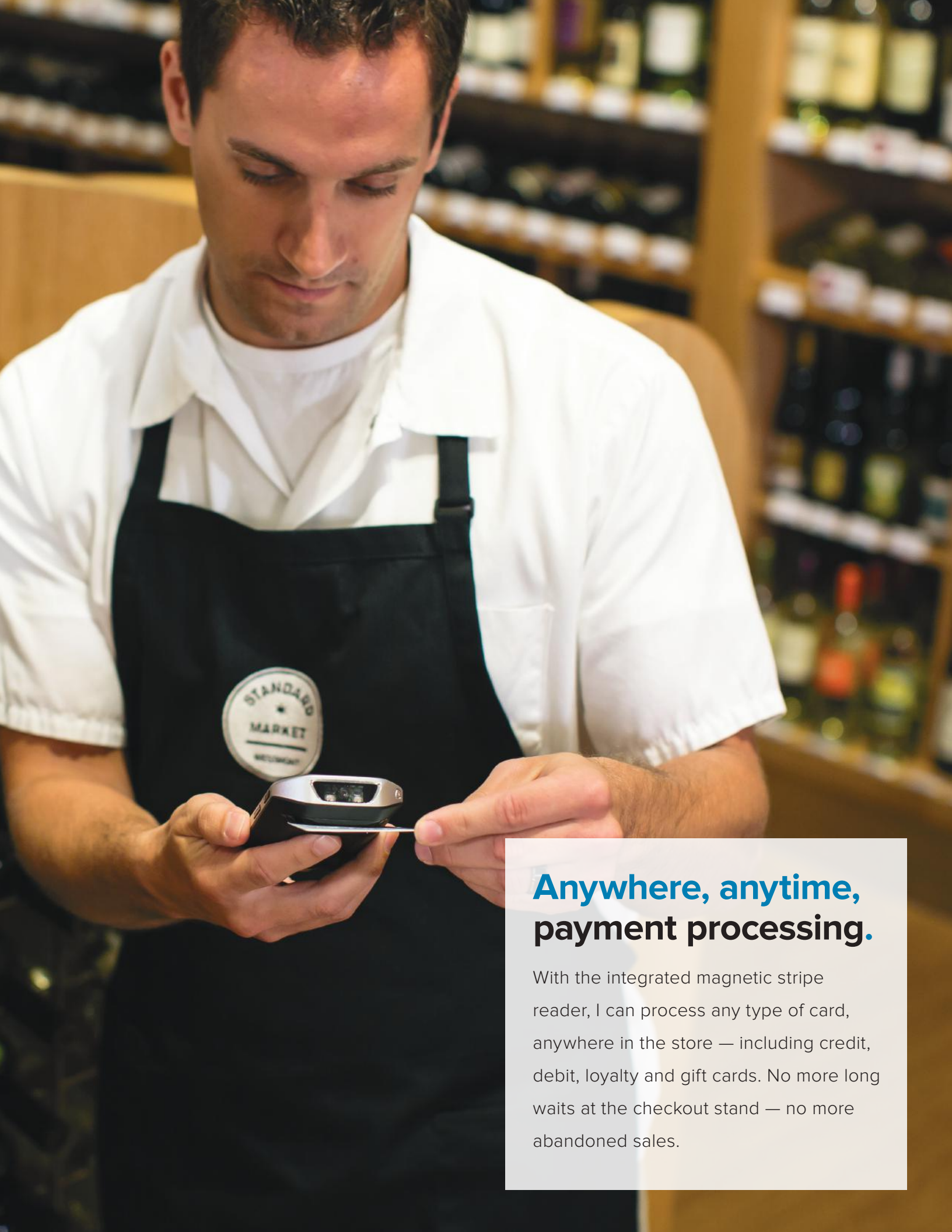


A photograph of a male retailer in a white shirt and black apron with a "STANZAN MARKET" logo, using a Zebra MC40 mobile computer. He is interacting with a female customer in a pink shirt. They are in a store with wine bottles on shelves in the background.

MC40 Mobile Computer

THE NEW FACE OF RETAIL MOBILITY



Anywhere, anytime, payment processing.

With the integrated magnetic stripe reader, I can process any type of card, anywhere in the store — including credit, debit, loyalty and gift cards. No more long waits at the checkout stand — no more abandoned sales.

Deliver the ultimate in customer service with the MC40

While online spending and other new shopping channels are on the rise, the brick-and-mortar store still generates the majority of a store's revenue — 65 percent.¹ But earning a sale inside the store has never been more challenging — shoppers often have access to more information than your associates. Armed with a smartphone, shoppers can check product price and availability inside the store and in nearby stores, and can even complete a purchase — right in the aisles of the store. Based on these capabilities, service levels in many stores fall short of customer expectations — however, nearly 60% of shoppers agree that store associates equipped with handheld mobile computers improve their shopping experience.²

Introducing the MC40 — the easy way to deliver better customer service

With the MC40, associates can deliver what shoppers need — no matter where they are in the store. They can scan any bar code to get pricing and availability. Look up a gift registry. Find the answer to practically any product question. Present shoppers with a comparison of multiple products to help with a buying decision. Place an order for next day delivery for an item that isn't available in-store. And with the magnetic stripe reader (MSR) configuration, associates can ring up the sale, right on the spot. All on a sleek, compact enterprise-class device that offers the durability, security and manageability your business demands.

The MC40.
The new face of retail mobility.



What can you do with the MC40?

Drive customer service to a new level and close the sale — right on the spot

The comprehensive feature set of the MC40 turns any associate into a full-service associate, ready to meet service needs without ever leaving the customer. And by improving service with cutting-edge technology, shoppers see a retailer that cares about them and is willing to make an investment to provide a better customer experience.

Our most advanced scanning technology

Our proprietary PRZM Intelligent Imaging technology delivers unparalleled performance on just about any type of data imaginable. Capture 1D and 2D bar codes with laser-style speed and dependability, even if they are scratched, dirty or poorly printed; displayed on the screen of a customer's mobile phone; or printed on a paper label or plastic loyalty or gift card. And the MC40's extra wide best-in-class working range and field of view, plus omni-directional scanning make bar code capture easier than ever.

Cool consumer-styling on the outside — pure industrial design on the inside

Get the best of both worlds with the MC40. Its forward-thinking contemporary design rivals sleek consumer-style products. But unlike consumer designs, you also get all the enterprise-class features any business requires — from durability and security to device manageability and some of the best support programs in the industry.

Comprehensive and secure payment processing

One of the top three reasons cited for unsatisfactory service is too long of a wait at the checkout stand.³ With the MC40, your associates can ring up a sale whenever and wherever your customer decides to buy, virtually eliminating wait times that can result in a change of heart — and lost revenue. With the built-in magnetic stripe reader, associates can process credit, gift and loyalty cards. And to increase security, payment information is never visible — it is always encrypted as it enters the MC40.



In addition, you can process payments with Chip and PIN-based debit and credit cards by pairing the MC40 with Zebra's Bluetooth PD40 Payment Device.

Desktop-like speed for information-rich applications

The MC40 offers the processing power, memory, fast wireless connection and display size that information-rich applications require. A 1 GHz dual core processor, 1 GB RAM/8 GB Flash, 802.11a/b/g/n and a high-resolution 4.3 inch display support the most demanding multimedia applications, including product comparisons and demonstration videos.

Easy to use — virtually no training required

The touch sensitive display means associates always have what they need to interact with the MC40 — a fingertip. In addition to native Android-based applications, the MC40 supports applications created with Zebra's RhoMobile Suite. HTML5 RhoMobile OS-agnostic applications can run on virtually any mobile device, with interfaces that are as intuitive and elegant as best-in-class consumer applications — regardless of operating system or screen size. No need to develop and manage multiple application versions, plus you get built-in support for the operating systems of the future. The result? Applications are deployed faster, with a better return on investment (ROI) and lower total cost of ownership (TCO).

A powerful push-to-talk connection to link your entire staff

Sometimes, resolving a customer issue requires associates to reach a co-worker or manager. Since Zebra's Workforce Connect Push-to-Talk Express client is integrated into the MC40, associates can place or receive a push-to-talk call from practically anyone on your staff — even if they are carrying different types of devices. The MC40 can connect to other Zebra mobile computers and popular smartphones, as well as two-way radios. And with a speaker that offers four times the loudness of today's popular smartphones plus our superior noise cancelling technology, the MC40 delivers crystal clear audio on both ends of the call.

Drive associate productivity to a new high

With the MC40, you can keep your associates focused on the right tasks throughout their shifts, keeping your store in first-class shape and ready for business.

The tools to perform practically any task

With bar code scanning, an integrated high-resolution 8 MP color camera and access to back-end business applications, associates can audit and correct shelf tags, perform markdowns for upcoming sales and markups post-sale, replenish store shelves, capture proof of plan-o-gram compliance, document proof of condition of incoming shipments and more.

Better manage your associate workforce with Bluetooth® Smart

Support for Bluetooth Smart and indoor locationing solutions like Zebra's MPact Platform lets you monitor worker location to deliver the best possible service and store experience. In real time, you can determine if more staff is required to help customers in a certain department or area of the store — and send associates over right away. And if a customer requests assistance or there's a spill that needs cleaned, you can send instructions to the nearest associate. The result? Better management of associate time, and a better experience for your customers.

Q&A

DO YOU KNOW HOW YOUR SHOPPERS DEFINE A GREAT SHOPPING EXPERIENCE?

Two-thirds of today's shoppers want an associate that can address all of their needs — right on the spot.⁵

DID YOU KNOW SHOPPERS ARE WILLING TO SPEND MORE FOR GOOD SERVICE?

More than 60% of respondents indicated a willingness to purchase more merchandise with improved customer service.²





Drive down the TCO of retail mobility

While the MC40 sports the same good looks as the popular consumer-grade mobile devices, it is loaded with enterprise features that maximize uptime and minimize management and overall mobility costs.

We've fortified Android for the enterprise

We've added features to transform your choice of Android Jelly Bean or KitKat into a true enterprise-class operating system, including: security; support for centralized mobile device management; and support for enterprise accessories, such as Zebra's Bluetooth PD40 Payment Device to process payments with magnetic stripe or Chip and PIN debit and credit cards, plus third-party peripherals such as mobile printers to create a complete mobile POS.

Greatly reduce management time and cost

Support for mobile device management solutions enables powerful centralized end-to-end management of the entire MC40 device pool, no matter where in the world they are located — including initial staging to ongoing updates, remote troubleshooting and issue resolution.

Maximize device uptime with enterprise-class durability, replaceable batteries and comprehensive enterprise-class support programs

- **Built for business with an enterprise-class lifecycle.** In addition to the ability to perform reliably despite drops and spills, you can also be sure that the mobile device you purchase will be available for three full years from the date the product was first available — with an additional three years of support after the product is discontinued. Your MC40 mobile computers offer the durability and support to remain in service up to six years, while other mobile computers come and go, requiring the deployment of numerous different models — complicating and adding to the cost of device support.
- **Rechargeable AND replaceable batteries.** Since most consumer-style devices have fixed rechargeable batteries, they must be taken out of service for recharging when the battery is depleted. With a battery that is rechargeable and user replaceable, the MC40 can remain in service every minute of every shift. And with a replaceable battery, you don't need to purchase additional devices for a spare device pool, translating into less hardware to buy and manage.
- **True end-to-end support with overnight exchange.** Our enterprise-class all-inclusive Zebra OneCare Select support program helps you achieve maximum utilization of your MC40 mobile computers. This unique program covers everything from normal wear and tear to accidental damage and overnight exchange of any unit that requires repair.

RESET THE BAR FOR CUSTOMER SERVICE AND ASSOCIATE PRODUCTIVITY IN YOUR RETAIL STORE TODAY

FOR MORE INFORMATION, PLEASE VISIT WWW.ZEBRA.COM/MC40 OR OUR GLOBAL DIRECTORY AT WWW.ZEBRA.COM/CONTACT

Every strand of your MC40 mobility platform is simpler with Zebra's Mobility DNA, the industry's most comprehensive suite of mobility must-haves to accelerate the solution. More off-the shelf end-user apps, more robust administration utilities and easier app development.



SimulScan

Capture and process entire documents with a single scan



Stage Now

Easily stage a handful or hundreds of MC40s with the quick scan of a bar code or tap of an NFC tag



Enterprise Browser

Easily create apps with highly graphical and intuitive user interfaces



EMDK

Comprehensive toolkit for integrating MC40 features



AppGallery

Find, purchase, and update ready-to-use apps for the MC40



ShareCradle

Common cradle charges MC40 and other compatible Zebra mobile devices



PowerPrecision

Better battery cycle time and metrics



Workforce Connect PTT Express

Push-to-Talk communications



Mobility Extensions (Mx)

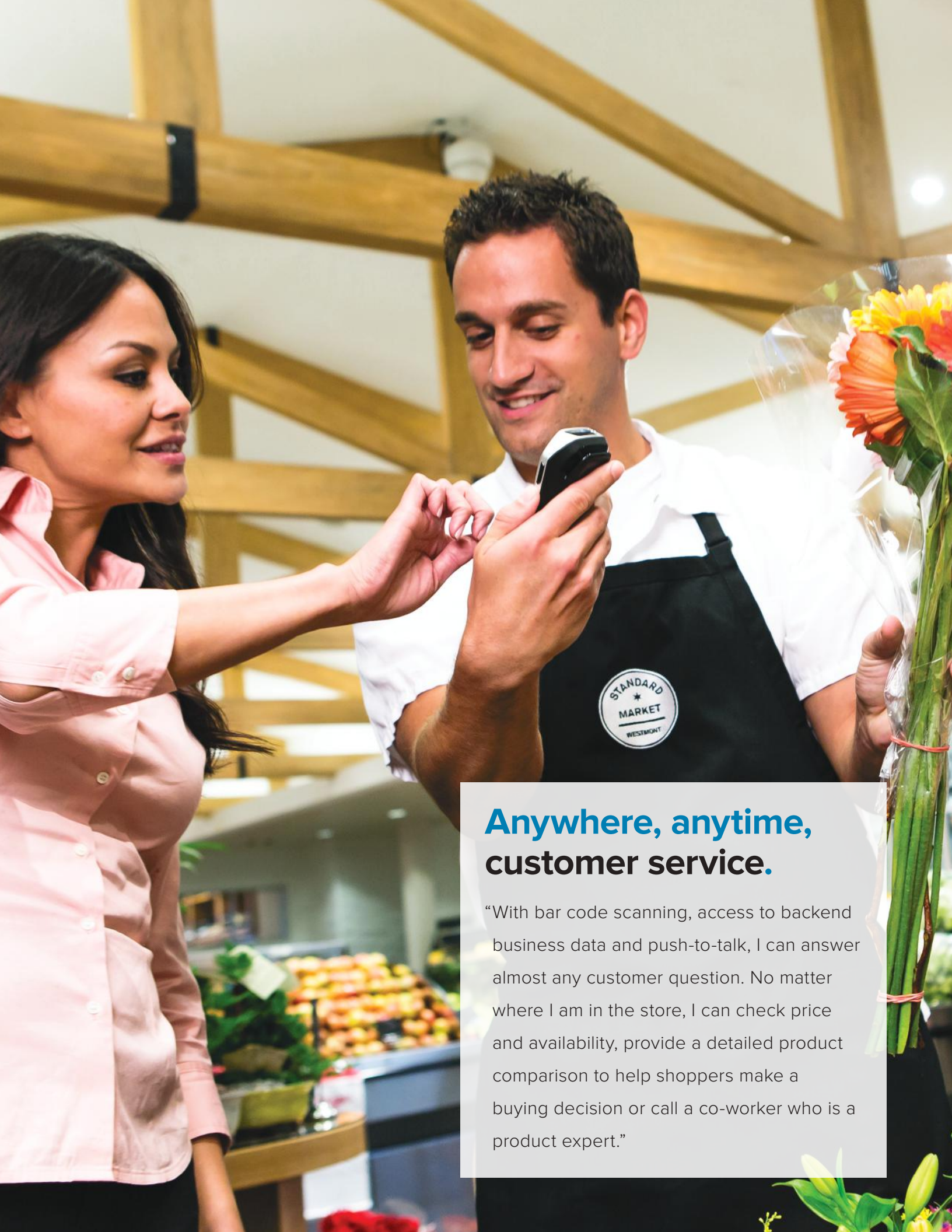
Adds enterprise features to Android



All-touch TE

Transform legacy green screens apps to graphical HTML5 without any coding

FOR THE COMPLETE LIST OF MOBILITY DNA SOLUTIONS, VISIT WWW.ZEBRA.COM/MC40



Anywhere, anytime, customer service.

“With bar code scanning, access to backend business data and push-to-talk, I can answer almost any customer question. No matter where I am in the store, I can check price and availability, provide a detailed product comparison to help shoppers make a buying decision or call a co-worker who is a product expert.”

1. June 2012 Retail Vision Report, U.S. Outlook, Business and Market Intelligence, Zebra, December 2011 (slide 8)
2. Zebra 2015 Global Shopper Study
3. June 2012 Retail Vision Report, U.S. Outlook, Business and Market Intelligence, Zebra, December 2011 – slide 4).
4. Zebra mobile computers require the complimentary Push-to-Talk Express client; third-party mobile devices require Zebra's Unified Retail Communications client; and two-way radios require Zebra's Radio Link.
5. Source: Survey: Twice as many people tell others about bad service than good, 8/8/11, Retail Customer Experience.
<http://www.retailcustomerexperience.com/article/183007/Survey-Twice-as-many-people-tell-others-about-bad-service-than-good>



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