



ZEBRA ENTERPRISE SALES GUIDE

MT2000 Series mobile terminal

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BACKGROUND

Since their introduction in 1998, the Phaser product line (PX60 and PX70) has been a major revenue-producing product for ADC. The success is the result of satisfying the unmet needs of customers in the industrial/manufacturing, transportation/logistics and retail sectors for a hand-held scanner with keyboard and display. The Phaser is simple to use and comes with a plug and play built in application included standard in every unit. This combined with a ruggedized handle forward form factor enabled the Phaser to be successfully used across many markets.

The main reasons for a next generation Phaser (MT20X0) are the effects of a normal product life cycle (flat or declining revenue) and more significantly, external pressures including low end terminals, open wireless, network scanning and 2D/RFID capabilities. These external pressures are expected to have a significant negative impact on sales revenue and units during the next several years.

Based on the market research, MT20X0 will be marketed as a full featured, programmable, highly rugged, RF scanner. MT20X0 is intended to replace the PX60 and the PX70 models and will continue to be Zebra's premium rugged hand held laser scanner with keyboard and display. MT20X0 will offer two-way RF performance and store and forward mode in a ruggedized enclosure similar in ergonomics to the existing PX60/70 handle forward design. MT20X0 will also offer both 1D and 2D scanning models with options for EAS and RFID as well as Bluetooth and 802.11 radio communications.



KEY OVERALL MESSAGE

The MT2000 Series of products are cost effective mobile terminals that combine state of the art data capture technology with an easy to use keyboard and QVGA user interface to run simple applications across a wide variety of verticals.

Key Messages for Retail Vertical

- The MT2000 series increases *productivity throughout the retail enterprise* – at the POS, in the back room and on the sales floor.
- The MT2000 series is a *cost effective* mobile terminal option for retailers who might not be able to justify a higher end mobile computer and a high performance POS scanner.

Key Messages for Warehouse/Logistics Vertical

- The MT2000 series is a cost effective mobile device that provides flexible and efficient warehouse management solutions right out of the box, making it an excellent choice for warehouses of all sizes, particularly smaller warehouses who may be deploying barcodes in their warehouse for the first time.
- The MT2000 series' small, lightweight and ergonomically friendly design and easy to user features make it an excellent option for your workers as they move throughout the warehouse.
- The MT2000 series offers secure, yet flexible wireless application capability for increased productivity throughout the enterprise.

VALUE PROPOSITION AND SELLING POINTS

The MT2000 series delivers a number of strategic business benefits that help improve worker productivity and reduce costs:

- **Multi-functionality increases the ROI:** Gives the small to medium business owner a cost effective single unique device to manage the business. From tethered to cordless POS applications to inventory and shipping receiving tasks, MT20X0 is the perfect choice because it is easy to configure out of the box, doesn't require an army of IT professionals to get up and running, and can be used for multiple operations across the shop floor reducing training and down time associated with having to manage several devices.
- **An easy to use, cost effective network device:** Provides the toolset required for easy connectivity to existing or new WLAN networks throughout the enterprise. From track and trace applications to sequencing operations to error-proofing operations on the shop floor, MT20X0's 802.11 a/b/g radio is ready to perform with support for the latest security protocols available. The easy-to-use handle forward design provides the correct weight/balance ratio for users of all sizes. Scan-intensive operations on the shop floor are now a breeze with this device.
- **Reduces total cost of ownership (TCO):** MT20X0's draws from Phaser's 10 years of experience in warehouse applications and has been built to survive in tough environments. This translates into less breakage, lower repair costs and less employee downtime. And with its handle-forward lightweight form factor, it is very easily put into a holster worn all day by the operator reducing mis-placed or lost devices.
- **Extends the value of existing technology investments in two fold:** 1) MT20X0 can be easily integrated into the enterprises existing wireless backbone via the 802.11 network. Support for the latest security profiles will ensure compatibility with most networks. 2) Users who have invested in the existing Phaser and have written applications via MCL Designer can choose to migrate their application from V.2 to V.3 which is supported with the MT20X0 device as well as other MC products
- **Lowers management costs:** Zebra's Mobility Services Platform (MSP) available in MT20X0 WiFi reduces the time and costs associated with day-to-day management, enabling IT staff to roll out or update thousands of devices at the press of a button.
- **Reduces total cost of ownership and provides outstanding investment protection:** Zebra's durable construction translates into less breakage, lower repair costs and less employee downtime. But accidents happen — and when they do, your customers want to know the support they need is right at their fingertips to keep their business running at peak performance. The MT20X0 is eligible for Service from the Start Advance Exchange Support, which provides next-business-day replacement of devices requiring repair. This service includes Comprehensive Coverage, which covers normal wear and tear, as well as internal and external components damaged through accidental breakage for no additional charge. In addition, it entitles customers to the technical software support and software releases they need to help keep their devices operating at peak performance levels. There's no better way to give your customers total peace of mind that their investment is protected.

KEY SELLING POINTS

- **Cost-effective 802.11 network scanning device:** MT20X0 will be marketed as a lower cost alternative to many of the mobile computers out in the field. It will use Zebra's newest WLAN a/b/g radio that offers outstanding performance and supports the industries latest security profiles.
- **Bluetooth 2.0 multi-point to point data communications:** With support for the latest Bluetooth radio protocol users will be able to maximize their investment by connecting in a multi-point to point configuration (7 devices to 1 base) or the traditional point to point configuration. A robust radio range of 150 ft ensures maximum coverage within the facility.
- **Best in class 1D/2D scanning performance:** Zebra once again is setting the bar for imager scanning performance with our fourth generation of imaging engines. This new imaging platform reads both 1D and 2D bar codes with laser like aggressiveness and decode performance setting the new bar for today's imagers.
- **Industry standard Windows CE 5.0 operating system:** By leveraging this popular operating system developers and end users have a large user community and a wide array of development tools available to work from.
- **Fully balanced handle-forward design:** During the Phaser research this attribute ranked number 1 in the conjoint analysis. Many applications are scan intensive with operators scanning items constantly for the duration of their shift. The handle forward design causes less fatigue and is naturally intuitive to use for long periods of time.
- **High Capacity Lithium Ion smart battery:** Designed from many years of experience in tough demanding environments. This 2400mAh battery is double the capacity of its predecessor in the Phaser. Full shift operation is now a piece of cake for most applications. This combined with the addition of smart technology in the battery, operators will now be able to monitor the number of charge/discharge cycles, determine remaining capacity and prevent down time during the shift due to battery failure. Battery maintenance now becomes much easier.
- **Crisp QVGA 320 X 240 color graphic display:** With many demanding applications in the field today, it's important to choose a display that is easy to read across many environments. The new MT20X0 display allows the operator to easily view up to 8 lines of information, display battery capacity, RF connectivity and signal strength all from a screen that is easily viewable indoors as well as in direct sunlight in outdoor applications.
- **Field upgradeable UHF RFID module:** With the emergence of RFID technology, new applications and requirements are developing every day. With its modular RFID design approach, MT20X0 is positioned to take the lead as a low cost RFID device that can be upgraded in the field. The module can be added or removed as needed by the enterprise to easily adapt to their ever changing business needs.
- **Centralized management solutions:** With Zebra's Mobility Services Platform (MSP), managing mobile devices has never been easier. By deploying MSP, enterprises can easily and remotely provision, upgrade, support and track all MT20X0 devices from a single central location, delivering an unsurpassed level of management simplicity.
- **Investment protection:** Service from the Start Advance Exchange Support includes Comprehensive Coverage at no additional charge — "you're covered".

TECHNICAL PRODUCT OVERVIEW

Following is an overview of the technical specifications for the MT2070 and MT2090

PHYSICAL CHARACTERISTICS	
Dimensions:	7.8 in H x 3.1 in. W x 5.0 in. D/19.8cm H x 7.8 cm W x 12.7cm D
Weight:	13.5 oz/378 gm
Display:	320 X 240 QVGA color graphic display
Battery:	2400 mAh Li-Ion @3.7Vdc
Communication Interface:	USB 2.0 Host and RS-232
Keypad:	21-key single stroke numeric and shifted alpha, 4-way navigation button with 2 soft keys for application control
Color:	Dark Gray
PERFORMANCE CHARACTERISTICS	
CPU:	IntelXScale PXA270 @312MHz
Operating System:	Microsoft® Windows CE 5.0
Memory:	64MB/64MB
Application Development Environment:	Microsoft Windows CE EMDK; Zebra EMDK; MCL Designer V 3.0 (MT2070)
USER ENVIRONMENT	
Operating Temperature:	-4° to 122° F/-20° TO 50° C
Storage Temperature:	-40° to 160° F/-40° TO 70° C
Humidity:	5% to 95% non-condensing
Drop Specification:	6 ft./1.8 m drop to concrete over the operating temperature range
Tumble Specification:	250 3.2 ft./ 1 m tumbles (500 drops)
Environmental Sealing:	IP54
ESD:	+/- 15kVDC air discharge, +/- 8kVDC direct/indirect discharge
DATA CAPTURE OPTIONS	
Options:	4 configurations: 1D Laser, 1D/2D Imager, 1D/2D HD Imager, DPM Imager

SYMBOLLOGY DECODE CAPABILITY

1D:	UPC/EAN (UPCA/UPCE/UPCE1/EAN-8/EAN-13/JAN-8/JAN-13 plus supplements, ISBN (Bookland), ISSN, Coupon code), Code 39 (Standard, Full ASCII, UCC/EAN-128, ISBT-128 Concatenated), Code 93, Codabar/NW7, Code 11(Standard, Matrix 2 of 5), MSI Plessey, I 2 of 5 (Interleaved 2 of 5 / ITF, Discrete 2 of 5, IATA, Chinese 2 of 5), GS1 DataBar (Omnidirectional, Truncated, Stacked, Stacked Omnidirectional, Limited, Expanded, Expanded Stacked, Inverse), Base 32 (Italian Pharmacode)
2D:	TLC-39, Aztec (Standard, Inverse), Maxicode, DataMatrix/ECC 200 (Standard, Inverse), QR code (Standard, Inverse, Micro)
PDF417:	PDF417 (Standard, Macro), Composite Codes (CC-A,CC-B,CC-C)
Postal:	U.S. Postnet and Planet, U.K. Post, Japan Post, Australian Post, Netherlands KIX Code, Royal Mail 4 State Customer, upu fics 4 State Postal, USPS 4CB

WIRELESS LAN VOICE AND DATA COMMUNICATIONS

Radio:	Tri-mode IEEE® 802.11a/b/g
Output Power:	100mW US and international
Antenna:	Internal
Data Rates Supported:	802.11b - 11MBPS; 802.11a - 54MBPS; 802.11g - 54MBPS
Frequency Range:	Country dependant: typically 2.4 to 2.5 GHz for 802.11b/g and 5.15 to 5.825GHz for 802.11a

WIRELESS PAN DATA AND VOICE COMMUNICATIONS

Bluetooth;	2.4Ghz class II radio - 150ft line of sight range
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PERIPHERALS AND ACCESSORIES*

Cradles:	Single slot charge only cradle, Single slot multi-interface with Bluetooth cradle, Single slot charge only fork lift cradle
Chargers:	Four slot battery charger
Other Accessories:	Belt holster, desk cup, Intellistand
Printers:	Supports Zebra approved 3rd party printers

REGULATORY

Electrical Safety:

Certified to UL60950-1, CSA C22.2 No. 60950-1, EN60950-1

EMI/RFI:

North American: FCC Part 2 (SAR), FCC Part 15 Subpart B - Class B, RSS210, EU:
EN 301-489-1, 489-17

Laser Safety:

IEC Class 2/FDA Class II in accordance with IEC60825-1/EN60825-1

WARRANTY

The MC2000 Series is warranted against defects in workmanship and materials for a period of 36 months from date of shipment, provided that the product remains unmodified and is operated under normal and proper conditions

RECOMMENDED SERVICES

Customer Services: Service from the Start Advance Exchange Support

TECHNOLOGY FEATURES AND BENEFITS

Following is a summary of technical features and their corresponding business benefit:

FEATURES	BENEFITS
Comprehensive data capture options — 1D, 2D, image capture, EAS and RFID	Eliminates the need to purchase multiple devices; provides future-proofing — meet the needs of tomorrow without a forklift upgrade
Superior 1D laser scanning technology	First time rapid capture of even damaged and poor quality bar codes for all 1D codes over a large working range – from one inch/2.54 cm to as far as 50 inches/127 cm
A new standard for 2D imaging	Astounding performance on 1D and 2D bar codes plus the ability to capture signatures, still photos and video; omnidirectional 1D and 2D bar code scanning improves productivity by eliminating the need to align scanner and bar code
Windows CE 5.0 operating system	Easy to scale and highly reliable industry-standard open architecture
Pre-loaded MCL client (MT2070 only)	Provides the platform independence required to easily connect to legacy applications
Forward-scanning pistol grip	Easy-to-grip well-balanced design; reduces fatigue in scan-intensive environments for full shift comfort
Rugged design	A 6 ft./1.8 m drop specification plus a tumble specification of 1,000 drops and IP54 sealing combine to help ensure reliable operation in spite of everyday drops, bumps and exposure to dust and liquids
Compatible with Zebra's Mobility Services Platform (MSP)	Provides complete centralized management capabilities, including the ability to stage, provision, monitor and troubleshoot all MT2090 devices from a single remote location; dramatically simplifies and reduces the time and cost of day-to-day device management
High resolution high contrast color QVGA display	Easy to view regardless of lighting — from bright sunlight to dimly lit warehouses
21-key enhanced keypad	Shifted alphanumeric functionality simplifies data entry; soft keys enable design of easy-to-use applications with a highly intuitive interface
Tempered glass exit window	Resists scratching and increases device lifecycle
Microsoft .NET development environment	Provides application flexibility: easily develop new applications as well as port existing applications to the MT2000
Optional Intellistand	Increases application flexibility by providing a hands-free mode
Multiple indicators: beeper mode, pager mode and LEDs	Provides dependable user feedback in a wide range of environments

KEY DIFFERENTIATORS

MT20X0 competitive differentiators include:

- **Open platform operating system:** Open platform systems are usually reserved for much more expensive mobile terminals. The CE Core operating system in MT20X0 was designed to look like a closed system with its custom GUI and menu selections. However, developers will still be able to leverage the large Windows based user community and the development tools that have been made available resulting in the best of both platforms.
- **Cost-effective network device:** Even with today's technology advancements and competitive pricing structures put in place, estimates from our ISG groups are there are many thousands of STM warehouses that operate with a paper based system. Part of the reason for this is that mobile computers command high prices and usually have much more functionality than what is actually needed. Equipment vendors have done a great job selling the benefit of buy high and get equipment that is future proof. MT20X0's design criteria is give our customers a rock solid device that captures 1D/2D data, can run a telnet client application and transmit and receive the data from the host at half the price of many other solutions.
- **Best in class 1D/2D imaging engine:** As Zebra is the industry leader in imaging solutions, it is key that MT20X0 continue to offer best in class 1D/2D decode performance. The block buster imager engine used in this device will give our customers laser like aggressiveness on most 1D/2D bar codes, image transfer capabilities and superior omni-directional performance where needed.
- **QVGA resolution 320 x 240 color graphic display:** From displaying 8 lines of terminal emulation text to graphics for a store promotion, MT20X0's color display has the resolution and clarity to get the job done. The key here is to be able to easily view your data in changing lighting conditions throughout the enterprise. Three programmable back light setting gives the user the flexibility needed to work outdoors in direct sunlight to a dimly light warehouse operation.
- **High capacity smart battery:** Enterprises need to manage their equipment just like they need to manage their businesses. The smart battery technology in MT20X0 will enable users to see the number of charge /discharge cycles and the remaining battery capacity of the battery in use. This helps to greatly reduce down time caused by dead or weak batteries during the shift. The enterprise can now gauge the remaining useful battery life and plan accordingly.
- **Modular RFID functionality:** Customers can buy MT20X0 today for bar code scanning and upgrade later for new RFID applications. The modular design approach MT20X0 took gives customers the flexibility to add or remove the RFID module as needed to perform multiple tasks that are typical today. Once again if a device can be used for multiple applications this helps to reduce operator training and reduce costs associated with managing multiple devices. Therefore, improving the bottom line of the business also increases the ROI of the device.
- **Manageability:** The addition of Zebra's Mobility Services Platform (MSP) delivers unprecedented simplicity in the ability to manage mobile devices. MSP allows enterprises to provision, upgrade, troubleshoot and often repair mobile devices, regardless of where in the world they are physically located, from a central location.
- **Enterprise Mobility Services** are one of the top differentiators of Zebra products. Customers rely on Zebra to keep their businesses running. Now they can rely on the most complete services that Zebra has ever offered. To help customers derive the most value from their investment in our technology, Zebra offers a full suite of Enterprise Mobility Services and options that span the entire solution lifecycle — from initial planning, assessment, design and deployment to ongoing training and support:
 - Zebra's Advanced Services help to minimize potential integration issues and reduce implementation time.
 - Seamless integration with Zebra's Customer Services helps ensure that all elements of the solution work at peak performance levels.
 - Software Support solutions help to keep customers' critical business applications fully maintained and up to date with all of the latest features and functionality.

MT2000 SERIES CONFIGURATIONS AND PRICING

The following charts provide a complete list of the CA50 configurations and accessories. NEED LATEST CUSTOMER ORDER P/NS; DESCRIPTION; LIST PRICE; DISCOUNT CATEGORY

CUSTOMER ORDER P/N	DESCRIPTION	LIST PRICE	DISCOUNT CATEGORY
MT2070-SL0D62370WR	Bluetooth/batch terminal with SR Laser, CE, MCL, 320 x 240 color display, 21-key, twilight black, WW	\$870	2B
MT2070-SD0D62370WR	Bluetooth/batch terminal with SR Imager, CE, MCL, 320 x 240 color display, 21-key, twilight black, WW	\$970	2B
MT2070-HD0D62370WR	Bluetooth/batch terminal with HD Imager, CE, MCL, 320 x 240 color display, 21-key, twilight black, WW	\$970	2B
MT2070-DP0D62370WR	Bluetooth/batch terminal with DPM Imager, CE, MCL, 320 x 240 color display, 21-key, twilight black, WW		2B
MT2070-SL1D62370WR	Bluetooth/batch terminal with SR Laser, CE, MCL, 320 x 240 color display, 21-key, twilight black, EAS, WW	\$895	2B
MT2070-SD1D62370WR	Bluetooth/batch terminal with SR Imager, CE, MCL, 320 x 240 color display, 21-key, twilight black, EAS, WW	\$995	2B
MT2090-SL0D62170WR	802.11/Bluetooth terminal with SR Laser, CE, 320 x 240 color display, 21-key, twilight black, WW	\$1050	2B
MT2090-SD0D62170WR	802.11/Bluetooth terminal with SR Imager, CE, 320 x 240 color display, 21-key, twilight black, WW	\$1150	2B
MT2090-HD0D62170WR	802.11/Bluetooth terminal with HD Imager, CE, 320 x 240 color display, 21-key, twilight black, WW	\$1150	2B
MT2090-DP0D62170WR	802.11/Bluetooth terminal with DPM Imager, CE, 320 x 240 color display, 21-key, twilight black, WW		2B

MT2000 SERIES ACCESSORIES

NEED LATEST CUSTOMER ORDER P/NS; DESCRIPTION; LIST PRICE; DISCOUNT CATEGORY

CUSTOMER ORDER P/N	DESCRIPTION	LIST PRICE	DISCOUNT CATEGORY
STB2000-C10007R	Single slot charge only cradle with USB Active Sync	\$135	2B
STB2000-F10007R	Fork lift mounted single slot charge only cradle	\$225	2B
STB2078-C10007WR	Single slot Bluetooth cradle with charge and mult-interface	\$325	2B
STB2000-C40007R	Four slot charge only cradle with spare battery charging	\$500	2B
STB2000-C40017R	Four slot charge only cradle with spare battery charging and Ethernet	\$650	2B
SAC2000-4000CR	Four bay spare battery charger	\$250	2B

COMPETITIVE POSITIONING AND FEATURE COMPARISON

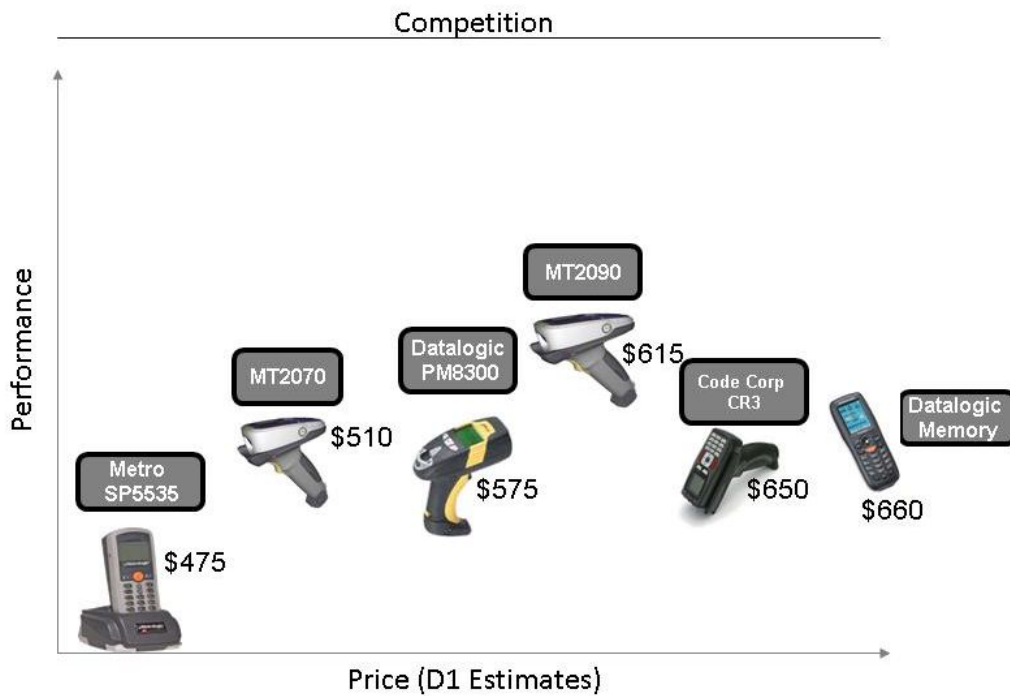
POSITIONING MT2000 SERIES VS. ZEBRA'S OTHER MCD PRODUCTS

The following chart illustrates the price to performance position of the MT2000 series (MT2070 & MT2090) compared with Zebra mobile computer offerings:



POSITIONING MT2000 SERIES VS. COMPETITOR PRODUCTS

The following chart illustrates the price to performance position of the MT2000 series (MT2070 & MT2090) compared with other competitive offerings on the market today:



Competitive Product Analysis

Competitive Landscape: Low End Devices equipped with keyboard/display and scan functionality

COMPETITIVE ALTERNATIVES	KEY STRENGTHS	KEY WEAKNESSES
Datalogic PM8300 DK	IP65 sealing, 6.5ft drop spec	Lack of imager , no color display, proprietary radio and O/S
Code Corp CR3	Their DOT (Dynamic Optimization Technology) has created lots of FUD in the field	Modular handle design reduces the durability of the product to a 4 ft drop spec.
Metro SP5500 series	Traditionally strong in retail –expected to be price aggressive to penetrate industrial markets	Weak brand awareness in industrial markets – lack of gun form factor for scan intensive environments
Datalogic Memor	Lightweight at 7.4 oz, touch screen color display	Only 4ft drop, Limited operating temp range 0-50c, lack of handle for scan intensive applications, no 2D option

VERTICAL, GEOGRAPHICAL AND HORIZONTAL MARKETS

The MT2000 series of products are targeted at the following markets and users:

MARKET	TARGET USERS	APPLICATIONS	TASS/EMEA/APAC
Retail	Store associates, Stock Clerks,	Point of Sale Shelf price audits Backroom shipping/receiving Information query (i.e. price and availability) Gift registry RFID item level tracking (inventory)	Global – All Applications
Warehouse/ Distribution	Operators Fork-truck drivers Supervisors Maintenance personal IT personal	Physical inventory Shipping/receiving Order picking Pick and pack operations Equipment maintenance Cross-docking Asset management	Global – All Applications
Manufacturing	Assemblers Quality control Maintenance staff Supervisors	Error proofing Sequencing operations Asset management Equipment maintenance WIP Shipping/receiving	Global – All Applications

QUALIFYING SALES QUESTIONS

The following questions will help uncover underlying needs that can be addressed with either the MT2070 or the MT2090 mobile terminal:

Uncover the business problem:

- What business problem are you trying to solve through the use of a mobile terminal with scan capability? (i.e. Inventory Management, POS productivity etc.)
- Would on-the-job performance improve if your associates had mobile access to information?
- Do you need to manage your business more efficiently?
- Do you need to be able to more efficiently manage your inventory? What issues are you currently experiencing with your existing processes?
- Is cost cutting and/or controlling expenses critical to the health of your business?

Questions for retail opportunities:

- Could you imagine a need for a device that could function during business hours as a POS scanner and then, when the doors are locked, be used as an inventory management tool?
- Are budget cuts keeping you from purchasing high end mobile computers to manage your inventory?
- Would the ability to enter in a quantity on a keyboard to scan multiple quantities of the same item speed up your POS wait times?
- Is line busting an application that you are currently considering?
- Does your merchandise mix include items that are bulky and heavy and require the cashier to move outside the cash wrap?
- Would your business benefit from a gift registry application? Think outside bridal registries? How about baby gift registry? Child's birthday registry? Perhaps Graduation or Retirement Registry?
- Do you currently have inventory applications written from older devices that would need to be ported over to a new device?

Questions for warehouse/logistics opportunities:

- For smaller warehouses - Are you still running primarily a "paper based" inventory management system?
- If yes, what is the main factor contributing to your reluctance to use a data capture system to manage your inventory?
- For larger warehouses? Are budget cuts keeping you from purchasing newer high end mobile computers to manage your inventory? Would you be interested in a cost effective device that might be able to provide the functionality you require at a price that is in line with your IT budget?
- What types of barcodes do you need to read in your warehouse? 1D, 2D, PDF417?
- Do you envision a time when all or part of your inventory will be managed using RFID?

ENTERPRISE MOBILITY SERVICES

The following Enterprise Mobility Services are available to keep the MT2070 and MT2090 operating at peak performance throughout its lifecycle:

CUSTOMER SERVICES	TIME OF PURCHASE	LENGTH OF COVERAGE	PART NUMBER	PRICE (USD)
Advance Exchange Support (Comprehensive Coverage included)	Up front with the hardware (prepaid) or within 30 days thereafter	One year	AXB-CA50XX-10	\$69
		Three-year Service from the Start	SXB-CA50XX-30	\$159
Service Center Support – Bronze	Purchase at any time	One year	SCB-CA50XX-10	\$51
Service from the Start – Bronze (Comprehensive Coverage NOT included)	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SSB-CA50XX-30	\$119

Note: Part numbers and pricing are subject to change. Please refer to Solution Builder for the most up-to-date information.

Available Options

The following option can be ordered alongside the above Customer Services agreements:

SERVICE OPTION	MUST BE PURCHASED WITH...	LENGTH OF COVERAGE	PART NUMBER	PRICE (USD)
Express Shipping Option	Service Center Support – Bronze	One Year	OPT-EXPSHIP-10	\$28
	Service from the Start – Bronze	Three Years	OPT-EXPSHIP-30	\$72

The **Express Shipping** option provides for next-business-day delivery of a repaired product(s) that is covered by an Enterprise Mobility Services agreement

Software Support

SOFTWARE SUPPORT SERVICE	TIME OF PURCHASE	LENGTH OF COVERAGE	PART NUMBER	PRICE (USD)
Base Server Software Support	Purchase at any time	One Year	SWS-Base-CA50-10	\$149
Base Server Software Support with PBX Software Support			SWS-BasPBX-CA50-10	\$269

Software Support agreements give customers access to technical support resources, as well as the rights to download software releases during the contract period — helping to ensure their infrastructure continues to run at optimal efficiency

Service-related Qualifying Sales questions:

- What level of post-sales service and support do you expect?
- How long can you afford to be without your product?
- Is turnaround time flexible? Is cost more important than turnaround time?
- What is the impact of downtime on your business?
- Do you regularly download software updates for your devices?

Enterprise Mobility Services Sales Philosophy

- Sell Service from the Start Advance Exchange Support up front with every MT2070 or MT2090
 - Selling service upfront is much easier and results in a higher attachment rate
- Service from the Start Advance Exchange Support delivers significant service advantages for our customers as compared to warranty and traditional Service Center Support:
 - Fast response time
 - Simply call the service center and we'll ship a replacement unit for next-business-day delivery
 - Zebra pays the shipping in both directions
 - Zebra-provided spares pool
 - Alleviates the need for customers to purchase, stock and manage spare units
 - Includes Comprehensive Coverage at no additional charge
 - Extends normal wear and tear to internal and external components damaged through accidental breakage at no additional charge — significantly reducing customers' unforeseen repair expenses
 - Zebra pays the shipping in both directions

Service from the Start programs further expand the opportunity for employees and partners to drive higher attachment rates on new hardware sales by enabling customers to purchase service “from the start.”

Enterprise Mobility Services Value Proposition

Even the most intelligent products require a maintenance plan and support strategy. Enterprise Mobility Services agreements provide real value, delivering a number of business benefits to ensure customers derive full value from their investment.

Enterprise Mobility Services complete the solution by:

- **Providing increased performance**
 - Protect product uptime
 - Reduce impact on productivity and revenue
 - **Delivering price-protected, fixed costs**
 - Decrease financial risk with fixed, prepaid repair costs
 - Put it in the budget and forget it
 - **Helping to ensure service peace of mind**
 - Investment protection
 - Covers much more than warranty
- Convenient, easy to use/purchase

FREQUENTLY ASKED QUESTIONS

Please direct technical or customer questions to support@symbol.com.

- **What is the difference between the MT2070 and MT2090 and how would I choose between them?** The MT2070 offers a corded mode (USB, RS-232), a batch mode and a cordless Bluetooth mode. The MT2090 offers all these plus an 802.11 a/b/g wireless mode. The MT2090 also has side decode LED's in addition to the top LED located in front of the display.
- **Can I port my existing MCL application that was written on my P460/P370 over to the MT2070?** The new version of MCL designer p/n (SWE-123877-02) offers a built in application converter that will take the existing MCL project and convert and format it to fit on the MT2070.
- **How much memory is available for my application and data storage?** The MT2000 devices have 64MB/64MB of RAM and ROM. There is ~ 20MB that can be used for application and data storage.
- **What is the typical battery life of the MT2070 or MT2090?** The battery life of any device is very dependent on the application and the environment the device is used in. The following chart describes the battery life for a typical warehouse environment:

MODEL	RADIO	SCAN	BACKLIGHT	TIME TO LOW BAT
2070	Bluetooth	Every 6 sec	On for 3 sec after scan	15 HRS
2090	802.11	Every 6 sec	On for 3 sec after scan	9.5 HRS

- **Does the MT2000 series support active sync?** Yes - the MT2070 and MT2090 can use active sync with a USB cabled plugged directly into the handle of the device. The STB2000-C10007R single slot cradle also supports this function.
- **What is the difference between the STB2000-C10007R and the STB2078-C10007WR single slot cradles?** The STB2000-C10007R is a single slot charge only cradle with USB active sync communications. The STB2078- C10007WR is a single slot charge cradle with Bluetooth radio and multi-interface connectivity to the host.
- **Does MCL come pre-loaded on the MT2000 series?** MCL client comes pre-loaded and pre-licensed on the MT2070 device. It is an optional purchase for the MT2090 device.
- **Does Wavelink come preloaded on the MT2090?** Wavelink TE clients are certified to run on the MT2090 and are an optional purchase for the MT2090 device.
- **Can I use the MT2070 right out of the box without writing an application?** Yes- the MT2070 comes with several pre-loaded inventory applications. One is from MCL and the other application uses Window .Net framework. Parameter bar codes may be needed to be scanned to set up the data strings as required.
- **Do any applications come pre-loaded on the MT2000 series?** The MT2090 comes with two pre-loaded applications on the device. One is a simple scan item application and the second is a simple scan inventory application. The MT2070 also comes with a pre-loaded MCL inventory application.
- **Can I modify the pre-loaded applications on the device?** Zebra will provide on the web site the source code to the pre-loaded applications. The MCL inventory application can only be used as is. For any changes or to customize the device MCL Designer must be purchased.
- **How can I charge spare batteries outside of the MT2000 device?** To charge extra batteries outside the device a four slot spare battery charger will be offered (SAC2000-4000CR)
- **Can the MT2000 charge from a USB connection without a power supply?** Yes – the MT2000 series will charge from a USB cable –either plugged directly into the handle of the device or plugged into a single slot charger. Please keep in mind the charge rate with the USB connection will be much slower than from a power supply because of the current limitation of USB.
- **Is the MT2000 GS1 Data bar compliant?** Yes- all versions of the MT2000 are GS1 compliant.
- **Can the accessories from the P370/P460 be used with the MT2000 series devices?** The only accessory that will be carried forward with the new MT2000 device is the belt holster p/n (11-35035-01R).
- **Can the Bluetooth radio on the MT2000 series devices be connected to other Bluetooth devices?** Yes- The MT2000 series Bluetooth radio is considered to have both open and closed connectivity- it can be connected to the STB2078 cradle or any other Bluetooth device that uses its open SPP and HID protocols.

- **How does the RFID module connect to the MT2000 device?** The RFID module will be connected to the front of the device when available. For more information please contact the product manager.
- **What are the target markets for the MT2000 series?** The MT2000 series is a cost-effective mobile terminal that can be used to run simple applications across a wide variety of verticals that include Retail, Manufacturing, T&L, Government and Healthcare.
- **What are the connectivity options of the device?** The MT2070 can be connected directly to the host via USB or RS-232 cable. Bluetooth over the cradle or to a Bluetooth dongle in the host. The MT2090 has the same connectivity plus it adds 802.11 a/b/g