

## OVERVIEW

# MC2200/MC2700 Mobile Computers

The MC2200/MC2700 mobile computers are an exciting expansion to the Zebra mobile computing portfolio, providing a highly-featured device to enable you to compete successfully against the many devices flooding the market. Aimed at the small and medium business, these mobile computers deliver the hardware and software features your clients need, without compromising on features — unlike other devices in its class. Features include a rugged design, an integrated keypad and touchscreen for easy transition to Android, WiFi/cellular (data only) and WiFi only models to meet the needs of more use cases, a snap-on trigger handle to convert any model to a gun-style design for intensive scanning tasks, enterprise-class data capture, options to support any application strategy, Mobility DNA and an extraordinary industrial design that offers the same unmatched ergonomics and comfort as Zebra's other mobile computers.



## Features & Benefits

### TOP 3 CUSTOMER MESSAGES

#### 1 Unparalleled ergonomics and flexibility

- Extraordinary industrial design in a class-leading lightweight form factor — 20% lighter than many competitors
- Two devices in one — the snap-on 'no-tools required' accessory handle allows users to create a gun-style device to maximize comfort for scan intensive tasks, while maintaining the same scanning speed, ergonomics and feature access
- WiFi/cellular (data only) and WiFi only models provide access for virtually any worker, inside your facility or out in the field, and in areas where WiFi is poor or too costly to deploy and maintain

#### 2 Built for work — without compromising features

- The right ruggedness — water-resistant, dustproof, drops to concrete, rain, snow, heat and cold, Corning Gorilla Glass display and scanner exit window
- Top-of-its-class powerful Android platform
- Enterprise-class scanner/optional camera
- Designed for frequent wipedowns to prevent the spread of germs between workers
- Standard and extended capacity batteries with nearly double or triple shift cycle times
- Comprehensive suite of accessories and backroom management solutions

#### 3 Mobility DNA Professional — free software for unmatched value

- Includes six tools for value-add functionality, out of the box: Mobility Extensions (Mx); StageNow; Enterprise Home Screen; DataWedge; Device Diagnostics; EMDK
- Adds features to holistically improve every aspect of the device, from security and data capture support to wireless connectivity, device manageability and application development
- The industry's most mature and fully-featured value-add software offering for Android enterprise devices

### ADDITIONAL DIFFERENTIATING FEATURES

#### Optional Mobility DNA™ Enterprise license

Add big-business functionality with the optional Mobility DNA Enterprise license, providing powerful tools that improve productivity, simplify device manageability, and deliver 'won't drop' superior wired-quality WiFi connections over your customer's existing WiFi network — no new infrastructure required.

#### Optional tools for application flexibility

Your customer can add one of two tools to the Mobility DNA Enterprise license at a discount: Zebra Terminal Emulation Lite™ enables existing green screen TE apps to run 'as is' — no coding required; Enterprise Browser enables the easy creation of rich web apps that integrate all of the features in MC2200/MC2700 devices.

#### Industry-leading security support with optional LifeGuard™ for Android™ \*

Keeps MC2200/MC2700 mobile computers secure every day they are in service, up to eight years (compared to 3.5 years of support from Google); enables frequent security patches and OS updates over these eight years of device support.

## What's New

#### Combination WiFi/cellular model!

The availability of a WiFi/cellular (data only) and WiFi only model opens the door to many new customers and many more use cases

#### Zebra's latest Android platform

Maximum processing power for desktop-like app performance; support for all the latest wireless protocols, the latest Android OS (10) and more, providing superior future-proofing

#### Industrial design

Zebra's award winning Industrial Design team put an extraordinary effort into creating a device with next-level comfort and ease-of-use

#### Attachable trigger handle

Snap on to convert to gun-style without impacting ergonomics (comfort/ease-of-use) or feature availability

#### Battery cycle time

Standard battery provides 16+ hours of power; extended battery nearly provides 24 hours of power

## Markets

#### WLAN/WWAN (WiFi/cellular data)

- Direct Store Delivery (DSD)
- Field sales
- Field service (repairs and maintenance)
- Yards/ports
- Parcel delivery

#### WLAN (WiFi)

- Warehousing/distribution
- Manufacturing
- Retail back of store
- Retail front of store

# Competitive Highlights

Following are the top competitive selling points for the four main competitive products. Additional competitive information can be found in the Selling Guide.

## Honeywell ScanPal EDA61K



**Less experience in Android.** Honeywell has been a long holdout for Microsoft Windows and just committed to Android as their OS in 2017. By contrast, Zebra began investing in Android for the enterprise as early as 2011. We are the undisputed leader in enterprise Android.

**Light in software.** Honeywell's Mobility Edge is seven years behind Mobility DNA — that's light years in terms of technology lifecycles.

**Older Android version.** EDA61K is currently shipping with Android 9.0 and is upgradeable only to Android 10.

**38% heavier.** EDA61K is 38% heavier than MC2200/MC2700, resulting in more user fatigue over the duration of a shift.

**Less powerful computing platform.** The EDS61K's Qualcomm Snapdragon SDM450 processor is a lower tier chipset.

**Inferior wireless.** EDA61K lacks support for 802.11r fast roaming, and does not have the equivalent of Full Fusion and WorryFree WiFi, resulting in inferior WiFi speed, range and robustness. Supports an older and slower Bluetooth version.

**Fewer rugged specs.** Honeywell does not publish vibration or thermal shock specs for EDA61K; lacks Gorilla Glass on touchpanel and imager window.

## Seuic Q7 (S)



**Less experience in Android.** Zebra is the undisputed leader in Android for the enterprise. We committed to Android back in 2011, investing hundreds of millions in the development of Android enterprise devices.

**Lacks software ecosystem and value-add tools.** SEUIC has not announced any kind of software ecosystem for their Android products. There's little value beyond the hardware.

**Older Android version.** Q7 (S) ships with Android 7.1 with no mention of future support for additional versions.

**Less powerful computing platform.** Q7 (S) is based on a slower 1.4 GHz quad-core chipset.

**Smaller display.** Smaller 3.5-inch display with lower resolution (480x320).

**Lower resolution camera.** 5 MP rear camera limits the ability to capture the detail needed for proof of condition, proof of compliance and more.

**Inferior wireless.** Does not have the equivalent of Full Fusion and WorryFree WiFi, resulting in inferior WiFi speed, range and robustness. Supports an older and slower Bluetooth version.

**Fewer rugged specs.** Does not publish vibration or thermal shock specs; no Gorilla Glass on touchpanel and imager window.

**Form factor.** Brick only, no gun-style model or ability to convert to a gun-style via trigger handle accessory.

## Point Mobile PM550



**Less experience in Android.** Zebra is the undisputed leader in Android for the enterprise. We committed to Android back in 2011, investing hundreds of millions in development of Android enterprise devices.

**Lacks software ecosystem and value-add tools.** Point Mobile has not announced any kind of software ecosystem for their Android products. There's little value beyond the hardware.

**Older Android version.** PM550 ships with Android 7 with no mention of future support for additional versions.

**66% heavier.** PM550 is only offered in an integrated gun form factor, which is 66% heavier than the MC2200/MC2700, resulting in more user fatigue over the duration of a shift. There is no brick model available.

**Less powerful computing platform.** PM550 is based on a 1.2 GHz quad-core chipset.

**No camera.** Without a camera, workers cannot capture proof of condition, proof of compliance and more.

**Less rugged.** Drop test is performed at room temperature; does not publish vibration or thermal shock specs.

**Inferior wireless.** Does not have the equivalent of Full Fusion and WorryFree WiFi, resulting in inferior WiFi speed, range and robustness. No WWAN/cellular option. Supports an older and slower Bluetooth version.

## CipherLab RK25



**Less experience in Android.** Zebra is the undisputed leader in Android for the enterprise. We committed to Android back in 2011, investing hundreds of millions in the development of Android enterprise devices.

**Lacks software ecosystem and value-add tools.** CipherLab has not announced any kind of software ecosystem for their Android products. There's little value beyond the hardware.

**Older Android version.** RK25 ships with Android 7.0 or 9.0 with no mention of future support beyond 9.

**Less powerful computing platform.** RK25 is based on a slower 1.4 GHz quad-core chipset.

**Inferior battery.** RK25 has a 4000 mAh battery and no option for an extended battery; lacks fast charging support and smart battery metrics.

**Less rugged.** RK25 has a lower tumble spec and does not specify temperature condition for drop spec; does not publish vibration or thermal shock specs.

**Lower resolution camera.** The camera on RK25 is just 8 MP.

**Inferior wireless.** Does not have the equivalent of Full Fusion and WorryFree WiFi, resulting in inferior WiFi speed, range and robustness. Supports an older and slower Bluetooth version.

## Qualifying Questions

**Q Do you need a flexible mobile computer that can be utilized in different areas of your business for different types of tasks?**

**A** When it comes to flexibility, the Zebra MC2200 and MC2700 mobile computers shine. With your choice of combination WiFi/cellular data or WiFi only connectivity, you can meet the needs of many different workers in many different environments. If you have a strong WiFi network in every corner of your facility, the WiFi model is perfect. While the WiFi/cellular data model is designed for workers out in the field, such as delivery drivers and service technicians, it is also perfect for areas where WiFi coverage is unpredictable and performance is less than ideal, as well as large areas where WiFi coverage would be expensive to deploy and maintain — such as expansive yards and ports. And since you pay only for the connectivity different workers need, you can minimize device costs.

Struggling with how many standard (brick) models vs gun-style devices to purchase? That's not an issue with the MC2200/MC2700. The snap-on trigger handle turns any model into a gun-style device in seconds to bring comfort to scan intensive tasks, no tools required. And unlike competitive devices, there's no compromise on ergonomics and balance when the handle is installed — nor are any of the features blocked.

**Q Are you looking for an affordable device that doesn't compromise on features?**

**A** The MC2200/MC2700 mobile computers is the ideal solution. These affordable devices are loaded with the features you want and need to serve your business for years. You get the right level of rugged design — it's water-resistant, dustproof and built to handle drops to concrete as well as snow, rain, heat and freezing cold. And the Corning Gorilla Glass display and scanner exit window are shatter- and scratch-resistant. Enterprise-class scanning enables workers to capture practically every barcode in any condition in a split second, on the first try. And the high resolution optional 13 MP color camera makes it easy to capture indisputable information, such as proof of condition or delivery — and offers three times the lifecycle of the cameras in many consumer smartphones. Since you can disinfect the housing, you can help prevent the spread of germs between workers via a shared device. When it comes to battery cycle times, you can expect the best — the standard battery lasts just over two shifts, and the extended battery delivers around-the-clock power covering nearly three shifts. Do you have or are you planning to deploy other Zebra devices? Since Zebra devices share the same platform, everything is easier, from technical support to enabling applications utilized on other Zebra devices.

\* Data only

## Sales/Reference Materials

**The Source (for internal Zebra only):**  
[zebra.gosavo.com](http://zebra.gosavo.com)

**MC2200/MC2700 Product Page:**  
[www.zebra.com/mc2200-mc2700](http://www.zebra.com/mc2200-mc2700)

**Partner Gateway:**  
<https://partnerportal.zebra.com>

**Services:**  
[www.zebra.com/zebraonecare](http://www.zebra.com/zebraonecare)

**Support pages:**  
**MC2200 support page**  
**MC2700 support page**

**Mobility DNA:**  
[www.zebra.com/mobilitydna](http://www.zebra.com/mobilitydna)

## Accessories

The MC2200/MC2700 extensive accessory ecosystem is at the top of its class. Your customers can customize their solution to meet their application and backroom needs, while you increase revenue and margins. Key accessories include:

- Snap-on trigger handle (no tools required)
- Single-slot desktop USB-C device-only charge and communications cradle
- Single-slot desktop device/spare battery charge and communications cradle (supports optional snap-on Ethernet module)
- 5-slot device charger
- Combination 4-slot device and 4-slot battery charger
- 4-slot battery charger
- Standard and Extended capacity batteries
- Holster, hand straps, rubber boots
- Cables and screen protectors

# Objection Handling

IT MANAGER	IT MANAGER	OPERATIONS MANAGER
<p>“If we migrate to an Android device, we’ll have to invest a lot of time and money to port our current green-screen TE apps and/or develop new native apps.”</p>	<p>“Security support is no longer available on our Windows CE/Embedded Handheld devices. I need to know support won’t be an issue on Android, near or long term.”</p>	<p>“There are a lot of cost-effective options available today. What features separate the MC2200/MC2700 from the pack?”</p>
<p><b>RESPONSE:</b></p>	<p><b>RESPONSE:</b></p>	<p><b>RESPONSE:</b></p>
<p>When you choose the MC2200/MC2700 mobile computers, you get all the options you need to quickly and easily get your apps up and running on your Zebra devices:</p> <ul style="list-style-type: none"> <li>• Run your green-screen apps with no changes: Just load Zebra Terminal Emulation Lite (optional) onto the MC2200/MC2700 to be able to run your green-screen TE apps ‘as is’ — no coding, no back end changes and “no user training required</li> <li>• Transform your TE green screens into intuitive touch screens to take advantage of the Android OS: All-touch TE powered by Ivanti Velocity (optional) automatically redesigns your green screens into intuitive touch screens — and you can easily customize or add in new functionality as desired</li> <li>• Create/run web-based apps: Easily integrate all of the MC2200/MC2700 device functions into a feature-rich web app with Zebra’s Enterprise Browser (optional)</li> </ul>	<p>With Zebra’s LifeGuard for Android, you get the peace of mind that comes with knowing that your device is protected every day it is in service.*</p> <ul style="list-style-type: none"> <li>• LifeGuard is a no-charge feature in every Zebra OneCare support agreement</li> <li>• Where Google supports a specific Android OS version for about 3.5 years, your MC2200/MC2700 devices are covered under LifeGuard for up to eight years</li> <li>• Receive instant notification when an update is available, the update priority, and which devices are eligible</li> <li>• Migrate at your own pace — we’ll continue to support your older version for a full year, giving you plenty of time to create and execute a migration plan</li> <li>• Remotely update your devices over-the-air (OTA) via any supported EMM (requires the purchase of the Mobility DNA Enterprise license)</li> </ul>	<p>When you choose the MC2200/MC2700 mobile computers, you get features that no other device in this category offers:</p> <ul style="list-style-type: none"> <li>• Mobility DNA Professional — six powerful no-cost pre-loaded/pre-licensed tools are ready to use, right out of the box, improving device security and manageability and enabling barcode capture and transmission to your apps</li> <li>• Optional Mobility DNA Enterprise license — get eight additional tools that will drive productivity, data capture simplicity and WiFi network performance</li> <li>• An available 8 years of ‘break-fix’ and Android OS security support*</li> <li>• Advanced engineering in this class-leading lightweight device delivers the superior balance, comfort and ease-of-use which Zebra is known for</li> <li>• Snap-on snap-off trigger handle for scan intensive tasks (no tools required); unmatched ergonomics; electrical interface for faster scanning response times</li> </ul>

\* Included with every Zebra OneCare support agreement.

## What’s in the Box?

In addition to the mobile computer, also included are: a standard battery, hand strap and regulatory guide.

## Services

Give your customers the service they need to protect their MC2200/MC2700 investments at a price they can afford.

**Zebra OneCare® SV with Accidental Damage** provides the right level of service at the right price. It includes:

- Normal wear and tear, accidental damage and functional failure, including extended coverage against manufacturer’s defects
- Priority access 8x5 live technical support and 24x7 access to self-service tools
- 5-day depot repair turnaround time plus free return ground shipping
- Online Return Material Authorization (RMA)



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