

# Motorola Enterprise Mobility



## MC5574

## Product Introduction Overview

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*Partner Webinar  
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# Agenda

- **Value Proposition**
- **Positioning**
- **Product Features & benefits**
- **Accessories**
- **MC5574 vs. MC35, MC70, and MC75**
- **Target Markets**
- **GTM Initiatives**
- **Pricing**
- **Service**
- **Competition**

# MC5574 Value Proposition

## *The Mid Range Product Portfolio*

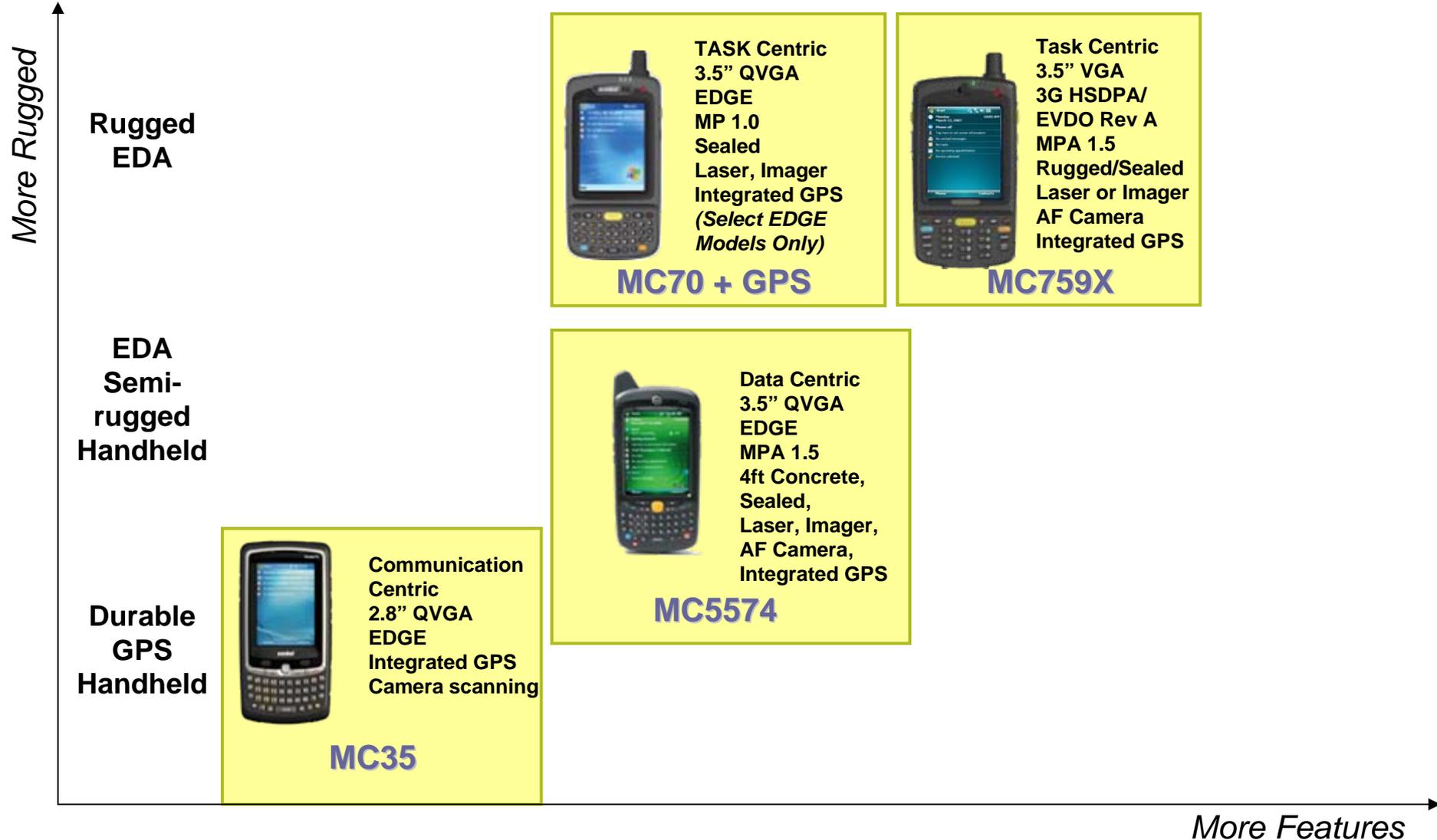
The MC5574 is a **true pocket-sized rugged handheld computer** with advanced voice and data capabilities. The MC5574 offers WWAN, WLAN and Bluetooth connectivity to meet the needs of workers inside the four walls as well as out in the field. A multitude of configurations provides **the right feature set for each type of worker**, reducing capital expenditures and the overall cost of the mobility solution.



# The EDA Portfolio

ENTERPRISE

Wide Feature set



# MC5574 Key Features & Benefits

| Features  | Benefits  |
|---|---|
| <ul style="list-style-type: none"> <li>• <b>Size and weight optimized rugged construction</b> with IP54 sealing and Motorola's industry-leading drop and tumble specifications</li> </ul>                   | <ul style="list-style-type: none"> <li>• Superior <b>compact and lightweight form factor</b> improves user satisfaction and productivity. Lightweight yet rugged construction provides for year-round use in nearly any environment; survives 4 ft./1.2 m drop to concrete</li> </ul> |
| <ul style="list-style-type: none"> <li>• <b>3.5 inch color QVGA</b> display (320 x 240)</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Easy to view</b> in virtually any lighting condition inside or outside the four walls</li> </ul>  |
| <ul style="list-style-type: none"> <li>• <b>WAN (GPRS/EDGE)</b> with Integrated <b>SiRF111 GPS</b> on all configs.</li> </ul>   | <ul style="list-style-type: none"> <li>• Keep in touch--track assets, optimize routes</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Powerful microprocessor designed for mobility; XScale <b>PXA270 @ 520 MHz</b></li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Desktop-like performance</b> with lower power requirements</li> </ul>   |
| <ul style="list-style-type: none"> <li>• <b>Microsoft's latest Operating System:</b> Windows Mobile 6.1 Professional – (formerly "Phone")</li> </ul>  | <ul style="list-style-type: none"> <li>• Industry standard for handheld mobile computers</li> </ul>   |
| <ul style="list-style-type: none"> <li>• <b>802.11 b/g WLAN</b> Connectivity with VoIP (VoWLAN) support</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Cost effective voice and data connectivity in the field and office</b></li> </ul>   |
| <ul style="list-style-type: none"> <li>• WPAN: <b>Bluetooth v2.0</b> Enhanced Data Rate (EDR)</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Wireless connectivity to modems, printers, headsets and more;</b> v2.0 provides additional throughput, improved security and additional profiles for expanded connectivity to more device types</li> </ul>                                |
| <ul style="list-style-type: none"> <li>• <b>High quality speakerphone, microphone and transducer</b></li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Superior voice quality and performance</b></li> </ul>   |
| <ul style="list-style-type: none"> <li>• Multiple voice modes: <b>handset, BT headset and speakerphone</b></li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Flexibility</b> to use the right mode at the right time</li> </ul>  |
| <ul style="list-style-type: none"> <li>• <b>Multi-mode data capture;</b> 1D/2D barcode scanning plus optional color 2 megapixel auto-focus, flash-enabled optional camera with decode capability</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Ability to capture high quality pictures, documents, and signatures as well as 1D and 2D barcodes</b> improves workforce automation; increases productivity and reduces data errors</li> </ul>  |

# The MC55 Ecosystem

*MC55 will be supported with a **NEW** set of Accessories fully compliant with the latest Safety Regulations – IEEE1725*

- Single Slot USB Cradle
- Four Slot Charge Only Cradle
- Four Slot Battery Charger 'Toaster'
- USB Charging/Communication Cable
- Auto Charge Cable
- Charge Only Cable
- Rigid & Soft Holster
- Vehicle Holder
- Vehicle Charge only cradle



# Cradle Charging Solutions

and List Prices

**CRD5500-1000UR**

**Single Slot USB Cradle**

**\$130**



**CRD5500-4000CR**

**Four Slot Charge Only Cradle**

**\$250**



**SAC5500-1000CR**

**Four Slot Battery  
Charger 'Toaster'**

**\$180**



**VCH5500-1000R**

**Vehicle Holder**

**\$40**



**VCD5500 1000R**

**Vehicle Cradle**

**\$200**



# Cable Communication/Charging Solutions

## 25-108022-01R – USB Cable

\$75



## 25-112560-01R – Charge Only Cable

\$50



## VCA5500-12R – Auto Charge Cable (cigarette adapter)

\$120



# MC55 vs. MC70 vs. MC35 vs. MC75

## MOTOROLA, Inc. Confidential & Proprietary Information

| Feature / Spec               | MC5574  | MC35               | MC7094  | MC75XX                       |
|------------------------------|---|--------------------|---|------------------------------|
| <b>Positioning</b>           | Mid-range, size-optimized, durable/rugged WAN/LAN/PAN |                    | Fully rugged EDA for inside or outside the 4 walls applications such as retailing, hospitality, and Field Service |                              |
| <b>Dimensions</b>            | 153 x 76 x 27 mm (with antenna)                       | 127 x 66 x 21 mm   | 153 x76 x 37 mm (w/out antenna)   | 153x76x37 mm (w/out antenna) |
| <b>Weight</b>                | 336 g   | 185 g              | 336 g   | 425 g                        |
| <b>Motorola Platform</b>     | MPA 1.5   | NA                 | MPA 1.0   | MPA 1.5                      |
| <b>Processor</b>             | 520MHz XScale Bulverde                                | 415 Mhz Xscale     | 624 Mhz Xscale  | 624 Mhz Xscale               |
| <b>Operating System</b>      | Windows Mobile 6.1                                    | Windows Mobile 5.0 | Windows Mobile 6.1  | Windows Mobile 6.1           |
| <b>Memory</b>                |   |                    |   |                              |
| RAM                          | 128MB   | 128MB              | 128MB   | 128MB                        |
| Flash                        | 256MB   | 128MB              | 128MB   | 256MB                        |
| Expansion                    | Micro SD Slot   | SD Slot            | SD Slot   | MicroSD slot                 |
| <b>Display</b>               | 3.5" QVGA (Color)                                     | 2.8: QVGA (color)  | 3.5" QVGA (Color)   | 3.5" VGA (color)             |
| <b>Data Capture</b>          |   |                    |   |                              |
| 1D Laser                     | SE950   | No                 | SE950   | SE950                        |
| 2D Imager                    | SE4400; Blockbuster (future)                          | No                 | SE4400  | SE4400; Blockbuster (future) |
| External Illumination        | No  | No                 | No  | No                           |
| Camera                       | 2MP Auto Focus  | 2MP                | No  | 2MP Auto Focus               |
| Camera Decode                | Yes   | Yes                | No  | Yes                          |
| 1D or 2D with Camera (combo) | Yes   | No                 | No  | Yes                          |
| <b>WAN</b>                   | EDGE  | EDGE               | EDGE/EVDO   | GSM: 3G HSDPA; CDMA: EVDO Re |
| <b>LAN</b>                   | 802.11b/g   | 802.11b/g          | 802.11a/b/g   | 802.11a/b/g                  |
| CCX                          | No (upgrade to CCX v4 in D9)                          | No                 | CCXv3 upon the upcoming maintenance release (Oct. 2009)   |                              |
| Software stack               | Fusion  | No                 | Fusion  | Fusion                       |
| <b>PAN (BT)</b>              |   |                    |   |                              |
| Spec version                 | v2.0 (w/EDR)  | v 1.2              | v 1.2   | BT v2.0 EDR                  |

| Feature / Spec        | MC5574  | MC35  | MC7094   | MC75XX  |
|-----------------------|---|---|--|---|
| Audio support         | Yes   | Yes   | Yes  | Yes   |
| Software stack        | Stonestreet One   | Microsoft                                   | Stonestreet One  | Stonestreet or Bluetooth  |
| IrDA                  | No  | No  | Yes with an SDIO card                                    | Yes - Integrated  |
| <b>Voice</b>          |   |   |  |   |
| Speakerphone          | Yes   | Yes   | Yes  | Yes   |
| Modalities            | Speakerphone, BT, Handset                                       | Speaker, receiver, microphone, headset jack | Speakerphone, Headset, Handset                           | Speakerphone, Headset, Handset                                  |
| Audio Connector       | No  | 2.5 mm audio jack                           | 2.5 mm audio jack  | 2.5 mm audio jack   |
| Software Client       | No (will have it for Rev B - Motorola UVC & Avaya Voice Client) | No  | No   | No (will have it for Rev B - Motorola UVC & Avaya Voice Client) |
| <b>Battery</b>        |   |   |  |   |
| Primary               | 2400 / 3600 mAh   | 1350 / 2740 mAh                             | 1900/3800 mAh  | 3600/4800 mAh   |
| Backup                | No  | No  | Yes  | Yes   |
| <b>Keypads</b>        |   |   |  |   |
| Type                  | QWERTY, Qwertz, Azerty, Numeric                                 | QWERTY, QWERTZ, AZERTY                      | 26 Numeric, QWERTY                                       | QWERTY, Qwertz, Azerty, Numeric                                 |
| Modular               | No  | No  | No   | No  |
| I/O                   | USB 1.1; Bluetooth 2.0  | USB 1.1                                     | RS-232, USB 1.1  | RS-232, USB 1.1   |
| <b>Operating Temp</b> | 14°F to 122°F (-10°C to 50°C)                                   | 32°F to 104°F (0°C to 40°C)                 | 14°F to 122°F (-10°C to 50°C)                            | 14°F to 122°F (-10°C to 50°C)                                   |
| <b>Ruggedization</b>  |   |   |  |   |
| Drop                  | 4ft drop to Concrete 2 times per side a Room Temperature        | 3 ft drop to tile                           | 4 ft drop to concrete across operating temperature range | 4 ft drop to concrete across operating temperature range        |
| Tumble                | 250 x 0.5m tumbles at room temp.                                | 150 1.5 ft/50 cm tumbles                    | 1,000 1.6 ft/5 tumbles (2000 drops)                      | 1,000 1.6 ft/5 tumbles (2000 drops)                             |
| Sealing               | IP54  | NA  | IP54   | IP54  |
| <b>Others</b>         |   |   |  |   |
| MSR                   | Target 2Q09   | No  | Yes  | Yes   |
| Debit Credit Reader   | Target 3Q09   | No  | Yes  | Yes   |
| Chip & PIN Reader     | Target 4Q09   | No  | In process - release in late Q1 2009                     | In process - release in late Q1 2009                            |
| USB Charging          | Yes   | Yes but unit must be powered off            | No   | No  |
| RFID Support          | No  | No  | No   | No  |
| Biometrics Support    | No  | No  | Yes  | Yes   |
| IST                   | No  | No  | No   | No  |
| <b>Availability</b>   | Q1 2009   | In Production                               | In Production  | In Production   |

# MC5574 WAN LAN & PAN

## Target Markets

### **Field Service/Sales Applications**

- Asset management
- Inspection and Repair
- Dispatch
- Maintenance
- Meter Reading

### **Postal/Parcel Application**

- Proof of Delivery
- Pick-up & Delivery
- Sorting / Distribution

### **Retail Applications**

- Manager terminal
- Store reports
- Scheduling
- Email and messaging
- Mobile point of sale
- Line Busting

### **Healthcare Application**

- Patient Record
- Prescription
- Physician Reference

# MC55 Launch Planning

## Deliverables available

- Spec Sheet
- Product Slick
- Partner Brief
- Sales Presentation
- App Brief - Retail/Postal/Healthcare/Field Service
- Accessories Guide
- White Paper – Form Factor

## Launch

Launching March time frame

Conduct embargoed press briefings one-two weeks prior

Capitalize on a slow news cycle

## Multi-City Media Tour

Conduct in-person media tour to top tier publishing houses in SF, Boston, NYC, Erie, PA and NJ  
(to take place 1-2 weeks prior to launch)

Key publishing houses include Ziff Davis, IDG, Corry, Edgell and Reed

Meetings will take the shape of an informal roundtable

Must have customer and partner to participate to make these meetings a success



# *ISV Early Adopter List*

## *Included but not limited too:*

- **Allegro**
- **Antenna**
- **Mobile Frame**
- **Sales Force.Com**
- **Astea / Field Centrix**
- **Barcoding INC**
- **Global Bay**
- **Cerner**
- **AirClic**
- **MIT Systems**
- **Strategic Systems**
- **Symbor**
- **Agilysys**
- **Agentek**
- **ScanTrak**
- **O4**
- **Cheetah Software**

# MC5574 Configurations & List Prices



| Configuration Number | All Configurations have GPRS EDGE WAN, 802.11 b/g LAN, Blue Tooth 2.0 PAN, 128 RAM / 256 Flash Memory, Windows Mobile 6.1 Professional | List Price  |
|----------------------|--|-------------|
| MC5574-PUCDKQRA9WR   | 1D Laser Scanner, QWERTY Keypad, Extended 3600 mAh 1.5X Battery  | \$ 1,935.00 |
| MC5574-PKCDKQRA7WR   | 2D Pico Imager, QWERTY Keypad, Standard 2400 mAh 1X Battery  | \$ 1,995.00 |
| MC5574-PYCDKQRA7WR   | 1D Laser Scanner, 2 MP Auto Focus CAMERA, QWERTY Keypad, Standard 2400 mAh 1X Battery  | \$ 1,995.00 |
| MC5574-PZCDKQRA7WR   | 2D Pico Imager, 2 MP Auto Focus CAMERA, QWERTY Keypad, Standard 2400 mAh 1X Battery  | \$ 2,095.00 |
| MC5574-PYCDKZRG6WR   | 1D Laser Scanner, 2 MP Auto Focus CAMERA, QWERTZ Keypad, GERMAN, Standard 2400 mAh 1X Battery  | \$ 1,995.00 |
| MC5574-PYCDKYRF6WR   | 1D Laser Scanner, 2 MP Auto Focus CAMERA, AZERTY Keypad, FRENCH, Standard 2400 mAh 1X Battery  | \$ 1,995.00 |
| MC5574-PUCDKRRA7WR   | 1D Laser Scanner, NUMERIC Keypad, Standard 2400 mAh 1X Battery   | \$ 1,895.00 |
| MC5574-PKCDKRRA7WR   | 2D Pico Imager, NUMERIC Keypad, Standard 2400 mAh 1X Battery   | \$ 1,995.00 |
| MC5574-PKCDKRRA9WR   | 1D Laser Scanner, NUMERIC Keypad, Extended 3600 mAh 1.5X Battery   | \$ 2,035.00 |
| MC5574-PYCDKRRA7WR   | 1D Laser Scanner, 2 MP Auto Focus CAMERA, NUMERIC Keypad, Standard 2400 mAh 1X Battery   | \$ 1,995.00 |
| MC5574-PZCDKRRA7WR   | 2D Pico Imager, 2 MP Auto Focus CAMERA, NUMERIC Keypad, Standard 2400 mAh 1X Battery   | \$ 2,095.00 |
| MC5574-P7CDKRRA7WR   | 2D DOT Imager, 2 MP Auto Focus CAMERA, NUMERIC Keypad, Standard 2400 mAh 1X Battery  | \$ 2,095.00 |
| MC5574-P7CDKQRA7WR   | 2D DOT Imager, 2 MP Auto Focus CAMERA, QWERTY Keypad, Standard 2400 mAh 1X Battery   | \$ 2,095.00 |

# Service from the Start with Comprehensive Coverage

## Includes:

- Coverage for:
  - **Normal wear and tear, as well as internal and external components damaged through accidental breakage**
  - **Select accessories that ship together with the MC55 (includes styluses, screen protectors, hand straps and battery doors (where applicable))**
- Rapid in-house turnaround times for product repairs
- Access to telephone and e-mail technical support resources
- Internet access to technical documentation

## Benefits:

- Significantly reduces unforeseen repair expenses
- Provides multiple years of seamless coverage at a one-time cost
- Protects the investment while helping to maintain peak performance
- Offers more complete coverage at a lower cost — truly more for less



**Note:** Service from the Start programs must be purchased up front or within 30 days of the product purchase

# Customer Services for the MC55

| Enterprise Mobility Services                                       | Service Part Number            | Time of Purchase   | Length of Agreement       |
|--|--------------------------------|--|---------------------------|
| <b>Service from the Start – Bronze with Comprehensive Coverage</b> | SSB-MC55XX-30<br>SSB-MC55XX-50 | Up front with the product (prepaid) or within 30 days thereafter | Three years<br>Five years |
| <b>Service from the Start – Gold with Comprehensive Coverage</b>   | SSG-MC55XX-30<br>SSG-MC55XX-50 |  |                           |
| <b>Service Center Support – Bronze</b>                             | SCB-MC55XX-10<br>SCB-MC55XX-30 | Any time   | One year<br>Three years   |
| <b>Service Center Support – Gold</b>                               | SCG-MC55XX-10<br>SCG-MC55XX-30 |  |                           |

## Available Customer Services Options

| Service Option                      | Must Be Purchased Alongside...   | Length of Agreement       |
|-------------------------------------|--|---------------------------|
| <b>Battery Maintenance Option</b>   | Service from the Start – Bronze with Comprehensive Coverage<br>- OR -<br>Service from the Start – Gold with Comprehensive Coverage | Three years               |
| <b>Commissioning Service Option</b> | Service from the Start – Bronze with Comprehensive Coverage  | Three years               |
|                                     | Service Center Support – Bronze  | One year                  |
| <b>Express Shipping Option</b>      | Service from the Start – Bronze with Comprehensive Coverage<br>- OR -<br>Service from the Start – Gold with Comprehensive Coverage | Three years               |
|                                     | Service Center Support – Bronze - OR - Service Center Support – Gold   | One year                  |
| <b>Fastrack Option (U.K. only)</b>  | Service from the Start – Gold<br>- OR -<br>Service from the Start – Gold with Comprehensive Coverage                               | Three years<br>Five years |

**Note:** Motorola recommends that you lead with the services outlined in **RED**

Please refer to Solution Builder for the most up-to-date information, including global pricing.

# Competitive Analysis



**MC5574**



## MC55 Advantages over CN3:

- Smaller
- Data Capture Options
- Larger standard battery capacity



## MC55 Advantages over Honeywell SP5700:

- Smaller
- Larger Memory
- More keypad options



## MC55 Advantages over Opticon H19B:

- Larger display
- Faster processor
- More Data Capture options

# MC5574

## Summary of Defining Features and Advantages

### Defining Features

- Very small dimensions & light weight in WAN/LAN/PAN handheld
- Industry-leading drop and tumble tests & IP54 sealing
- Integrated GPS
- Broad Data Capture Options:
  - 1D Imager
  - 2D Laser scanner
  - 2MP Auto Focus Camera with 1D Laser
  - 2MP Auto Focus Camera with 2D Imager
- 3.5 inch color QVGA display
- WLAN connectivity with comprehensive VoIP support
- User accessible micro SD card
- WM 6.1 Professional
- Motorola/MPA architecture legacy



### Motorola Advantage

- Motorola's leadership tradition in handheld computers and cellular technology.
- Broadest product portfolio in the industry
- A long experience in the Enterprise applications in its sales and development teams.
- Comprehensive service offering including Comprehensive Coverage from the Start

