

THE COMPLETE SYMBOL MC18 SELLING GUIDE



LET CUSTOMERS EXPERIENCE SHOPPING... THE WAY IT SHOULD BE.

Your retail customers are locked in a battle, competing for sales with competitors all around the globe. So when a shopper comes through their doors, it's even more important to provide service with a difference, an experience that will help foster more sales and more shopper loyalty. With the MC18, your retailers can let their shoppers experience the way shopping should be. With instant discount coupons on the items they are purchasing. Suggestions for complimentary items. Step-by-step directions to that hard-to-find item. And more. All on a device with a big beautiful screen that operates just like their own personal smartphone — complete with fingertip, pinch and zoom navigation. Help your customers revolutionize the shopping experience in their store with the next evolution in personal mobile shopping technology — the MC18.



THE CHALLENGE: **TODAY'S SHOPPERS HAVE SO MANY OPTIONS...SO LITTLE TIME... SO LITTLE LOYALTY.**

Your customers with brick and mortar stores face a myriad of new challenges in today's world.

There is more competition than ever before.

Competition is no longer local, but all around the world — and always open for business.

Changing shopper habits are impacting sales.

Shoppers are always connected and regularly utilizing their smartphones to check competitive pricing — right in the aisles of a store.

Market share is eroding.

Waning loyalty translates into fewer in-store visits — with shoppers who are purchasing less.

Shopper expectations are at an all time high.

To earn a sale in today's world, the brick and mortar store needs to offer the best service — and the right pricing.

THE SOLUTION: **HELP YOUR RETAIL CUSTOMERS INCREASE CUSTOMER LOYALTY AND SALES WITH THE MC18... THE ADVANCED PERSONAL SHOPPER.**

With the MC18, your retail customers can revolutionize the self-service shopping experience in the store with a device that offers the smartphone style and ergonomics shoppers know and love...and a direct connection to the store information they need to save time and money.

Now, shoppers can scan and bag items as they shop for fast checkout — and look up price, availability and product information with the press of a button. When shoppers scan an item, stores can send dynamic real-time coupons for the items they are purchasing or for complementary items. If customers can't find an item, the integrated Bluetooth SMART pinpoint locationing technology enables the delivery of GPS-style step-by-step directions right to an item. The result?

More satisfied customers. More sales. And more return visits.



OVERCOMING ONE OF THE TOP OBJECTIONS: “WHY NOT JUST LET MY CUSTOMERS USE MY LOYALTY APP ON THEIR OWN SMARTPHONE?”

At first glance, many retail customers will question why they need to invest in a device for their shoppers to use when shoppers could simply use their own smartphones with the store loyalty app. Here's why:

ALL BAR CODES CAN'T BE CAPTURED.

The consumer-grade camera in smartphones does not offer the proper illumination required to guarantee proper bar code capture, nor can it capture the damaged bar codes so common in retail — whether they are dirty, scratched or poorly printed. The result? Every bar code can't be scanned, leaving shoppers frustrated. Those same bar codes aren't a challenge at all for the MC18 — its advanced enterprise-class algorithms can capture any bar code in virtually any condition.

SLOW SCANNING.

In a grocery or DIY store, shoppers may need to scan numerous items quickly. Consumer grade cameras aren't built to deliver scanning speed, again leaving shoppers frustrated. But the MC18 offers Zebra advanced scanning technology, which allows customers to scan items as fast as they can pick them off the shelf.

TOO MANY STEPS TO SCAN.

Shoppers will likely need to repeatedly unlock their smartphones, enter a password, launch the right application, aim and scan to capture a bar code — so many steps that many won't bother. By contrast, the press of one button on the MC18 is all that's required to capture any bar code in a fraction of a second.

POOR QUALITY WIRELESS CONNECTION.

The Wi-Fi radios in consumer smartphones are consumer-grade, often resulting in dropped connections that force customers to continually reconnect — compared to the robust connection of the strong Wi-Fi enterprise-class radio in the MC18.

BATTERY DRAIN.

Scanning drains battery power on the consumer device — the battery may drain before the shopping trip is over. But the enterprise class scan engine in the MC18 is designed to draw minimal power when scanning. And the PowerPrecision+ battery in the MC18 provides the power information retailers need to increase device availability and ensure that only devices with ample power for a complete shopping trip are available for shoppers.

TOO MUCH OPPORTUNITY TO SHOP THE COMPETITION.

If shoppers are using their own smartphones, it's easy for them to look up pricing at competitive stores — and it serves as a constant reminder to do so. To combat smartphone use in the store, retailers can offer services on the MC18 that aren't available on smartphones — such as step-by-step directions through the store to an item they are unable to find. The result? Shoppers will be more focused on the MC18 and less tempted to utilize a second device.

INDUSTRY-FIRST NEW 3-IN-1 CRADLE DESIGN CONFIGURE AND RECONFIGURE AS NEEDED TO MEET STORE NEEDS TODAY — AND TOMORROW.



HIGH DENSITY (HD)

This configuration accommodates nearly twice the number of devices as the cradle for the MC18 predecessor, the MC17. This configuration is designed to showcase the large, bright, high-resolution screen, and is ideal at the front of the store, where it helps attract and entice customers to use the device.



SUPER HIGH DENSITY (SHD)

This configuration accommodates nearly two and a half times the number of devices as the cradle for the MC18 predecessor, the MC17. This configuration enables the maximum number of devices to fit in the smallest possible space, ideal for customers who want to deploy the MC18 but have a minimal floor footprint available.



DESKTOP (DT)

This handy configuration sits on a desktop and can be utilized for the return of devices at the register or other strategic locations in the store, as well as in the backroom, where it keeps devices charged and ready for store associates.

MC18 HD

MC18 SHD

MC17


THE DEVICE DENSITY DIFFERENCE: MC17 VS MC18

In retail, space is a premium — every square foot of the store needs to help contribute to profitability. As the diagram on the right illustrates, the new MC18 cradle design does just that. It allows your customers to deploy the MC18 in less space, preserving more store space for saleable items, while allowing your customers to market directly to the shoppers in their store to increase basket size and revenue.



WHAT'S NEW IN THE MC18?

The following chart highlights the feature differences between the MC18 and the prior generation MC17 Personal Shopper.

	MC17	MC18	THE MC18 ADVANTAGE
CPU	520 MHz	800 MHz	A much faster and more advanced dual core processor, 8 to 16 times the RAM and 32 to 64 times the Flash provide the power to deliver a stellar experience on the most demanding multimedia applications.
Memory	64 MB RAM /64 MB Flash	512 MB RAM/2 GB Flash 1 GB RAM/4 GB Flash	
OS	CE5.0	Windows Embedded Compact 7	Enables the creation of the same highly intuitive graphics-rich web-style applications that shoppers and workers use in their personal lives, complete with touch, pinch, zoom and gesture interfaces common on today's smartphones.
Display	2.83 in. QVGA	4 in. WVGA	Larger, higher resolution screen provides the real-estate to support graphics-rich applications.
Touch Panel	Resistive	Capacitive	Provides a better user experience: more responsive, highly accurate touch; supports continuous input (i.e. swipe) and dual touch (i.e. pinch)
WLAN	802.11 a/b/g	802.11 a/b/g/n	Provides the fast wireless connections required for superior application performance.
BT	None	Bluetooth SMART (v4.0)	Provides support for the latest indoor locationing technology to deliver dynamic 1-to-1 marketing to individual shoppers in the store, as well as other value add services.
Scanner/Symbology Support	SE950 1D laser: scans 1D codes	SE4710 2D imager: scans 1D and 2D codes	Delivers Zebra's advanced scanning technology for extraordinary performance on every bar code.
Mobile Bar Code Support	No	Yes	Allows customers to scan bar codes that are displayed on their smartphones.
Corning® Gorilla® Glass 3	No	Display and exit window	Extremely rugged: highly scratch and shatter resistant, scratches that do occur are typically less visible.
Battery	2400mAH	 PowerPrecision+ 2725mAh	Higher power, more intelligent battery with faster charging enables better power management that translates into less time in the charger — and up to a 50 percent increase in device utilization.
Cradle	1 configuration	One cradle with 3 configurations: desktop, high density and super high density	Provides maximum flexibility to accommodate different cradling needs in different areas of the store, from the store entrance to the device return area and the back room.

What's New?

MC18 PERSONAL SHOPPER FEATURES AT A GLANCE

LARGE ALL-TOUCH 4 IN./10 CM HIGH RESOLUTION DISPLAY

Provides a smartphone-style user experience, complete with fingertip navigation

OUR LATEST ADVANCED IMAGING TECHNOLOGY — SE4710

First-time everytime capture of virtually every bar code in any condition

SCANS BAR CODES DISPLAYED ON A DEVICE SCREEN

Supports next generation mobile bar codes commonly used by shoppers

POWERPRECISION+ — OUR MOST INTELLIGENT BATTERY YET

More power + more power information = more device availability

FLEXIBLE 3-IN-1 SPACE SAVING AND COST SAVING CRADLE

Buy one cradle, configure different ways for different areas of the store

FAST WI-FI WIRELESS CONNECTIONS WITH 802.11N

Delivers impressive desktop-style app performance in every corner of the store

PLENTY OF POWER TO SUPPORT THE MOST DEMANDING APPLICATIONS

Easily deploy highly-intuitive feature-rich multimedia applications

BUILT TO SURVIVE ALL DAY USE BY SHOPPERS AND ASSOCIATES

Drop and tumble tested, plus Corning Gorilla Glass 3 display and scanner exit window

CUSTOMIZABLE WITH YOUR CUSTOMER'S COLORS AND LOGO

Lets our leading edge shopping technology become part of your customers' brand

TOPLINE SALES STRATEGY: KEY ATTACK POINTS

To increase your selling success, lead with the following key differentiating features for the strongest MC18 positioning.

<p>THE ONLY TRUE SMARTPHONE STYLE EXPERIENCE</p>	<p>The MC18 is the only device in its class to offer a true smartphone style experience, with everything from comparable screen size and resolution to the same means of interaction — intuitive fingertip navigation with pinch and zoom.</p>
<p>THE ONLY DEVICE TO OFFER TRUE POINT-AND-SHOOT SCANNING</p>	<p>Competitive devices utilize 1D laser engines, which require users to align the shopping device with the bar code. By comparison, the MC18 uses an imager, which enables omni-directional scanning — there is never a need to align device and bar code. In addition, our advanced imager offers lightning fast bar code capture, plus the ability to capture even scratched, dirty and poorly printed codes so often found in retail.</p>
<p>UNPARALLELED BATTERY POWER AND BATTERY MANAGEMENT</p>	<p>Not only does the MC18 offer the largest capacity battery in its class, its PowerPrecision+ battery provides a wealth of more accurate information about the state of the battery itself, translating into less time in the charger and more time in the hands of shoppers.</p>
<p>UNPARALLELED PROCESSING POWER</p>	<p>With the fastest processor and the most memory, the MC18 outperforms its competitors when it comes to application performance.</p>
<p>ONLY DEVICE THAT SCANS MOBILE BAR CODES</p>	<p>Other competitive devices are unable to scan the mobile bar codes displayed on a smartphone screen, frustrating the shoppers that have embraced mobile bar codes for the convenience they provide.</p>
<p>ONLY DEVICE THAT SUPPORTS 802.11N</p>	<p>The MC18 stands alone in its class, offering the best wireless experience with support for 802.11n and Zebra's superior WLAN roaming technology.</p>
<p>THE MOST FLEXIBLE, SPACE-SAVING CRADLE DESIGN</p>	<p>Only the MC18 offers a single cradle with three different installation options to meet the needs in various areas of the store — high density to show off the display, super high density to cradle the maximum number of devices in the minimum space, plus a desktop design.</p>
<p>THE MOST RUGGED DESIGN FOR THE BEST TCO — AND ROI</p>	<p>The MC18 is the only one in its class to offer two impact tests — drop and tumble — ensuring reliable operation, even after 1,000 consecutive hits. The MC18 is also the only device in its class to use one of the world's strongest materials for the display and exit window — Corning Gorilla Glass 3.</p>

COMPETITION

AT A GLANCE

As the chart below highlights, in a feature shootout between the MC18 and its key competitors, the MC18 is the clear winner. Refer to the Appendix for a more detailed feature-to-feature comparison.

ZEBRA	DATALOGIC		WINCOR/ NIXDORF
MC18	Joya A	Joya X1	PSA /go



Most modern OS	•			
Most memory	•			
Largest display	•			
All touch	•			
Most battery capacity	•			
Best battery power management	•			
1D/2D bar codes	•			
Mobile bar codes	•			
802.11a/b/g/n	•			
Bluetooth SMART	•	•		
4 ft./1.2 m drop spec	•	•	•	
Tumble tested	•			
Corning Gorilla Glass display and scan window	•			

RETAIL APPLICATIONS

THE MC18 DOES ‘DOUBLE DUTY’, WITH APPLICATIONS FOR SHOPPERS... AND THE RETAIL WORKFORCE

While the primary reason your customers will purchase the MC18 is to provide their shoppers with a tool that will improve the in-store experience, the MC18 provides added value because it can also double as a tool for store associates. It's sleek look is ideal on the store floor, where associates can use it to provide shoppers with better service by performing instant on-the-spot price and inventory checks for customers, as well as line-busting to prevent long wait times at the register — and the potential for abandoned carts and lost sales. With its rugged design, associates can also use the MC18 to improve the productivity and accuracy of many everyday tasks on the sales floor and in the back room, from replenishing shelves to picking orders, executing markups/markdowns and ensuring incoming inventory is processed and placed on the shelves quickly, reducing ‘dock-to-stock’ cycle times.



TARGET USERS

Shoppers

- Self-checkout
- Track running purchase total for faster checkout
- Discounts and special offers on the items scanned and complementary items
- Gift registries
- Product information
- Price checks
- Product availability



Store Associates

- Inventory management
- Price checks
- Stock look-ups
- Product picking
- Put-away
- Line busting
- Shelf replenishment
- Markdowns/markups

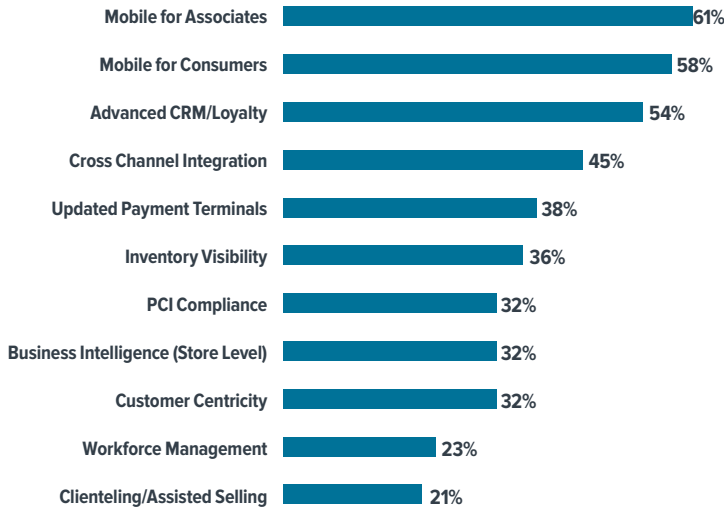
STORE TYPES

- Grocery stores
- Do-it-yourself stores
- Large department stores
- ‘Big box’ stores

MARKET TRENDS AND OPPORTUNITIES

2013 TOP STORE SYSTEM PRIORITIES

Mobile technologies for shoppers is second only to mobile technology for associates



Source: 10th Annual Store Systems Study 2013/Retail Technology Spend Trends/Mobility Changes Everything; Retail Info Systems News (RIS); Lee Holman, Greg Buzek, IHL Group; 2013

5 YEAR OUTLOOK: BUSINESS CRITICAL PRIORITIES

Managing an engaging customer experience is the number one retail initiative



Retail Vision Report, U.S. Outlook, June 2012

TOP RETAIL INITIATIVES

Providing an engaging customer experience and developing mobile technologies for shoppers are two of the top priorities in retail today...

...and the MC18 helps meet them both.

The MC18 utilizes mobile technology to allow retailers to establish a personal connection with shoppers in the store.

The result is strong positioning for your retail prospects:

The MC18 helps meet two of today's top strategic retail business initiatives.



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 MC18 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 MC18 sale:

- Porting of existing MC17 applications to the MC18
- Porting of existing line of business applications to the MC18, such as the store loyalty or gift registry application for the front-of-the-store and inventory management applications for back-of-the-store tasks.
- Adding new features to existing applications, such as the ability to scan mobile loyalty bar codes in the existing loyalty application.
- Creation of OS agnostic-applications using Zebra Technologies RhoMobile Suite that can run on different types of mobile devices with different display sizes — from MC18 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 MC18 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.

SALES TOOLS:

EVERYTHING YOU NEED TO SELL THE MC18

POSTED ON PARTNER CENTRAL

www.zebra.com/partners

MC18 selling guide

This comprehensive document contains all the information you need to sell the MC18 — from product information to product and accessory part numbers, market opportunities, available services and more.

MC18 Battlecard

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

Customer-facing sales presentation

This ready to use sales presentation provides all the information you need to sell the MC18.

DEMAND GEN ASSETS

Full page Ads

Ready-to-use full page print ads.

Web Banners

Ready-to-use banners to promote the MC18 on the Web.

EDMs

Ready to use direct emails to generate instant awareness.

PUBLIC FACING ASSETS

MC18 specification sheet

Two page spec sheet focused on features and specifications.

www.zebra.com/mc18

Updated Retail portfolio brochure

Brochure that lists all Zebra retail-facing mobile computers

Updated Retail application briefs

A detailed Retail app brief that describes the full set of applications in retail.

Zebra newsroom

www.zebra.com/about

Training:

<http://learning.zebra.com>

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

MBC2011: Product Overview for the MC18 (online training)

Solution Builder: <https://solutionbuilder.zebra.com>

YOUR INVESTMENT, PRODUCT CLASS, TRAINING AND MORE

PARTNER EMPOWER IMC TRACK

The MC18 is part of the Mobile Computing track. Membership in the PartnerEmpower Mobile Computing segment is all that is required in order to sell the MC18.

PRODUCT CLASS

The MC18 is a Class 3 product, with no certification classes or costs required.

YOUR INVESTMENT

How much of an investment do you need to make to sell the MC18?

**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 MC18 sale include:

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

Training



Course Code: MBC2011

Course Title: Product Overview for the MC18

This one hour online course is designed to provide an overview of the MC18 Mobile Computing product. The course defines the MC18'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.

MC18 SPECIFICATIONS

PHYSICAL CHARACTERISTICS

Dimensions	2.95 in. H x 8.58 in. L x 3.09 in. W 7.50 cm H x 21.80 cm L x 7.86 cm W
Weight:	10.6 oz./300 g (with battery)
Display	Color LCD; 4.0 inch 480x800 WVGA resolution; 16 bits/pixel RGB; LED backlight; capacitive touch screen; Corning Gorilla Glass 3
Keyboard	1 dedicated trigger key
Power Source	 PowerPrecision+ 2725mAh Li-Ion rechargeable battery

PERFORMANCE CHARACTERISTICS

Processor	TI OMAP4430, Dual Core , 800MHz
Operating System	Windows Embedded Compact 7 Microsoft Internet Explorer Embedded 7
Memory	512 MB RAM/2 GB Flash or 1 GB RAM/4 GB Flash
Interface/Communications	USB 2.0 Client for Microsoft ActiveSync for service and maintenance
Light Source	Red LED Illumination frame with orange LED dot aim pattern
Scan Rate	Imaging rate: 30 Frames per second, 1280p x 800p
Ambient Light Immunity	Tolerant to typical artificial indoor and natural outdoor (direct sunlight) lighting conditions. Fluorescent, Incandescent, Mercury Vapor, Sodium Vapor, LED: 450 Ft. Candles (4,844 Lux) Sunlight: 8,000 Ft. Candles (86,111 Lux)

WIRELESS NETWORKING

WLAN	Wi-Fi IEEE 802.11a/b/g/n
WPAN	Bluetooth Class 1.5 2.1+EDR Bluetooth 4.0 with Bluetooth SMART technology

WIRELESS SECURITY

Wi-Fi Security Certification	Legacy, WPA and WPA2
Authentication	None, EAP-TTLS (CHAP, MSCHAP, MSCHAPv2, PAP, MD5), EAP-TLS, PEAP (TLS, MSCHAPv2, GTC), LEAP and EAP-FAST (TLS, MSCHAPv2, GTC)
Encryption	WEP (40 or 104 bit), TKIP and AES

USER ENVIRONMENT

Operating Temperature	32° to 104° F/0° to 40° C
Storage Temperature	4° to 140° F/-20° to 60° C
Humidity	40° C (RH 10% - 95%) non-condensing
Drop Specification	Withstands multiple 4 ft./1.2 m drops to vinyl tile over concrete
Tumble Specification	500 .5m (1.64 ft.) tumbles (1,000 drops) at room temperature

REGULATORY

Electrical Safety	Certified to UL/cUL 60950-1, EN/IEC 60950-1; IEC 62471:2006/EN62471:2008 (LED Safety Report)
Laser Safety	IEC/FDA Class 1 in accordance with IEC/EN 60825-1 & 21 CFR 1040.10 & 11 (Laser Notice No. 50)
EMI/RFI	North America: FCC Part 15 Subpart B class B Canada: ICES 003 Class B EU: EN55022 Class B, EN 301 489-1, EN 301 489-17, EN61000-4-3/-3-2/-3-3, EN 55024
Environmental	ROHS compliant — 2011/65/EEC, WEEE – 2002/96/EC

For countries outside USA, Canada, European Economic Area, Japan or Australia, consult your local Zebra representative.

WARRANTY

The MC18 Series is warranted against defects in workmanship and materials for a period of 12 months from date of shipment, provided that the product remains unmodified and is operated under normal and proper conditions.

RECOMMENDED SERVICES

Realize the greatest benefit from your MC18 investment with support services from Zebra. Enjoy easy access, fast repair and expert support with Service from the Start Comprehensive Coverage.



MC18 CONFIGURATIONS

CONFIGURATIONS		
Part Number	Description	List Price
WI-FI ONLY		
MC18A-00-KIT-1PK	Std model, 1-pack, 4in display, capacitive touch, 2D imager, 2750mAh li-ion battery, 512MB RAM, 802.11 a/b/g/n, WinCE7Pro, PocketBrowser, 1 yr warranty	\$1,400.00
MC18A-00-KIT-10-PK	Std model, 10-piece bulk pack, 4in display, capacitive touch, 2D imager, 2750mAh li-ion battery, 512MB RAM, 802.11 a/b/g/n, WinCE7Pro, PocketBrowser, 1 yr warranty	\$13,757.00
MC18G-00-KIT-1PK	Std model, 1-pack, 4in display, capacitive touch, 2D imager, 2750mAh li-ion battery, 1GB RAM, 802.11 a/b/g/n, WinCE7Pro, PocketBrowser, 1 yr warranty	\$1,450.00
MC18G-00-KIT-10-PK	Std model, 10-piece bulk pack, 4in display, capacitive touch, 2D imager, 2750mAh li-ion battery, 1GB RAM, 802.11 a/b/g/n, WinCE7Pro, PocketBrowser, 1 yr warranty	\$14,065.00

MC18 ACCESSORIES

ACCESSORIES			
Part Number	DESCRIPTION	Discount Category	List Price
BATTERY			
BTRY-MC18-27MAG-01	MC18 Lithium Ion Battery 2725 mAh (QTY:1)	1A	\$60.00
BTRY-MC18-27MAG-10	MC18 Lithium Ion Battery 2725 mAh (10-PK)	1A	\$570.00
CRADLE			
CRD-MC18-3SLCKH-01	High Density (HD) LOCKING 3-Slot Charging Cradle (Display facing out). Requires PWRS-14000-241R, DC line cord & Country Specific AC line cord sold separately.	1A	\$700.00
CRD-MC18-3SLOTH-01	High Density (HD) NON-LOCKING 3-Slot Charging Cradle (Display facing out). Requires PWRS-14000-241R, DC line cord & Country Specific AC line cord sold separately	1A	\$650.00
CRD-MC18-3SLCKS-01	Super High Density (SHD) LOCKING 3-Slot Charging Cradle (Display facing up). Requires PWRS-14000-241R, DC line cord & Country Specific AC line cord sold separately.	1A	\$700.00
CRD-MC18-1SLOT-01	Single Slot Locking Cradle. (Display Facing out). Requires Power Supply (PWRS-14000-241R), DC line cord and Country Specific AC line cord sold separately	1A	\$200.00



ACCESSORIES (CONTINUED)

PART NUMBER	DESCRIPTION	DISCOUNT CATEGORY	LIST PRICE
Miscellaneous			
KT-MC18-CKEY-20	Used to mechanically unlock the MC18 Terminal from the 3-Slot Cradles. DOES NOT WORK ON 1-SLOT CRADLES.	1A	\$15.00
KT-MC18-REBOOT-05	This tool can be reused to reboot the MC18 terminal by connecting & holding the pins on the tool to the terminal while holding down the scan key for 10 seconds.	1A	\$20.00
KT-MC18-CTOOL-01	Tool used to remove 3- Slot Cradle Cover where hand space is limited.	1A	\$20.00
KT-MC18-CSTKIT-01	MC18 Deployment Starter Kit- includes 20-pack of Release Keys (KT-MC18-CKEY-20), 5-pack of Terminal Reboot Tool (KT-MC18-REBOOT-05), and 1 Cradle Housing Removal Tool (KT-MC18-CTOOL-01)	1A	\$50.00
PSS-3KY01-00R	Used to mechanically unlock the MC18 Terminal from the Single-Slot Cradles. DOES NOT WORK ON 3-SLOT CRADLES.	1A	\$8.00
PSS-3SH01-00R	Cart holder Mounting Kit; Provides mounting of the MC18 mobile computer on a shopping cart	1A	\$11.90
CABLE			
CBL-MC18-USB1-01	MC18 USB Client Communication Cable for Cradle to the host system	1A	\$95.00
25-66431-01R	Cradle Interconnection Cable (12.6 Inch). Connects Cradles to each other to run off one power supply (PWRS-14000-241R). Daisy Chain max = 6 Terminals	1A	\$25.00
25-66420-01R	DC Charging Cable for use with 1-Slot Cradles. (19.5 Inch). Runs from the Power Supply (PWRS-14000-241R) to one charging cradle.	1A	\$25.00
25-67592-01R	DC "Y" Charging Cable 39.7 Inch (1 meter). Runs from Power Supply (PWRS-14000-241R) to two separate charging cradles	1A	\$30.00
CBL-MC18-Y2MET-01	DC "Y" Charging Cable. (2 meter). Runs from Power Supply (PWRS-14000-241R) to two separate charging cradles	1A	\$40.00
CBL-MC19-EXINT1-01	MC18 Cradle Interconnection Extension Cable (12.6 Inch). Connects to one end of the Interconnection Cable (25-66431-01R sold separately) in order to provide extra cradle interconnection length which may be needed in some installation designs.	1A	\$25.00
25-66210-01R	DC "Y" Charging Cable 19.5 Inch (0.5 meter). Runs from Power Supply (PWRS-14000-241R) to two separate charging cradles	1A	\$30.00
LABEL			
PSS-3LB02-00R	Labels: bar code location labels, 1-300	1A	\$59.00
PSS-3LB03-00R	Labels: bar code location labels, 6 each, 1-300	1A	\$300.00
POWER SUPPLY AND LINE CORDS			
PWRS-14000-241R	POWER SUPPLY:100-240VAC,12VDC,9A. Requires Country Specific AC Line Cord and DC Cable all sold separately.	1A	\$105.00
23844-00-00R	AC Line Cord, 7.5 feet long, grounded, three wire for power supplies. Associated Country: United States.	1A	\$10.00
50-16000-221R	AC Line Cord, 1.8M grounded, three wire, USA NEMA 5-15P. Associated Country: United States.	1A	\$15.00
50-16000-671R	AC Line Cord, 1.8M grounded, three wire, CIE 23-16 plug. Associated Country: Italy.	1A	\$15.00
50-16000-217R	AC Line Cord, 1.9M grounded, three wire, AS 3112 plug. Associated Country: Australia, New Guinea.	1A	\$10.00

ACCESSORIES (CONTINUED)

PART NUMBER	DESCRIPTION	DISCOUNT CATEGORY	LIST PRICE
Power supply and line cords (continued)			
50-16000-218R	AC Line Cord, 1.8M grounded, three wire, NEMA 1-15P plug. Associated Country: Japan.	1A	\$10.00
50-16000-219R	AC Line Cord, 1.8M grounded three wire, BS1363 plug. Associated Countries: Hong Kong, Iraq, Malaysia, Singapore, United Kingdom.	1A	\$15.00
50-16000-220R	AC Line Cord, 1.8M, grounded three wire CEE 7/7plug. Associated Countries: Europe, Abu Dhabi, Bolivia, Dubai, Egypt, Iran, Russia, Vietnam.	1A	\$10.00
50-16000-257R	AC Line Cord, 1.8M, grounded three wire, IEC 60320 C13 plug. Associated Country: China.	1A	\$10.00
50-16000-669R	AC Lind Cord, 1.9M grounded three wire, BS 546 Plug. Associated Country: India.	1A	\$15.00
50-16000-672R	AC Line Cord, 1.9M grounded three wire, S132 Plug. Associated Country: Israel.	1A	\$15.00
50-16000-678R	AC Line Cord, 36"L grounded three wire. Associated Country: United States.	1A	\$10.00

ZEBRA GLOBAL SERVICES SUPPORT PROGRAMS FOR MC18

SERVICES				
Mobility Services	Service Description	Time of Purchase	Length of Coverage	part number
Service from the Start — Bronze with Comprehensive Coverage	<ul style="list-style-type: none"> Multiple years of seamless coverage at a one-time cost Covers: <ul style="list-style-type: none"> Normal wear and tear Internal and external components damaged through accidental breakage Select accessories that ship together with the MC18 Includes styluses, screen protectors, hand straps and battery doors (where applicable) Depot repair with 3-day in-house turnaround time for Bronze-level service Advance device replacement for Gold-level service Automatic application of engineering changes Full access to technical support resources Rights to download and use software releases and supporting documentation 	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SSB-MC18XX-30
			Five years	SSB-MC18XX-50
			Three years	SSG-MC18XX-30
Service from the Start — Gold with Comprehensive Coverage	<ul style="list-style-type: none"> Seamless coverage, renewable in one-year increments Covers normal wear and tear Includes all materials, parts and labor Bronze-level service delivers depot repair with 3-day in-house turnaround time Gold-level service includes advance device replacement and the Commissioning service Full access to technical support resources Rights to download and use software releases and supporting documentation 	Any time	One year	SCB-MC18XX-10
			Three years	SCB-MC18XX-30
			One year	SCG-MC18X-10
Service Center Support — Gold	<ul style="list-style-type: none"> Seamless coverage, renewable in one-year increments Covers normal wear and tear Includes all materials, parts and labor Bronze-level service delivers depot repair with 3-day in-house turnaround time Gold-level service includes advance device replacement and the Commissioning service Full access to technical support resources Rights to download and use software releases and supporting documentation 	Any time	Three years	SCG-MC18XX-30
			One year	SWS-EMHW-0250-10 SWS-EMHW-1000-10 SWS-EMHW-5000-10
			Three years	SWS-EMHW-0250-30 SWS-EMHW-1000-30 SWS-EMHW-5000-30
Enterprise Mobility Software Support	<ul style="list-style-type: none"> Full access to technical support resources Rights to download and use software releases and supporting documentation 	Any time	Five years	SWS-EMHW-0250-50 SWS-EMHW-1000-50 SWS-EMHW-5000-50

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 through use of a consumer-facing portable shopping solution — competitive pressure, long checkout lines, real-time pricing, need for instant, more effective promotions and discounts?

UNCOVER ANY UPGRADE OPPORTUNITY

- Is improving consumer loyalty a main initiative for your stores?
- Do you currently have an online membership program for customers who come to your stores?
- Do you currently have the Personal Shopper Solution (PSS) installed?
- Would you like to deliver more robust, targeted, applications for consumers who shop at your store?
- Are you planning to install self-service kiosks? Self-checkout?
- Are you planning to upgrade your Point of Sale System(s)?
- Are you planning to change your store checkout lane format?
- Are you looking for a new inventory or pricing management tool for store employees?
- Would your IT staff benefit from centralized management for all terminals — remote provisioning, upgrading, and troubleshooting?
- Would you like the flexibility to be able to either brand the unit with your logo or offer revenue generating 'ad space' for manufacturers on the faceplate?

UNCOVER THE SPECIFICS OF THE OPPORTUNITY, AND AREAS WHERE THE STRENGTHS OF THE MC17A AND MC17T ARE KEY SELLING POINTS

- Do your customers ever have to wait in long checkout lines?
- Do your employees spend too much time helping shoppers locate items or check pricing? Could their time be better spent on other tasks?
- How effective are your current marketing promotions? Could you benefit from 1:1 targeted promotions?
- How well do you know each customer, their buying habits and preferences?
- Are you looking to differentiate yourself from the competition?

UNCOVER THE TECHNICAL ENVIRONMENT

- What security protocols are required?
- What back-end systems will you need to integrate? What POS system are you using?
- Will you perform your own application development and customization?

FAQs

POSITIONING

- Q What is the positioning of MC18
- A The MC18 is Zebra's next generation self-scanning solution that enables shoppers to easily and conveniently scan as they shop, saving time and avoiding the need to wait in lines at checkout.

For retailers, the MC18 is a solution that will significantly improve ROI through rapid battery charging, higher performance battery and more accurate battery management, which will drive greater device utilization and higher customer satisfaction.

DIFFERENCES BETWEEN MC17 AND MC18

- Q How does the MC18 compare with the MC17 and with DataLogic Joya?
- A The key differences between the MC18 and the MC17 are shown below:

	MC17U	MC18
Scan engine	1D Laser	2D Imager
Display size	2.83 inch	4 inch
Resolution	QVGA	WVGA
Touch panel	Resistive	Capacitive
Pinch and zoom	No	Yes
Battery capacity	2400 mAh	2750 mAh
Battery charge rate	0.7 Amp	1.5 Amp
OS	Win CE5	Win CE7
RAM	64 KB	512 MB or 1 GB
Flash	64 KB, 1GB SD card	2 GB or 4 GB

A more detailed view of the MC18 vs. MC17U and DataLogic Joya is shown in the following table:

	DATALOGIC JOYA	MC17U	MC18
CPU	PXA310-624 MHz	Intel Bulverde, 520 MHz	TI OMAP 4; 800 MHz
OS	Win CE6.0	Win CE5.0 Pro	Win CE7.0 Pro
eMMC	256 MB Flash disk. For Joya Plus: an additional 2 GB of flash memory	64 Mb and on-board Storage Card of 1GB	2GB in SLC mode
DDR	128 MB	64 MB	512 MB
Display	2.8"	2.83" QVGA	4" Sharp; WVGA
Dual Touch	Joya Plus: Touch screen	Touch screen	Dual touch
Touch Panel	Resistive plastic film	Resistive	Capacitive
WLAN	802.11 a/b/g	Jedi 802.11 a/b/g	Murata 1273L; 802.11 a/b/g/n
WLAN Antenna	Sheet metal with coax	Sheet metal with coax	LDS antenna or flex antenna. No coax (low cost solution).
BT	Joya Plus: Supported	NA	MS stack 4.0; Murata 1273L capable of BLE
BT Antenna	Chip antenna	NA	Combine in WLAN antenna
LEDs	Not available on the device	Scan/Decode on device	Scan/Decode on device
Imager	SE950	SE950	2D, 1class SE4710
Exit window	Plastic	Plastic	Gorilla glass
Battery	Simple; 2600mAh	Simple; 2400mAh	Intelligent, 2725mAh
Dynamic charging	NA	NA	Fast Charging option is available
Charging rate	NA	0.7A	1.5A
Charging circuit	NA	On the cradle side	On the device
Cradle	Smart cradle w/ 16 Bit MCU	Dumb cradle	Smart cradle with 16 Bit MCU
Speaker	0.5W AAC	0.8W	2W
Reset sequences	NA	Cold Boot key combination Warm Boot key combination	Cold Boot by pressing Scan key and Magnet touch for 5 sec. Warm boot is only via SW
In-door location	NA	NA	Rev A Hardware supports Bluetooth SMART technology.
Environmental specifications	4.0ft (1.2m) onto concrete Operating temp.: 0° C to 50 °C	4 ft (1.2 m) to linoleum over concrete Operating temp.: 0° C to 40 °C	4 ft (1.2 m) to tiled linoleum over concrete Operating temp.: 0° C to 40 °C

FAQs cont'd

PRODUCT PORTFOLIO

- Q Will the MC17U be discontinued?
- A No, the MC17U will continue to be part of the Zebra EMC portfolio. With the introduction of the MC18, customers now have a choice of either the MC17 or the MC18 for meeting their PSS requirements.

OPERATING SYSTEM

- Q What is the Operating System roadmap plan for the MC18? Will an Android version of MC18 be released? If so, when?
- A The plan for MC18 is to launch first with Windows CE7 Pro in 2014. Some customers have asked about an Android version of MC18 and this is actively being investigated. There is no firm plan for MC18 with Android at this time. The earliest that an Android version would be released is mid-2015.

MSP AND POCKET BROWSER

- Q The MC17 ships with both MSP and Pocket Browser pre-licensed and available out-of-the-box. Will the MC18 be the same?
- A Yes, MC18 will be the same. MSP version 4.2.1 and Pocket Browser 3.1 will be pre-licensed and pre-loaded on MC18.

COMPATIBILITY

- Q Is it possible to charge the MC18 scanner in an MC17 cradle?
- A No, the MC18 terminal is not compatible with the MC17 cradle system.
- Q Is it possible to charge the MC17 scanner in an MC18 cradle?
- A No, the MC17 terminal is not compatible with the MC18 cradle system.

LANGUAGE SUPPORT

- Q What languages are supported?
- A MC18's operating system has been localized for the English language. Support for non-English character sets are available for developers at www.zebra.com/software

DURABILITY

- Q What are the durability specifications?
- A
- 4 ft./1.2 m to tile over concrete drop
 - 500 half-meter tumbles at room temperature (1000 drops)
 - 32° to 104° F/0° to 40° C operating temperature, 4° to 140° F/-20° to 60° C storing temperature

PRODUCT AVAILABILITY

- Q We have heard about the MPact location based platform from Zebra. Will the MC18 support MPact?
- A Currently the MPact solution supports mobile devices that run on iOS or Android operating systems. As MC18 is currently released on Windows CE7 it does not support MPact in its current configuration. Based on customer demand, MPact can be modified to support CE. Furthermore, if an MC18 Android variant is released it will automatically be compatible. The MPact team is open exploring opportunities that may require support of Windows CE7 and encourage customer feedback on their local requirements.

COMPETITIVE COMPARISON

ZEBRA	DATALOGIC		WINCOR NIXDORF
MC18	Joya A	Joya X1	PSA/ go



Platform				
Processor	TI OMAP 4; 800MHz	PXA310-624 MHz	PXA310-624 MHz	PXA270, 520 MHz
Operating System	CE7.0 Pro	CE6.0	CE6.0	CE5.0
Memory	Choice of: 512 MB RAM/2 GB Flash 1 GB RAM/4 GB Flash	128 MB RAM/256 MB Flash For Joya A Plus: additional 2 GB of Flash memory	128 MB RAM/512 MB Flash For Joya X1 Plus: additional 4 GB of Flash memory	128 MB RAM/1 GB Flash
Display	4 in.; WVGA	2.8 in.; QVGA	2.8 in.; QVGA	2.8 in.; QVGA
Dual Touch	Dual Touch Corning® Gorilla® Glass 3	Touchscreen (Joya Plus)	Touchscreen (Joya Plus)	Touchscreen
Touchpanel	Capacitive	Resistive plastic film	Resistive plastic film	Resistive
LEDs	Scan/Decode on device	Not available on the device	Not available on the device	
Battery	2725 mAh; PowerPrecision+	2600 mAh	2600 mAh	2400 mAh
Data capture	1D/2D codes (SE4710 engine)	1D/ linear codes (SE950 engine)	1D/ linear codes (SE950 engine)	1D/ linear codes
Communication				
WLAN	Murata 1273L; 802.11 a/b/g/n	802.11 a/b/g	802.11 b/g/n	802.11 b/g
Bluetooth	Bluetooth 4.0; with Bluetooth SMART technology	Available (Joya A Plus)	NO	NO
Environmental				
Drop spec	4 ft (1.2 m) to vinyl tile over concrete	4 ft (1.2 m) to concrete	4 ft (1.2 m) to concrete	4 ft (1.2 m)
Tumble spec	500 .5m (1.64 ft.) tumbles (1,000 drops) at room temperature	NO	NO	NO
Operating temp.	32° to 104° F/0° to 40° C	32° to 122° F/0° to 50° C	32° to 104° F/0° to 40° C	Not specified
Exit window	Corning® Gorilla® Glass 3	Plastic	Plastic	Not specified
Display	Corning® Gorilla® Glass 3	Not specified	Not specified	Not specified

NOTE: This table was prepared using publicly available information on competitive products.

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.