



ZEBRA

The Zebra Retail Mobile Computing Portfolio



What can you count on when you choose our Retail Mobile Computing Portfolio?

You can count on finding a Zebra mobile device that offers the right features for each and every worker in your retail store, at the right price — from high performance fully-featured tablets and mobile computers for store managers and associates, to a smart badge to connect your entire retail workforce and customer-facing kiosks for self-service.

A rugged design

Get reliable everyday operation in your retail environment with ergonomic devices that are built to survive exposure to the inevitable drops, dusty backrooms or even spilled coffee.

Exceptional voice quality

Our mobile computers are purpose-built from the inside out for both voice and data, so you can equip your employees with a versatile, multi-function device without sacrificing voice quality.

Exceptional voice interoperability

We increase the value of your total retail mobility solution by enabling voice communications between different families of devices operating on completely different networks. Whether your workers need a tablet or a handheld mobile computer, a VoWLAN device or a two-way radio, instant walkie-talkie style voice communications allows them to function as a single team.

Reliable capture of virtually any type of data

Scan 1D and 2D bar codes on paper labels and mobile devices, process payment cards complete with signatures, take high-resolution color photos and more to automate and error-proof everyday retail processes.

Zebra's unrivaled bar code scanning technology

As the inventor of the bar code industry, we offer high performance 'scan and go' simplicity on even damaged and poorly printed 1D and 2D bar codes — without aligning the bar code and scanner window.

Extraordinary control over the features on our mobile computers

AppCenter allows you to choose which device features and software applications your users can access to protect productivity. For example, you can lock out web browsing or disable voice calling for workers that need data only.

Real application power — including true cross-platform applications

Whether you need an off-the-shelf application or a custom application to run on multiple device types, we've got you covered. Our partner channel offers proven and tested mobile applications that streamline business processes in just about every industry. In addition, with Zebra's RhoMobile Suite, you can create one version of an application that can run on any device in our mobile retail portfolio — regardless of operating system. Applications look, feel and act the same on all devices and can take advantage of whatever feature set is on each device. The result is a pure application simplicity that dramatically reduces application development and management time and cost. And with our Terminal Emulation application, your users can access your mainframe applications right out of the box.

Best-in-class security

Make sure only authorized users can access your devices, your data and your network to help comply with Payment Card Industry (PCI) security regulations. Zebra's Mobile Security Suite brings best-in-class network security to the mobile device level. Put a firewall, intrusion prevention, enforced authentication and data encryption on our mobile computers. Deploy a mobile virtual private network (VPN) for government grade security over wireless networks. The result is wired network-class security for the data on our mobile computers as well as the data in transit over cellular or Wi-Fi networks.

Zebra Technologies industry-leading service plans that cover everything — period

Zebra *OneCare* Support Services set the standard for post-deployment support. This unique all-inclusive program includes normal wear and tear as well as accidental damage to internal and external components, ensuring unpredictable repair expenses never impact your budget.

FOR MORE INFORMATION ON HOW YOU CAN PUT THE POWER OF MOBILE COMPUTING TO WORK IN YOUR RETAIL OPERATIONS, PLEASE VISIT WWW.ZEBRA.COM/RETAIL

The Zebra Mobile Retail Portfolio

Use the at-a-glance chart below to identify the devices that have the right features and functionality for the different types of workers in your retail establishment.

Enterprise Tablets

ET50/55	ET1
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zebra.com/ET5X



zebra.com/ET1

General Description

Device Highlights	<ul style="list-style-type: none"> • Truly enterprise-ready tablet • Comprehensive data — supports the most graphics-rich web-based applications • Available in 8.3 and 10.1 in. displays • Supports both Android 5.1 and Windows Industry Embedded 8.1 Pro • As sleek and easy to use as popular consumer tablets, yet loaded with enterprise features that deliver durability, security, manageability, flexibility and more • Comprehensive line of retail accessories • Wi-Fi and 4G LTE 	<ul style="list-style-type: none"> • Truly enterprise-ready Android tablet • PTT voice inside the store • Comprehensive data — supports the most graphics-rich web-based applications • As sleek and easy to use as popular consumer tablets, yet loaded with enterprise features that deliver durability, security, manageability, flexibility and more • Cellular and Wi-Fi for connectivity inside the enterprise and out in the field
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Designed for...

Customers		
Managers	•	•
Sales Staff	•	•
Backroom/Stockroom		
Security Staff		

Applications

Voice Connectivity		•
Mobile Point of Sale	•	•
Robust Enterprise Apps/Dashboards	•	•
Line of Business App Access	•	•
Inventory Management	•	•
Task Management		
Customer Facing Apps	•	•

User and Application Considerations

Weight	8.3 in.: 1.2 lbs./555 g; 10.1: 1.55 lbs./750 g	1.4 lbs./63 kg
Display	8.3 in. and 10.1 in. with Corning® Gorilla® Glass 3; outdoor viewable	7 in. with Corning® Gorilla® Glass
Processor	Intel quad core 2.4 GHz (Windows); 1.9 GHz (Android)	Dual core 1 GHz each plus graphics accelerator
Bar Code Scanning and Data Capture	1D and 2D bar codes/photos/videos/signatures/documents	1D and 2D bar codes/photos/videos/signatures/documents
Payment Card Reader Accessory	Standalone Bluetooth PD40	Standalone Bluetooth PD40
Cellular Connectivity	4G HSPA+/North America multi-carrier LTE	4G HSPA+/3G EVDO on CDMA
Wi-Fi Connectivity (WLAN)	802.11a/b/g/n/k/r	802.11a/b/g/n
Bluetooth	• (Bluetooth® SMART)	•

Rugged Design

Drop Tested	3.28 ft./1 m; 5.9 ft./1.8 m with optional rugged frame	4 ft./1.2 m
Tumble Tested		
Sealing	IP65	IP54
Operating Temperature	32° F to 122° F/0° C to 50° C	32° F to 122° F/0° C to 50° C

Handheld Mobile Computers with Integrated Voice and Data

SB1



zebra.com/SB1

TC70



zebra.com/TC70

MC40



zebra.com/MC40

MC55A0/MC55N0



zebra.com/MC55A0
zebra.com/MC55N0

General Description

Device Highlights

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|---|--|--|---|
| <ul style="list-style-type: none"> • Small, lightweight and wearable • New category of device bringing affordable mobility to all workers • Provides key functions every associate needs to best serve customers: <ul style="list-style-type: none"> – 1D and 2D bar code scanning – Push-to-Talk for instant communications with co-workers and managers | <ul style="list-style-type: none"> • Rugged all touch handheld • Dual-mode, large 4.7 in touch panel • Comprehensive 1D/2D data capture • Supports PTT out of the box • VoIP client ready, supports PBX functionality (North America only) • Robust accessory family to customize for individual business needs • Wi-Fi • Exceptional audio, easy to hear- 4x louder than most smartphones | <ul style="list-style-type: none"> • Pocket-sized • Fully-featured voice and data, including support for PTT and PBX calls and information rich web- and graphic-based applications • Enables creation of “full service associates” — from “meet and greet” to purchase • Wi-Fi for anywhere on-premise connectivity | <ul style="list-style-type: none"> • Maximum rugged design in a size-optimized handheld mobile computer • Fully-featured voice and data, including support for PTT and PBX calls and information rich web- and graphic-based applications • Wi-Fi for anywhere on-premise connectivity |
|---|--|--|---|

Designed for...

Customers

Managers

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Sales Staff

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Backroom/Stockroom

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Security Staff

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Applications

Voice Connectivity

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Mobile Point of Sale

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Robust Enterprise Apps/ Dashboards

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Line of Business App Access

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Inventory Management

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Task Management

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Customer Facing Apps

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User and Application Considerations

Weight	3.7 oz./105 g	13.3 oz./376 g	9.39 oz./266.1 g (with MSR)	11.1 oz./315 g
Display	3.0 inch E Ink Pearl 220 display	4.7 in. color HD touchscreen	4.3 in. WVGA touchscreen	3.5 in. VGA
Processor	i.MX35 (532MHz)	1.7 GHz	1 GHz	806 MHz
Bar Code Scanning and Data Capture		1D/2D, extended range; 8 MP color camera; NFC	1D and 2D bar codes/photos/videos/documents	1D and 2D bar codes/drivers' licenses/photos/videos/signatures/documents
Payment Card Reader Accessory		Snap on Magnetic Stripe Reader (MSR) accessory	Available integrated MSR; Standalone Bluetooth PD40 for Chip and PIN payments	Standalone Bluetooth PD40; snap-on MSR
Cellular Connectivity	No	No		
Wi-Fi Connectivity (WLAN)	802.11b/g/n	802.11a/b/g/n/d/h/i	802.11a/b/g/n/d/h/i/k/r <i>(802.11k in Android KitKat only)</i>	802.11a/b/g
Bluetooth		• (Bluetooth® SMART)	• (Bluetooth® SMART)	•

Rugged Design

Drop Tested	4 ft./1.2 m	6 ft./1.8 m	4 ft./1.2 m	4 ft./1.2 m
Tumble Tested		2,000 3.28 ft./1.0 m tumbles	2,000 1.65 ft./0.5 m tumbles	2,000 1.65 ft./0.5 m tumbles
Sealing	IP54	IP67	IP54	IP64
Operating Temperature	32° F to 104° F/0° C to 40° C	-4° to 122° F/-20° to 50° C	32° F to 104° F/0° C to 40° C	14° F to 122° F/-10° C to 50° C

Handheld Mobile Computers with Integrated Voice and Data

MC67



zebra.com/MC67

MC2100



zebra.com/MC2100

MC3200



zebra.com/MC3200

General Description

Device Highlights

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|---|---|---|
| <ul style="list-style-type: none"> • Maximum rugged design in a size-optimized handheld mobile computer • Mobile payment transaction support • Fully-featured voice and data • High speed Wi-Fi 'n' and 4G HSPA+ cellular for high performance on and off-premises connectivity | <ul style="list-style-type: none"> • Rugged handheld mobile computer • Integrated voice and data • Application specific device: for cost-effective inventory tracking in the retail store, pharmacy, stock room and more • Value pricing • Choice of Wi-Fi or batch mode | <ul style="list-style-type: none"> • Rugged handheld mobile computer • Integrated voice and data/PTT voice • Ideal for inventory tracking on the sales floor and backroom • Three models: small, light straight shooter, adjustable rotating scanning head and gun • Choice of Windows Embedded Compact 7.0 (Standard or Premium) or Android 4.1 (Premium) |
|---|---|---|

Designed for...

Customers

Managers •

Sales Staff •

Backroom/Stockroom •

Security Staff •

Applications

Voice Connectivity •

Mobile Point of Sale •

Robust Enterprise Apps/
Dashboards •

Line of Business App Access •

Inventory Management •

Task Management •

Customer Facing Apps •

User and Application Considerations

Weight	13.5 oz./385 g	8.32 oz./236 g	12.88 oz./365 g — 18.0 oz./509 g (model dependent)
Display	3.5 in. VGA	2.8 in. QVGA	3 in. color TFT touchscreen
Processor	Dual core 1 GHz	624 MHz	Standard: 800 MHz dual core Premium: 1 GHz dual core
Bar Code Scanning and Data Capture	1D and 2D bar codes/photos/videos/signatures/documents	1D and 2D bar codes	1D and 2D bar codes
Payment Card Reader Accessory	Standalone Bluetooth PD40; snap-on MSR		
Cellular Connectivity	4G HSPA+ high speed cellular connection		
Wi-Fi Connectivity (WLAN)	802.11a/b/g/n	802.11b/g/n	802.11a/b/g/n
Bluetooth	•	•	•
Rugged Design			
Drop Tested	8 ft./2.4 m	4 ft./1.2 m	5 ft./1.5 m
Tumble Tested	2,000 1.64 ft./0.5 m tumbles	1,000 1.64 ft./0.5 m tumbles	1,000 1.64 ft./0.5 m tumbles
Sealing	IP65 and IP67	IP54	IP54
Operating Temperature	-4° F to 122° F/-20° C to 70° C	14° F to 122° F/-10° C to 50° C	-4° to 122° F/-20° to 50° C

Handheld Mobile Computers with Integrated Voice and Data

Mobile Payment Devices

MC3190-Z



zebra.com/MC3190Z

MC9200



zebra.com/MC9200

PD40



zebra.com/PD40

General Description

Device Highlights

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|--|---|--|
| <ul style="list-style-type: none"> • Retail focused rugged handheld RFID reader • Orientation insensitive RFID technology for ease of use plus bar code scanning • Pinpoint locating of specific items • Fully-featured data | <ul style="list-style-type: none"> • Very rugged handheld mobile computer • Power to support next generation mobile applications • Available in WEH 6.5.3, Windows CE 7 or Android 4.4.4 • Superior customization: six scan engine options and six interchangeable keypads • Supports voice and data • FIPS 140-2 government grade security | <ul style="list-style-type: none"> • Enterprise class payment solution • Process any payment — credit, PIN debit, smart card • Ground-breaking Payment-Ready EMDK for fast application development and minimal coding • Rock solid security • Use with any Bluetooth-enabled Zebra mobile computer, any OS • Multiple configuration options and easy pairing • Flexible receipt delivery options: print, text and email |
|--|---|--|

Designed for...

Customers

Managers

Sales Staff

Backroom/Stockroom

Security Staff

Applications

Voice Connectivity

Mobile Point of Sale

Robust Enterprise Apps/
Dashboards

Line of Business Apps Access

Inventory Management

Task Management

Customer Facing Apps

User and Application Considerations

Weight	22.93 oz./650 g	27 oz./765 g	5.25 oz./140 g
Display	3 in. VGA	3.7 in. VGA	1.69 in. LCD display
Processor	520 MHz	Dual core 1 GHz	32-bit ARM secure processor
Bar Code Scanning and Data Capture	RFID, 1D and 2D bar codes	1D and 2D bar codes; PDF codes; direct part marks	PIN pad, magnetic stripe reader, smart card reader
Payment Card Reader Accessory			Supports Bluetooth-enabled Windows Mobile- and Android-based mobile computers
Cellular Connectivity			
Wi-Fi Connectivity (WLAN)	802.11a/b/g	Android - 802.11 a/b/g/n/d/h/i/k/r WinCE/WEH - 802.11 a/b/g/n/d/h/i	
Bluetooth	•	•	•
Rugged Design			
Drop Tested	4 ft./1.2 m	6 ft./1.8 m	
Tumble Tested	4,000 1.64 ft./0.5 m tumbles	4,000 3.28 ft./1 m tumbles	
Sealing	IP54	IP64	
Operating Temperature	14° F to 122° F/-10° C to 50° C	-4° to 122° F/-20° to 50° C	32° F to 122° F/-10° C to 70° C

Fixed Mobile Computers with Integrated Voice and Data

Voice-Only Devices

MK500



zebra.com/MK500

MK3100



zebra.com/MK3100

MK4000



zebra.com/MK4000

EWB100



zebra.com/EWB100

General Description

Device Highlights

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|--|---|--|---|
| <ul style="list-style-type: none"> • Compact kiosk designed for basic self-service options • 3.5 in. color QVGA touch screen with 3 programmable buttons • Choice of 1D laser or 2D advanced imager; supports mobile bar codes • Supports one third party peripheral • VoWLAN support | <ul style="list-style-type: none"> • Mid-size kiosk designed to deliver rich applications for customers and employees • 8 in. color WVGA touch screen with 4 programmable buttons • 2D advanced imager supports mobile bar codes • Supports simultaneous use of three third party peripherals • VoWLAN support | <ul style="list-style-type: none"> • Full-size dual-purpose kiosk designed to deliver rich customer and employee-facing applications • 12.1 in. color SVGA LCD touch screen • Choice of 1D laser or 2D advanced imager; supports mobile bar codes • Supports simultaneous use of three third party peripherals • VoWLAN support | <ul style="list-style-type: none"> • Lightweight yet durable VoWLAN voice-only device • Miniature wearable device • Push-to-talk • Easy to carry — no external antenna • Simple to operate • Wi-Fi only |
|--|---|--|---|

Designed for...

Customers	•	•	•	
Managers		•	•	
Sales Staff	•	•	•	•
Backroom/Stockroom		•	•	•
Security Staff				•

Applications

Voice Connectivity	•	•	•	•
Mobile Point of Sale				
Robust Enterprise Apps/ Dashboards		•	•	
Line of Business Apps Access		•	•	
Inventory Management	•	•	•	
Task Management				
Customer Facing Apps	•	•	•	

User and Application Considerations

Weight	0.71 lbs./0.320 kg	1.9 lbs./0.86 kg	4.4 lbs./1.99 kg	1.6 oz./45.37 g
Display	3.5 in. QVGA	8 in. WVGA	12.1 in. SVGA	N/A
Processor	520 MHz	1 GHz	624 MHz	N/A
Bar Code Scanning and Data Capture	1D and 2D bar codes	1D and 2D bar codes	1D and 2D bar codes	No
Payment Card Reader Accessory				
Cellular Connectivity				
Wi-Fi Connectivity (WLAN)	802.11a/b/g	802.11a/b/g/n	802.11a/b/g	802.11b/g
Bluetooth		•		

Rugged Design

Drop Tested				5 ft./1.5 m
Tumble Tested				
Sealing				IP54
Operating Temperature	32° F to 104° F/0° C to 40° C	32° F to 104° F/0° C to 40° C	32° F to 104° F/0° C to 40° C	14° F to 104° F/-10° C to 40° C

Customer Centric Devices

MC17



zebra.com/MC17

MC18



zebra.com/MC18

General Description

Device Highlights

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|--|---|
| <ul style="list-style-type: none"> • Designed for customer use • Allows customers to pre-scan items for rapid checkout, price checks, locate complementary items, access personalized promotions, create gift lists and more • Intuitive five-button design • Easy-to-use for customers of all ages • Dual-use device for associate use • Available with standard or touchscreen display | <ul style="list-style-type: none"> • Designed for customer use • Allows customers to pre-scan items for rapid checkout, price checks, locate complementary items, access personalized promotions, create gift lists and more • All-touch display with fingertip smartphone-style navigation, including pinch and zoom • Easy-to-use for customers of all ages • Dual-use device for associate use • PowerPrecision+ battery means the MC18 spends more time in the hands of customers and less time in the charging cradle • Flexible 3-in-1 space-saving cradle |
|--|---|

Designed for...

Customers	•	•
Managers		
Sales Staff	•	•
Backroom/Stockroom	•	•

Security Staff

Applications

Voice Connectivity		
Mobile Point of Sale		
Robust Enterprise Apps/ Dashboards		
Line of Business App Access	•	•
Inventory Management		•
Task Management		
Customer Facing Apps	•	•

User and Application Considerations

Weight	9.5 oz./270 g	10.6 oz./300 g
Display	2.8 QVGA standard or touchscreen	4 in. WVGA capacitive touchscreen
Processor	312 or 520 MHz	Dual Core 1 GHz
Bar Code Scanning and Data Capture	1D bar codes	1D and 2D bar codes
Payment Card Reader		
Cellular Connectivity		
Wi-Fi Connectivity (WLAN)	802.11a/b/g	802.11a/b/g/n
Bluetooth		• (Bluetooth® SMART)
Rugged Design		
Drop Tested	4 ft./1.2 m	4 ft./1.2 m
Tumble Tested	1,000 1.65 ft./0.5 m tumbles	1,000 1.65 ft./0.5 m tumbles
Sealing		
Operating Temperature	32° F to 104° F /0° C to 40° C	32° F to 104° F /0° C to 40° C



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