ZEBRA

OVERVIEW
TC52-HC Touch Computer

As the next evolution in Zebra's healthcare mobile computers, the TC52-HC builds on the highly successful TC51-HC platform and makes it even better — adding technology advancements and innovative software solutions to deliver the ultimate device for today's healthcare workers. Your customers get a cutting edge platform to maximize the benefits of mobility today, with the future proofing they need to serve their business tomorrow.

Features & Benefits

TOP 3 CUSTOMER MESSAGES

1 The ultimate user experience

- Familiarity of Android reduces training time and speeds adoption
- 5 in. color display is easy to read
- Touch screen works when wet, with a gloved finger or a stylus
- ActiveEdge easy one-touch access to the most commonly used features and apps
- Premium voice and audio quality for crystal clear voice calls
- Fast charging battery (90% in 2 hours), 14-hour run time, warm swap mode and easy one-handed removal

2 The most advanced mobile computing healthcare platform offered by Zebra

- Built on one of today's most powerful processors for superior performance
- Superior clinical collaboration with video streaming, secure text messaging, mobile alarms and alerts, and the most powerful family of ready-to-use voice solutions
- Ultra-high resolution rear camera to document patient condition and front-facing camera for video streaming
- Fast and flawless barcode scanning — even for barcodes on curved surfaces like medicine vials

3 Expanded application support with Mobility DNA — only from Zebra

Four powerful new solutions:

- WorryFree WiFi for superior WiFi performance
- PowerPrecision Console to easily identify and remove aging batteries from your mobile devices and battery fleet
- End-to-end control over the update process with LifeGuard Analytics
- StageNow's new Restricted Mode for control over access to Google Mobile Services (GMS)

ADDITIONAL DIFFERENTIATING FEATURES

Durable and purpose-built for healthcare environments

The most sanitizable device available today, ready for frequent cleanings and around-the-clock use; IP65 sealing, 4 ft./1.2 m drop spec and Corning Gorilla Glass on the touch panel and imager window

Long device lifecycle

Built-in support for the next two versions of Android (P and Q); LifeGuard* provides security updates for up to eight years (an industry-best) *LifeGuard requires active Zebra OneCare contract

Backward compatible with TC51-HC

Business continuity and seamless transition to the newest platform; accessories are backward compatible

Ultimate in device management

Optional Visibility Services provide the device management data needed to take device uptime, operational efficiency and return on device investment to the next level

What's New

Latest enterprise-class platform
Qualcomm SD660 architecture

Latest Android OS
Launches with Android O (Oreo), with planned support for P and Q

The latest WiFi enhancement for greater range and speed
2x2 MU-MIMO improves WiFi performance and uses less power

Superior collaboration
New 5 MP front-facing camera for video calls and support for the latest locationing technology

Better image capture
New LED for improved camera performance when using the flash

Improved audio
Third digital microphone to improve voice clarity and quality

Bluetooth 5.0
Delivers twice the speed and four times the range — with less power

New Mobility DNA solutions
PowerPrecision Console; StageNow's Restricted Mode; WorryFree WiFi and LifeGuard Analytics

Applications

- Voice calls through the PBX
- Push-to-talk (PTT)
- Secure text messaging
- Mobile alarms and alerts
- Medication administration
- Prescription tracking
- Blood transfusion administration
- Electronic patient record access
- Breast milk management
- Inventory management (local floor supplies)

Competitive Highlights

Following are the top competitive selling points for the four major competitive products.
Note that the complete and most current competitive information is posted on the Competitive Portal.

Spectralink Versity	Apple iPhone 8	Honeywell Dolphin CT50h	Ascom Myco 2

Inferior software ecosystem. Spectralink Application Management, released in 2018, is a lower tier offering compared to Zebra. They do not offer anything comparable to PowerPrecision Console, Visibility Services, LifeGuard Analytics, SimulScan and more. Zebra's Mx offers many more extensions for Android and Zebra has stronger and more mature developer tool set for Android with multiple choices of development environments/languages

Less experience in Android. Zebra is the undisputed leader in Android enterprise mobile computer market with a 64% marketshare today. With Zebra, your customers get a trusted advisor to streamline the deployment of Android and help them get maximum long-term value from their Android investment.

Weak software application support. The Versity has very few certified healthcare software applications, compared to the Zebra TC5X healthcare mobile computers.

Inferior WiFi performance. Spectralink Versity does not support MU-MIMO technology, which improves WiFi power and uses less power, and does not offer WiFi diagnostic features like Zebra's WorryFree WiFi.

Not built for the enterprise or healthcare applications. The iPhone is a consumer device — this can result in a significantly higher total cost of ownership over the life of the device due to increased repair/replacement costs. And it can be more difficult to manage and secure these devices.

Light in software. Apple has a small enterprise partner channel with few certified healthcare applications. In addition, Apple does not have an answer to Mobility DNA's suite of productivity, developer and management tools. When you purchase the iPhone, you are buying a product — period. There's little value-add beyond the hardware.

Light in device features. As a consumer device, the iPhone 8 lacks many key device features. It's less rugged and does not use disinfectant-ready medical-grade plastics. It requires a third-party sled for enterprise scanning — and sleds add cost and bulk to the overall solution. And since its battery is integrated, in order to charge the battery, the entire device must be taken out of service.

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, with a 64% marketshare and 21 Android products compared with just 6% and 12 Android products for Honeywell.

Light in software. Imitation is the sincerest form of flattery. Honeywell just announced Mobility Edge. They are seven years and a substantial investment in complimentary enterprise Android software tools behind us. It will take them years to catch up to where Mobility DNA is today — in the meantime, we'll continue to add new capabilities.

Light in features. The CT50h lacks many key device features including: no front-facing camera for remote consultations and video streaming applications; smaller display; less standard memory; smaller standard battery (and battery is harder to swap); no programmable quick access buttons; no enterprise-class WiFi; and it's heavier and bulkier.

No answer to Mobility DNA. While Honeywell recently announced Mobility Edge, Ascom has not announced any kind of software ecosystem for their Android products. They simply have no answer to Mobility DNA's suite of productivity, developer and management tools. When you purchase Myco, you are buying a product — period. There's little value-add beyond the hardware.

Less experience in Android. Zebra is the undisputed leader in the Android enterprise mobile computer market with a 64% marketshare today. With Zebra, your customers get a trusted advisor to streamline the deployment of Android and help them get maximum long-term value from their Android investment.

Light in device features. Ascom Myco 2 lacks many key device features including: no front-facing camera for remote consults and video streaming applications; a smaller display; slower processor and less standard memory; smaller battery; no programmable quick access buttons; slower WiFi; and no published list of approved disinfectants.

NOTE: The information in this chart is obtained from publicly available information.

Qualifying Questions

Q **Are you considering modernizing your staff's mobile computer solution as a means of improving productivity, task accuracy and the patient experience?**

A The TC52-HC offers healthcare workers a business tough device that will last for years in a contemporary design that looks and feels like a consumer smartphone. Based on Zebra's award-winning and widely accepted rugged form factor, the TC52-HC delivers superior wireless connectivity for demanding apps, such as full duplex telephony; a front-facing camera for video streaming; enterprise-class data capture features; and best-in-class power with a 14-hour battery life, fast recharge, easy one-handed replacement and superior battery manageability. Built for healthcare, the TC52-HC features the industry's most resilient medical-grade plastics for superior toughness, with maximum resistance to cracking and the ability to withstand frequent cleanings and 24/7 usage.

Q **When considering a mobile computer investment, do you need a solution, rather than a product, that will grow as your business needs expand?**

A The TC52-HC offers an advanced computing platform that is capable of handling today and tomorrow's processor-intensive applications with ease. Enterprise-class data capture technology can support a wide range of applications, including high-resolution image capture, and the front-facing camera supports remote collaboration and locationing applications. The TC52-HC also offers a long Android roadmap (with support for the newly released Android O platform and future support for Android P and Q), along with LifeGuard, an industry-first security solution that extends the lifecycle of Zebra Android devices well beyond any consumer device. The result is a mobile computing solution you can build on — one that will last many years into the future, delivering an extraordinary return on investment.

Q **Does your IT organization spend significant time supporting your current mobile computers?**

A Unique Zebra-only features and device management options bring a new level of simplicity and cost-efficiency to mobile computer management. Our powerful Mobility DNA software tools and large community of third-party applications differentiate Zebra mobile computing devices from any in the industry. Your customers get the most mature and broadest set of solutions for unmatched productivity, simpler management and easier integration.

Sales/Reference Materials

The Source (for internal Zebra only):
zebra.gosavo.com

TC52-HC Product Page:
www.zebra.com/tc52-hc

Partner Gateway:
https://partnerportal.zebra.com

Services:
www.zebra.com/zebraonecare

Support Pages:
www.zebra.com/support

Mobility DNA:
www.zebra.com/mobilitydna

Accessories

In order to make mobile devices as easy to use as possible, workers need the right accessories for their specific tasks. That's why the TC52-HC offers one of the most robust accessory families in its class. Your customers can customize their solution to meet their application and backroom needs, while you increase revenue and margins. The TC52-HC is backward compatible with TC51-HC accessories for a cost-effective upgrade. Key accessories include:

• ShareCradle and multi-slot battery chargers that simplify and save space in the backroom

• Variety of holsters and carrying options

• Rugged protective case

Objection Handling

OPERATIONS MANAGER	OPERATIONS MANAGER	TECHNOLOGY DECISION MAKER: PURCHASING
"I'm concerned that integrating a new mobile computer is disruptive to my operations. In the mission-critical world of healthcare, we can't afford downtime."	"I need a mobile computer solution that won't stop or slow my operations with constant service and maintenance."	"I want to invest in a solution —not just a device."
RESPONSE:	**RESPONSE:**	**RESPONSE:**
With Zebra, you get software solutions to make migration more predictable, and the service and partner ecosystem to simplify your transition. • Android is used in over 80% of the world's consumer smartphones, making navigation intuitive and familiar • The TC52-HC is designed for maximum ease of use and ease of adoption, including a large 5 in. display that's easy to read; capacitive touch panel that can be used with gloves and when wet; and fast one-press access to the most commonly used features • Support for multiple future Android OS updates and Zebra's LifeGuard extends the Android lifecycle • Backward compatibility with TC51-HC accessories means current customers won't need to buy new accessories or rebuild their backroom	Productivity is key in any industry, and in healthcare, every second counts. You can rely on the TC52-HC to keep up with the speed of your operations, day in and day out. • Round-the-clock operations are no issue with the TC52-HC: the battery can last up to 14 hours on a single charge, is easily removed with one hand and can be recharged up to 90% in two hours • 2x2 MU-MIMO WiFi radio and NFC connectivity for fast exchange of business-critical data • Premium voice and audio performance lets you consolidate multiple devices and boost clinical collaboration and productivity • Rugged proven construction is designed for 24/7 usage; built with the industry's most resilient medical-grade plastics to withstand frequent wipedowns	The class-leading TC52-HC is the ultimate future-ready investment. You get unmatched value today, and the peace of mind that your mobile device will grow with your business for years to come. • Mobility DNA offers the industry's most mature and broadest set of solutions for unmatched productivity, simpler management and easier integration — competitive offerings are at least seven years behind the development of MDNA • Our large community of partner applications ensures rapid and risk-free application deployment • Since we continually invest in enhancing current Mobility DNA solutions and developing new ones, your customers can count on continued innovation for the lifespan of the device • With Zebra's platform approach, software investments can be shared across different devices

What;s in the Box?

In addition to the mobile computer, also included are: battery, hand strap and Regulatory Guide.

Services

Keep your customers' mobile computers operating at peak performance and enable their critical business operations with **Zebra OneCare Support Services**, which help eliminate unexpected repair costs, maximize device uptime, and generate more revenue and margin on your mobile computer sales.

Help your customers get unparalleled insight into the health, usage and performance of their devices with **OVS and AVS Visibility Services**. As their trusted advisor, you can white label Zebra's service to add to your portfolio of services and increase your revenue and margins, while proving real value: you can help your customers instantly obtain the answer to critical device questions such as: Where are my devices? Are they ready to use? How many devices are in the repair depot? Which devices are being under-utilized? How many devices are out of contact? And more...

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