applications in the supply chain with either CE7 or Android.
- Differentiate MC3200 in warehouse and distribution for voice-directed applications.
- Leverage the backwards compatibility with the MC3000 accessory ecosystem, providing a very cost-effective upgrade path to the latest technology.
- Offers the latest 2D imager, the SE4750, which is packed with the very latest in bar code scanning and data capture technology. Captures:
 - 1D and 2D bar codes in milliseconds
 - high-resolution photos
 - letter, legal, A4 and A5 documents that are fully searchable and editable
 - data farther than 36 in./92 cm away
 - large bar codes close-up as well as multiple bar codes

Threats

- Consumerization of the retail front of store applications. There have been numerous studies documenting the value of enterprise class devices. For more information, reference Zebra's presentation 'Marketing the value of Enterprise Solution' located on www.zebra.com/Partners.
- Products which are lower priced and have fewer features. Position the MC2100 in this instance.
- Intermec CK3x threat to new warehouse distribution opportunities with its long-range imager option. If only long range scanning is required for 1D codes consider positioning the Workabout Pro 4 with SE1524-ER, which offers an ergonomic brick form factor with long range scanning option. Many of the MC3X00 requests for long range scanning were for reading bar codes as far as 15 ft./4.5 m. There is a plan in place for an extended range version of the SE4750 that will read at a distance of 15 ft./4.5 m on 100ml codes. Availability is currently estimated for the end of 2014.

WHY ZEBRA

Zebra Technologies Corporation is a global leader respected for innovation and reliability. Zebra offers an extensive range of asset-tracking technologies incorporating mobile computing, data capture, barcode, wireless LAN, RFID, location systems and Zatar™, the cloud-based Internet of Things (IoT) platform. These technologies make businesses as smart and connected as the world we live in. Zebra's tracking and visibility solutions transform the physical to digital, creating the data streams businesses need in order to simplify operations, know more about their business, and empower their mobile workforce.

Zebra's products and solutions are used around the world by industries including healthcare, retail, transportation and logistics, manufacturing and sports—for a variety of applications from improving patient safety; to eliminating checkout lines with mobile devices; to streamlining warehouse operations and adding a new dimension to professional sports and entertainment with real-time information.