

OVERVIEW

TC52/TC57 Series Touch Computers

The next evolution in Zebra's mid-tier EDA line builds on the highly successful TC51/TC56 platform and makes it even better — adding technology advancements, innovative software solutions and the latest mobility platform that enable your customers 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 indoors and outdoors
- 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
- Lightning-fast and intuitive capture of barcodes (including mobile barcodes and Digimarc®), labels and documents

2 The most advanced mobile computing platform offered by Zebra

- Built on one of today's most powerful processors for superior performance
- Premium voice and audio
- Greater WiFi performance and coverage with Worry-Free WiFi integration and 2x2 MU-MIMO
- Fast charging battery (90% in 2 hrs), 14-hour run time and easy one-handed removal
- Sensor suite and front facing camera for accurate indoor locationing applications

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 pool
- 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 NEW FEATURES

Backward compatible with TC51/TC56

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

Sleek design and rugged proven construction

Designed for daily abuse: handles multiple 6 ft./1.8 m drops to concrete (at room temp with boot) and 500 0.5 m tumbles; IP65/67 sealing

Long device lifecycle

You get built-in support for future versions of Android (Q and R); LifeGuard *provides security updates for up to eight years (an industry-best)
**LifeGuard requires active Zebra OneCare contract*

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
Support for future versions of Android (Q and R)

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

Enhanced data capture and locationing support

New 5 MP front-facing camera for video calls and support for Visible Light Communication (VLC), the latest locationing technology; improved camera performance under flash conditions; Digimarc® barcodes

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 sensors

eCompass/magnetometer for heading and locationing; pressure sensor

New Mobility DNA solutions

Four powerful new solutions: PowerPrecision Console; StageNow's Restricted Mode; WorryFree WiFi and LifeGuard Analytics

Industry Applications

TC52 (WLAN)

- Retail (associates)
- Retail (managers)

TC57 (WLAN/WWAN)

- Retail (managers)
- Direct Store Delivery (DSD)
- Field service technicians
- Field sales
- Light courier

Competitive Highlights

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

Honeywell CT60



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 \$300m in investment behind us — that's light years in terms of technology lifecycles. It will take them years to catch up to where Mobility DNA is today — in the meantime, we'll continue to add new capabilities and tools.

Light in features. The CT60 lacks many of the key device features including: no front-facing camera; a smaller display; less standard memory; smaller standard battery (and battery is harder to swap); heavier and bulkier.

No platform approach.

Honeywell is developing both Mobility Edge and their new CT40/CT60 EDA products in piecemeal fashion. CT50 customers cannot easily migrate to the CT60. Mobility Edge features are only released on certain products.

Honeywell CT40



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 \$300m in investment behind us — that's light years in terms of technology lifecycle. It will take them years to catch up to where Mobility DNA is today — in the meantime, we'll continue to add new capabilities and tools.

Light in device features.

The CT40 lacks many key device features including: no front-facing camera; less standard memory; smaller standard battery (and battery is harder to swap); and no MU-MIMO.

No platform approach.

Honeywell is developing both Mobility Edge and their new CT40/CT60 EDA products in piecemeal fashion. Mobility Edge features are only released on certain products.

Panasonic FZ-N2



No answer to Mobility DNA.

While Honeywell recently announced Mobility Edge, Panasonic 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 the FZ-N2, you are buying a product — period. There's little value-add beyond the hardware.

Less experience in Android.

Zebra is the undisputed leader in Android for the enterprise. We committed to Android back in 2011 with a \$300 million investment. We have 64% marketshare in Android mobile computers. 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.

The FZ-N2 lacks many key device features including: smaller display, smaller standard battery, lower resolution rear camera and lower performing scanner.

Panasonic FZ-T1



No answer to Mobility DNA.

While Honeywell recently announced Mobility Edge, Panasonic 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 the FZ-T1, you are buying a product — period. There's little value-add beyond the hardware.

Less experience in Android.

Zebra is the undisputed leader in Android for the enterprise. We committed to Android back in 2011 with a \$300 million investment. We have 64% marketshare in Android mobile computers. 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.

The FZ-T1 lacks many key device features including: smaller display, smaller standard battery, lower resolution rear camera and lower performing scanner.

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

Qualifying Questions

Q Are you considering modernizing your workforce's mobile computer solution as a means of improving productivity?

A The TC52 (WLAN) and TC57 (WWAN) offer 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, both models deliver enterprise-class scanning and data capture features to boost productivity; superior wireless connectivity for demanding uses like push-to-talk voice; and best-in-class power with a 14-hour battery life, fast recharge, easy, one-handed replacement and superior battery manageability. IT administrators are assured of a device that will support multiple future versions of Android and the industry's best OS security solution with LifeGuard for Android.

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/TC57 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 reading Digimarc symbologies in retail and locationing applications. The TC52 and TC57 also offer a long Android roadmap with built-in support for future versions of Android (Q and R), along with LifeGuard, an industry-first security solution that extends the lifecycle of Zebra Android devices well beyond any consumer offering. 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 Product Home:
www.zebra.com/tc52

TC57 Product Home:
www.zebra.com/tc57

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

Services:
www.zebra.com/services

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/TC57 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/TC57 is backwards compatible with TC51/TC56 accessories for a cost-effective upgrade. Key accessories include:

- Snap-on/snap-off trigger handle for easy and more comfortable intensive scanning
- Variety of holsters and carrying options
- Rugged protective case to add 6 ft./1.8 m drop spec
- ShareCradle and multi-slot battery chargers that simplify and save space in the backroom
- Bluetooth DEX accessory for DSD applications

Objection Handling

OPERATIONS MANAGER	OPERATIONS MANAGER	TECHNOLOGY DECISION MAKER: PURCHASING
<p>“Integrating a new mobile computer is disruptive to my operations. My round-the-clock operations need a seasonable workforce that I can train quickly, and a solution that will last for years.”</p>	<p>“I need a mobile computer solution that won’t stop or slow my operations with constant service and maintenance.”</p>	<p>“I want to invest in a solution — not just a device.”</p>
RESPONSE	RESPONSE	RESPONSE
<p>With Zebra, you get software solutions to make migration more predictable, and the service and partner ecosystem to simplify your transition.</p> <ul style="list-style-type: none"> • Android is used in over 80% of the world’s consumer smartphones, making navigation intuitive and familiar • TC52/TC57 is designed for maximum ease of use and ease of adoption, including a large 5 in. display that’s easy to read indoors and outdoors; capacitive touch panel that can be used with gloves and when wet; and fast one-press access to most used features • Support for multiple future Android OS updates and Zebra’s LifeGuard extends the Android lifecycle • Backward-compatibility with TC51/TC56 accessories means current customers won’t need to buy new accessories or rebuild their backroom 	<p>Productivity is key in any industry, and you can count on the TC52/TC57 to operate at the speed of your business.</p> <ul style="list-style-type: none"> • Round-the-clock operations are no issue with the TC52/TC57: 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 4G LTE/ NFC connectivity for fast exchange of business-critical data • Premium voice and audio performance lets you consolidate multiple devices and boost staff collaboration and productivity • Rugged proven construction is designed for daily abuse, able to handle multiple 6 ft./1.8 m drops to concrete (at room temp with boot) and 500 1.64 ft./0.5 m tumbles, as well as dust and moisture with IP65/67 sealing 	<p>Class-leading TC52/TC57 are the ultimate future-ready investment. You get unmatched value today, and the peace of mind that your mobile computer will grow with your business for years to come.</p> <ul style="list-style-type: none"> • 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

Whats 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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