

OVERVIEW

TC8300 Touch Computer

We took the TC8000, the world's most revolutionary enterprise touch computer design, and made it better, with new features that deliver lightning-fast application performance, maximum ease of use, more data capture options, the latest WiFi and Bluetooth technology, more battery power, superior device manageability and much more. All in the same innovative ergonomic design that provides superior comfort and a 14 percent* boost in worker productivity. The TC8300 — the next evolution in warehouse mobility.



Features & Benefits

TOP 3 CUSTOMER MESSAGES

1 The ultimate Android platform

- Built on one of today's most powerful processors for superior performance
- Familiarity of Android reduces training time to onboard workers quickly
- Advanced memory architecture delivers 10 times the typical memory lifespan
- Most battery power in its class: runs for three consecutive shifts
- Superior wireless connections: 802.11ac with 2x2 MU-MIMO; Bluetooth 5.0 and optional NFC
- Instantly migrate TE apps to Android, right out of the box

2 The ultimate user experience

- Revolutionary ergonomic design and scan angle reduces wrist motion by 55% and muscle effort by 15% — to increase productivity by 14%*
- Five scan engine options, including unmatched range from 3 in./7.62 cm to 70 ft./21.4 m and a DPM model
- Industry-first hands-free proximity scanning in a handheld device automatically triggers scanning
- 13 MP optional rear camera for ultra-high resolution photos and videos for proof of condition and new use cases, including future apps such as augmented reality

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 user access to Google Mobile Services (GMS)

ADDITIONAL DIFFERENTIATING FEATURES

Backward compatibility with the TC8000

Business continuity and seamless transition to the newest platform; many accessories are backward compatible *TC8300 DPM models are not compatible with TC8000 docking/charging accessories

Ultimate rugged design for challenging environments

Survives 2,000 3.3 ft./1 m tumbles and multiple 8 ft./2.4 m drops to concrete; dustproof; can handle jetting water and temperature swings; Corning Gorilla Glass 5 on touchpanel and scanner exit window

Long device lifecycle

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

New options for DPM, SE4770, FIPS and TAA

The DPM model enables the lightning-fast capture of virtually every direct part mark; new models also available with our latest and most advanced standard range scan engine, FIPS 140-2 certification and TAA compliance.

What's New

Latest enterprise-class platform

Qualcomm SD660 architecture with faster processor, more memory and pSLC memory for increased reliability and 10x longer Flash memory life

Latest Android OS

Launches with Android O (Oreo), with support for future versions of Android

DPM option for manufacturing

Reads challenging DPM barcodes in manufacturing operations

The latest WiFi enhancements

802.11ac and 2x2 MU-MIMO for faster, more robust connections

Stronger battery: 7000 mAh

Keeps devices running longer

Higher resolution 13 MP camera

Captures higher resolution images and video for proof of condition

Bluetooth 5.0

Twice the speed, four times the range, with less power

More durable display

Improved impact resistance with Corning® Gorilla® Glass 5

Government-grade security

FIPS 140-2 on select models

TAA (Trade Act Agreement)

TAA compliant on select models

New Mobility DNA solutions

PowerPrecision Console; StageNow's Restricted Mode; WorryFree WiFi and LifeGuard Analytics

Markets

- Logistics
- Manufacturing
- Retail
- Cold chain
- Government (FIPS 140-2 Level 1 validation)

Competitive Highlights

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

Honeywell CN80/CK8x



Inferior industrial design. While the Honeywell CN80 is a traditional brick form factor, the TC8300 offers an award-winning design and innovative screen angle that increases productivity by 14%* and reduces fatigue.

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 (compared with just 6% for Honeywell).

Light in software. Imitation is the sincerest form of flattery. Honeywell just announced Mobility Edge. They are seven years and millions 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.

No DPM model to capture direct part marks. Manufacturers need to purchase a separate device to capture direct part marks for parts tracking and WIP applications.

Inferior battery and design. CN80/CK8x has a smaller capacity battery that's harder to remove.

Light in features. The CN80/CK8x lacks many key device features including: no support for MU-MIMO; older Android OS (released with Nougat); no Gorilla Glass; and no proximity scanning.

Honeywell CK65



Inferior industrial design. While the Honeywell CK65 is a traditional gun form factor, the TC8300 offers an award-winning design and innovative screen angle that increases productivity by 14%* and reduces fatigue.

Less memory. Honeywell CK65 can only be configured with 2GB or 4GB RAM and just 32GB Flash. Standard RAM configurations may be challenged when running multiple applications or memory-intensive applications; and may not provide sufficient memory to support future Android versions.

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 (compared with just 6% 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.

Inferior DPM model. Unlike Zebra's DPM scan engines, the CK65 DPM model lacks light diffusion technology, which substantially reduces performance — capturing challenging direct part marks will be an issue.

Light in features. The CK65 lacks many key device features including: no proximity scanning; no mid-range imager option; and a smaller battery with no hot swap functionality.

Datalogic Falcon X4+



Inferior industrial design. While the Datalogic Falcon is a traditional gun form factor, the TC8300 offers an award-winning design and innovative screen angle that increases productivity by 14%* and reduces fatigue.

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.

No answer to Mobility DNA. Datalogic 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.

Older platform. The Falcon X4+ has a slower, less efficient processor and a quarter the memory of the TC8300. It ships with Android KitKat and does not offer the same level of support for future Android versions.

Less rugged. The Falcon X4+ has a lower tumble spec.

No DPM model to capture direct part marks. Manufacturers need to purchase a separate device to capture direct part marks for parts tracking and WIP applications.

Light in features. The Falcon X4+ lacks many key device features including: smaller display (3.5 in.); no rear camera; no proximity scanning; and a smaller battery.

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

Qualifying Questions

Q Do you want to increase productivity — without sacrificing accuracy — in order to keep up with higher inventory/order volumes, greater complexity and shorter fulfillment times?

A First introduced with the TC8000, the TC8300 offers a revolutionary lightweight ergonomic design that increases worker productivity by 14%.* Its innovative scan angle eliminates the constant tilting that traditional designs require to view the screen and enter data — reducing wrist motion by 55% and muscle effort by 14%. And that's not all. The TC8000, and now the TC8300, is the first handheld to offer hands-free proximity scanning for an extra productivity boost. Our All-touch TE tool transforms legacy Terminal Emulation (TE) “green screens” into graphics-based all-touch screens that dramatically reduce the number of interactions required to complete a task — for simpler processes and faster picks.

Q Do you want to significantly reduce training and onboarding time by modernizing your worker's technology?

A You can slash training time with Android, an operating system your workers already know well. The TC8300 automatically updates the front end of your TE apps with a smart and intuitive touch interface. While traditional green screen interfaces are difficult to read and hard to navigate, the TC8300's All-touch TE screens are intuitive and familiar — reducing training and making data entry 14% faster.

Q Are you looking for OS security and a mobile computer with a long lifecycle?

A Android offers the long-term stability and security you need to compete effectively today and tomorrow. Since 2011, Zebra has more experience with Android in the enterprise market than any other vendor. The TC8300 offers a long Android roadmap (launches with Android O with support for future versions of Android), along with LifeGuard™ for Android™, an industry-first security solution that extends the lifecycle of Zebra Android devices well beyond any consumer offering. With Android in the warehouse, you can minimize the number of operating systems you'll need to support and with Zebra's platform approach, you get common applications, management and development tools across devices. The result is a mobile computing solution you can build on — one that will last many years into the future.

Sales/Reference Materials

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

TC8300 Product Page:
www.zebra.com/tc8300

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

Services:
www.zebra.com/zebraonecare

Support Pages:
www.zebra.com/support

Mobility DNA:
www.zebra.com/mobilitydna

Accessories

The TC8300 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 TC8300 is backward compatible with many TC8000 accessories, including docking stations and chargers*.

Key accessories include:

- Presentation/proximity scanning soft holster/cart mount
- Desktop, cart and forklift mounts
- Cradles: multi-slot USB/charge, USB only or Ethernet
- Server rack mount brackets for mounting multiple docking stations and battery chargers
- Multi-slot battery chargers
- Wired and wireless enterprise headsets
- Variety of carrying options
- TC8300 DPM model not compatible with TC8000 docking/charging accessories
- And more...

Objection Handling

OPERATIONS MANAGER	OPERATIONS MANAGER	PURCHASING MANAGER
<p>“Our current mobile computers are working fine. I don’t see a clear need to upgrade now.”</p>	<p>“A 14% productivity gain sounds great, but we can’t afford any downtime to integrate a new mobile computer and processes.”</p>	<p>“I want to invest in an integrated proven solution with all the components I need — not just a device.”</p>
<p>RESPONSE:</p> <p>Your current devices may be working fine for the status quo, but migrating to the groundbreaking design and latest technology of the TC8300 will enable you to keep pace with skyrocketing orders, shorten delivery times and quickly onboard a constantly rotating workforce.</p> <ul style="list-style-type: none"> • Superior ergonomics boost worker productivity by 14%.* • Speed up apps with more memory and processing power. • Slash training time with Android and intuitive graphical apps. • Scan any barcode, in virtually any condition, including the most challenging direct part marks (DPMs), with the latest scan engines. • Industry-first proximity scanner • 2x2 MU-MIMO WiFi radio and NFC connectivity for fast connections. • Government-grade security with FIPS 140-2 option. • Reduce cycle times with a high-resolution camera to document proof of condition. 	<p>The revolutionary design of the TC8300 simplifies the way workers interact with both the device and applications. Your business benefits from the productivity gains, while also virtually eliminating the learning curve and lengthy training periods.</p> <ul style="list-style-type: none"> • All-touch TE (pre-loaded and prelicensed) automatically converts archaic green screens into intuitive all-touch screens. • You can move to a GUI-based version of TE without changing your backend system. • Virtual keyboard enables maximum data entry speed and accuracy over traditional keyboard models and is fully customizable. • Workers already know how to use Android, since it’s the world’s most popular operating system. Plus, younger workers want modern devices. • Backward compatibility with most TC8000 accessories means current customers won’t need to rebuild their backroom. 	<p>The class-leading TC8300 is the ultimate future-ready investment, delivering unmatched value today, and the peace of mind that your mobile device 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 in development. • Our large community of partner applications ensures rapid and risk-free application deployment. • The TC8300 is just one device in a complete portfolio of solutions that includes additional form factors such as rugged forklift mount computers, tablets and printers; complete locationing solutions and more. • With Zebra’s platform approach, software investments can be shared across different devices.

* Results are dependent upon use case and scan frequency.



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
+1 847 955 2283
la.contactme@zebra.com

What’s in the Box?

In addition to the mobile computer, also included are: battery 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...