



MC9500-K Partner Brief

EXECUTIVE SUMMARY

Motorola's MC9500-K Series Mobile Computer is designed for the most demanding field environments, raising the bar for rugged key-based field mobility applications by delivering the next evolution in design, comfort, features, functionality and performance. Creating this exceptional device required an exceptional recipe: the flagship features and functionality of Motorola's signature MC9000 Series rugged mobile computers plus a multitude of new capabilities defined through extensive research and field testing in logistics, parcel/post, direct store delivery (DSD), field service, public safety and sales force automation applications in some of the world's leading organizations.

The result is a device that is as different on the inside as it is on the outside — a groundbreaking product with an unsurpassed feature set that takes rugged mobile computing innovation to a new level.

Loaded with new features and functionality that provide end users with the advanced toolset required to truly maximize business efficiency and effectiveness, the MC9500-K is also loaded with Motorola-unique features that drive total cost of ownership (TCO) and return on investment (ROI) for mobility solutions in general to a new low. For your customers with the most demanding field applications, the MC9500-K offers the most value for the mobility budget — period.

In the pages of this guide, you will discover that the MC9500-K is truly a best-in-class device, with many

Motorola-unique features that are not available in competitive devices. The result is a distinct advantage for Motorola partners involved in the sales of rugged mobile computers.

True carrier independence

The MC9500-K Series offers true WAN technology independence, allowing your customers to choose and change networks as needed by adding or swapping any one of three modules, right in the backroom — no service center visit:

- 3.5G GSM HSDPA WAN module for integrated voice and data (Windows Mobile 6.5)
- 3.5G CDMA-EVDO Rev A WAN module for integrated voice and data (Windows Mobile 6.5)
- Dual on-board user-selectable modem that can be activated on either GSM HSPA or CDMA-EVDO Rev A networks — or both (requires data plans on both networks) (Windows Mobile 6.1)

Overview of differentiating features

The long list of differentiating features includes:

- The fastest processor
- The most robust memory architecture
- The latest Microsoft Windows Mobile operating system — and all its new mobile technology advantages

- The largest display (measuring 3.7 in. VGA)
- A modular keypad architecture that allows your customers to swap keypads in minutes
- FIPS 140-2 level of security, enabling the MC9500-K to be utilized in applications that demand the highest level of security — for example, in government and public safety
- A 3 megapixel autofocus color camera
- A truly enterprise-class implementation of motion sensor technology
- The highest level of rugged specifications — including IP67 sealing
- True carrier independence
- A unique patent-pending battery that allows users and backroom managers to better manage batteries — information indicators right on the battery itself display not only the state of charge, but also whether the battery is healthy enough to hold a full charge
- The Universal Accessory System, which is designed to work with the MC9500-K, future Motorola mobile computers and existing Motorola mobile computers (through an adapter available in the near future) — eliminating the need and associated cost of continually upgrading the backroom infrastructure to accommodate new mobile devices
- A full VGA display with the latest generation of LCD technology, designed to enable superior viewing in any lighting condition — from bright sunlight and shade to well- or poorly-lit areas
- Comprehensive audio features for voice and data integration on a single device
- The latest Bluetooth® technology for improved security and faster connections to more devices
- IrDA for easy wireless connectivity to existing business equipment

The ideal rugged device in tough economic times

The MC9500-K's unique feature set and competitive pricing will help you win sales — even in today's challenging economy. VDC Research Group reports that projects shown to "make money and reduce costs in the short-term will be funded. If anything, high return-on-investment (ROI) projects may be accelerated during the downturn."¹ With such a long list of differentiating features packed into the MC9500-K, you can easily demonstrate how this device will provide your customers with quantifiable strategic and financial benefits that will help justify this technology investment, including:

- A real-time connection to voice and data systems, enabling employees to conduct business in real time — improving customer service, satisfaction and retention; employee productivity; and revenues
- Industry leading advanced data capture capabilities, allowing enterprises to enrich business intelligence — further streamlining processes and boosting competitive advantage
- The ability to substantially reduce the cost of mobility by:
 - eliminating the need to perpetually update the backroom
 - maximizing device lifecycle through the combination of rugged design plus the ability to change WAN subsystems and keypads to easily adapt the device to address changing business needs
 - enabling centralized management of all MC9500-K devices virtually anywhere in the world (via MSP)
 - reducing support costs with Motorola's Service from the Start with Comprehensive Coverage, one of the industry's most comprehensive support programs
- The ability to reduce vehicle-related costs

And those are just the core differentiators. Other features include:

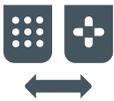
- Best-in-class GPS
- Comprehensive 802.11a/b/g WLAN compatibility for cost-effective connectivity in the office, backroom and other hot spots
- UL Class I, II, III / Division 2 certified configurations for safe use in locations where combustible materials may be present
- Robust audio connector

...and more

INTRODUCING THE MOTOROLA MOBILITY ARCHITECTURE EXTENSIONS (MAX)

Along with the introduction of the MC9500-K, Motorola is also introducing Motorola Mobility Architecture eXtensions (MAX) — a set of Motorola unique features associated with MPA 2.0 that allows your customers to maximize the value of Motorola mobile computers through a superior return on investment (ROI) and total cost of ownership (TCO). Motorola MAX turbo charges Motorola mobile computers, driving ease-of-use, ease-of-management, flexibility, modularity and lifecycle to new heights — and delivering real value to your customers.

The Motorola MAX feature set consists of:



Motorola MAX Keypad

This modular keypad architecture allows your customers to swap keypads in minutes, right in the backroom. Device utilization is maximized: the device can adapt to meet the needs of updated or new applications; MC9500-K devices can be re-deployed in different business units that use different applications; the keypad can be replaced on-site in minutes in the event of damage. Last, the flexible architecture enables the easy and cost-effective creation of customized keypads for larger deployments.



Motorola MAX Battery

The MAX *Battery* offers a completely new approach to user and backroom battery management. Information indicators on the battery display the remaining charge level and whether the battery is still healthy enough to hold a full charge. As a result, users can be sure that they start the day with a battery capable of lasting a full shift — while backroom managers can more efficiently manage the battery pool.



Motorola MAX Locate

MAX *Locate* offers best-in-class GPS implementation, delivering the robust connection to location-based line-of-business applications required to increase user productivity — and ensure business continuity.



Motorola MAX Rugged

MAX *Rugged* provides a device your customers can count on, no matter how demanding the business environment may be. All MAX *Rugged* devices offer a minimum of three rugged specifications:

- Mechanical stress testing — a drop specification performed across the entire temperature range
- Mechanical endurance testing — a tumble specification that defines the number of consecutive drops the device can endure
- Environmental sealing



Motorola MAX Secure

MAX *Secure* provides your customers with an array of security features that ensures secure communications in the most sensitive environments — including government and public safety.

Features include:

- FIPS 140-2 certification
- Fusion 3.0 or higher, which provides support for:
 - virtually all of today's wireless LAN authentication and encryption protocols
 - Cisco CCXv4
 - many value-add security features over either Motorola or Cisco WLAN infrastructure

[Feature set continued on next page...](#)



Motorola MAX *Sensor*

Motorola MAX *Sensor* offers true enterprise class Interactive Sensor Technology (IST) that allows today's businesses to more fully leverage the value of motion sensing technology. The integrated accelerometer enables dynamic screen orientation and improved power management — and the open architecture allows organizations to access and integrate accelerometer data into customized applications.



Motorola MAX *FlexWAN*

MAX FlexWAN finally gives enterprises what they have been asking for — true carrier independence. With MAX FlexWAN, enterprises can purchase a WAN-capable device with or without the WAN modem. The WAN modem can be added or changed easily, right in the customer's backroom, providing true carrier independence. Now, your customers can choose and change wireless carriers as needed to provide each and every user with the best coverage possible — without sending the device to a Motorola service center.



Motorola MAX *Data Capture*

With MAX *Data Capture*, your customers can count on advanced data capture functionality, including: best-in-class 1D laser scanners, 2D imagers and digital cameras. In addition, with MAX *Data Capture*, your customers won't have to choose between data capture functions — they can integrate the data capture options needed to best serve their business, all in a single Motorola mobile computer.



Motorola MAX *Backroom Management*

MAX *Backroom Management* is Motorola's new backroom management strategy, designed to radically simplify and reduce the cost of backroom management with unprecedented functionality: the creation of a Universal Accessory System that can support the MC9500-K, future generations of Motorola mobile computers as well as popular existing Motorola mobile computers (via an adapter available in the near future). The result is an industry first — the elimination of the need and the associated recurring costs to 'rip and replace' accessories inside the backroom, driving the cost of mobility to a new low.



Motorola MAX *Demo Apps*

MAX *Demo Apps* will allow you to easily demonstrate key Motorola features to your customers. Simply double-click on the MAX *Demo Apps* icon on the desktop of the Motorola mobile computer to automatically download the latest set of applications available for that specific device. The initial five applications are:

- **Bar code scanning:** This demonstration will work with either a Motorola 1D laser scanner or 2D imager. A quick scan of a bar code will display the UPC code, allowing users to experience the high performance of Motorola's signature bar code scanning technology. Highlight the intelligent algorithms of Motorola's 1D laser scanners by scanning damaged or poor quality bar codes. Highlight the flexibility of Motorola's 2D imagers with an omnidirectional scanning demonstration. With a sheet of pre-printed bar codes, you can demonstrate Motorola scanning speed — an automatic timer captures time elapsed from the scan of the first bar code to the scan of the last bar code.
- **Battery management:** This presentation walks users through the features and benefits of the new battery.
- **Camera:** Allows users to take a picture and then enter Gallery Mode, where notes can be associated with each picture, including: time, date, location (latitude and longitude automatically entered via GPS), user ID and more.
- **Interactive Sensor Technology:** When this application is launched, users will see an icon of the Motorola mobile computer on the screen, complete with XYZ coordinates. As the user rotates the device, the XYZ coordinates will change. The press of a button presents a signature capture screen that automatically rotates as the device is rotated 360 degrees.
- **GPS:** This application will allow users to see latitude and longitude coordinates and set a route — ideal for your customers in DSD/Route Accounting, Field Service, and Transportation & Logistics.

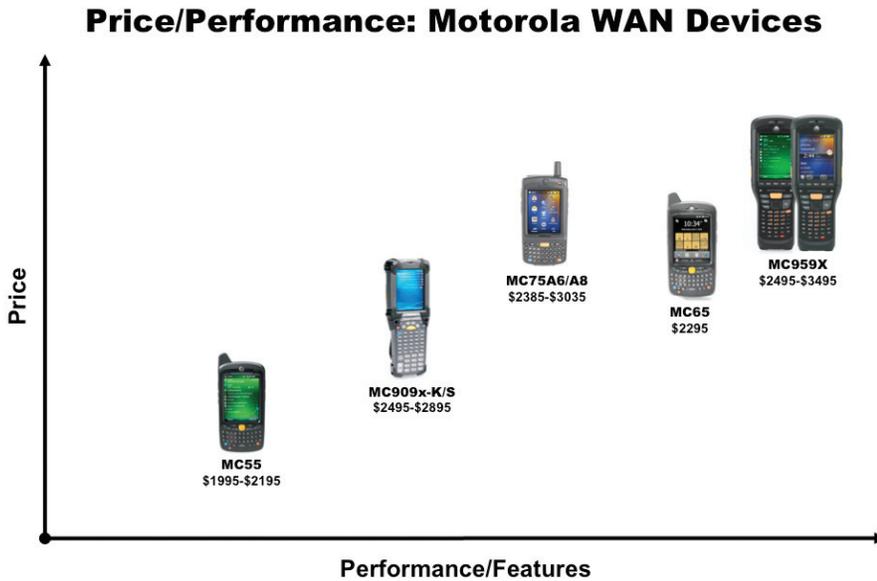
MAX *Demo Apps* will be updated regularly. Additional demonstrations of Motorola mobile computer device features as well as line of business vertical applications are currently in development.

PRODUCT POSITIONING INSIDE MOTOROLA'S RUGGED MOBILE COMPUTING PORTFOLIO

The MC9500-K takes its place in the Motorola mobile computing portfolio as the premium rugged handheld, designed for the most demanding key-based field-mobility applications. The MC9500-K offers the highest rugged specifications, the most computing power, comprehensive data capture capabilities and an abundance of Motorola-unique features, including MAX FlexWAN, MAX Battery, MAX Backroom Management, MAX Sensor and MAX Secure.

THE MARKET OPPORTUNITY

Figure 1: Price/Performance — Motorola WAN Devices



Note: all prices reflect Manufacturer List Price

What the experts are saying

Recent reports from Gartner Group, VDC Research Group and Forrester Research, leading technology research firms, show that mobility solutions remain a priority for today's enterprises due to their ability to help companies better navigate through tough financial times by cutting costs, increasing worker productivity and efficiency and improving throughput. All three companies cite continued growth in the industry, illustrating the resilience of the mobility market — even in a down economy. And sales of rugged mobile computers were strongest in some of the markets for which the MC9500-K was designed — field service and field sales (DSD/route accounting) and well as federal, state and local government agencies.

Gartner²

Gartner sees continued growth in the rugged mobile computing market, predicting a 5 percent increase to \$3.15 billion in 2009. Gartner expects "slow but steady market growth in the range of 8% to 13% compounded annually, punctuated by occasional periods of rapid growth brought on by new technologies." Due to the downturn in specific market sectors such as retail, the company's prediction for worldwide market growth is more modest, in the 3 percent to 5 percent range through 2012.

In addition, Motorola received the highest vendor rating — 'Strong Positive' — which is defined as a company that is viewed as a provider of strategic products, services and solutions, with:

- Customers who are continuing with planned investments
- Potential customers who consider this vendor a strong choice for strategic investments

VDC Research Group³

VDC Research Group states that the “fundamentals in this market remain sound, especially considering the material productivity benefits to be gained and the increase in strategic importance of mobile and wireless investments among enterprise and government organizations.” The company predicts an anticipated increase from \$2,686.6 M in 2008 to \$3,294.5 M in 2013 — just over 22 percent in 5 years.

In addition, VDC notes strong shipments of rugged mobile computers in the same markets for which the MC9500-K was designed:

- Field sales and service (driven by recent advances in WAN communication and GPS tracking)
- Military for logistics, field maintenance (CBM+) and command control solutions
- Federal non-military for homeland security and border protection

- Public sector including public safety and automation of 411 services
- Healthcare driven by the increase of purpose-built point of care solutions (Mobile Clinical Assistants) and continued investment in electronic health records

Forrester⁴

A Forrester survey verified that enterprise mobility initiatives remain a top priority for today’s enterprises. In 2008, 40 percent to 60 percent of business of all sizes and across many vertical markets in North America and Europe identified mobility initiatives as critical priorities — including:

- Expanding mobility solutions to more employees
- Implementation of fixed-mobile convergence (FMC) solutions
- The creation of formal mobility strategies.

Market positioning: competitive products

As Figure 2 illustrates, the MC9500-K delivers the best value for performance, offering more features and more advanced technology than any other device in this product category. While Figure 2 provides a high level ‘at-a-glance’ look at price/performance evaluations, the following chart provides the details, highlighting the feature shortcomings for each of the competitive devices.

Figure 2: Price/Performance — Competitive WAN Devices



Competitive advantages

The chart below illustrates the competitive strengths of the MC9500-K. In this device category, the MC9500-K offers the fastest processor, the most expandable memory, the largest display, the most rugged specifications, the most robust motion-sensing functionality and FIPS 140-2 certification. In addition, only the MC9500-K allows customers to swap WWAN subsystems and keyboards in just minutes in the backroom, as well as upgrade and migrate to new Motorola mobile computers — without replacing cradles and chargers in the backroom.

NOTE: THE BOLD TYPE IN THE MC9500-K COLUMN BELOW REPRESENTS COMPETITIVE ADVANTAGES

Feature	Motorola MC9500-K	Intermec CN4	Psion Workabout Pro Gen 3	Honeywell (HHP) Dolphin 9900	Casio DT-X30
Processor	Marvell PXA 320 806 MHz	Marvell PXA 270M 520 MHz	Marvell PXA 270 624 MHz	Intel XScale PXA 270 624 MHz	Marvell PXA 320 624 MHz
Memory	256MB RAM; 1GB Flash; 32GB microSD slot	128MB RAM; 256MB Flash; 2 GB microSD slot	128MB RAM; 1GB Flash; SD/MMC slot	256MB RAM; 1GB Flash; 4GB microSD slot	128MB RAM; 128MB Flash; microSD slot
FIPS 140-2	YES	NO	NO	NO	NO
Display	3.7 in. VGA display (640x480)	3.5 in. QVGA display (240x320)	3.7 in. VGA display (480x640)	3.5 in. QVGA display (240x320)	3.5 in. QVGA display (240x320)
Camera	3 megapixel autofocus/flash	2 megapixel fixed focus	NO	NO	2 megapixel fixed focus
Scanning Options	1D laser, 2D imager or camera	2D imager	1D laser or 2D imager	2D imager	1D laser or 2D imager
Combination Camera/Scanner	YES - 3 MP camera plus 1D laser or 2D imager	NO - camera or 2D imager	NO - 1D laser or 2D imager	NO - 2D imager option only	YES - 2 MP camera plus 1D laser or 2D imager
Motion-sensing	YES — screen orientation, pwr mgmt and more	NO	NO	NO	NO
Rugged Specifications	6 ft./1.8 m drop; 2000 3.2 ft./1 m tumbles (4000 hits); IP67	6 ft./1.8 m drop; IP54	6 ft./1.8 m drop; IP65	5 ft./1.5 m drop; 1000 3.2 ft./1 m tumbles (2000 hits); IP64	6 ft./1.8 m drop; IP67
Hazardous Location Certifications	UL Class I, II, III Division 2, Groups A, B, C, D, F, G	UL Class I, II, and III Div 2, Groups A, B, C, D, F, G	Not certified	UL Class I, II, and III Div 2, Groups A, B, C, D, F, G	Not certified
Customer-swappable WAN	YES	NO	NO	NO	NO
Intelligent Display Battery	YES	NO	NO	NO	NO
Universal Accessories	YES	NO	NO	NO	NO
Modular Keyboards	YES	NO	NO	NO	NO
3G	YES (3.5G CDMA/GSM)	YES (3.5G CDMA/GSM)	YES (3.5G GSM)	NO	NO

Note: this chart represents major features only. Please refer to the MC9500-K Sales Guide for the complete Competitive Advantage chart and more detailed competitive information.

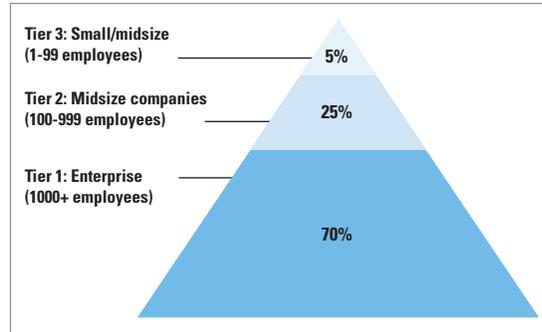
Vertical, geographic and horizontal markets

USERS	APPLICATIONS
Field Service	
<p>Field service technicians</p> <p>Meter readers</p> <p>Inspectors</p> <p>Fleet and container sales and asset management</p> <p>Installers</p> <p>Utility trouble crews</p> <p>Pipeline and energy services</p> <p>Cable and telecommunications crews</p>	<ul style="list-style-type: none"> • Electronic work orders • Proof of service (signature capture and photo) • Credit card payment processing (credit only, no support for debit cards at present time) • Invoicing • Real-time image capture and collaboration for troubleshooting in repair operations • Asset management • Inspection and repair • Maintenance • Meter reading • Dispatch and dynamic routing • Electronic invoicing • Training (including streaming video, documentation and online testing) • Real-time navigation • Breadcrumbs and geofencing • Geocoding of assets • Comprehensive voice support, including: • VoWWAN; VoWLAN; TEAM Express compliant rugged audio connector; high-quality speakerphone; support for wired and wireless (Bluetooth) headsets; headset, handset and speaker phone modes • Fleet management • Inventory management • Receipt and document printing
DSD/Route Accounting	
<p>Pre-sales</p> <p>Delivery</p> <p>Vending</p> <p>Merchandise</p> <p>Conventional route sales</p>	<ul style="list-style-type: none"> • Electronic work orders • Proof of delivery (signature capture/photo) • Proof of condition (photo) • Electronic invoicing • Payment processing • Sales training • Order status • Real-time alerts • Dispatch and dynamic routing • Competitive intelligence collection (photographic) • Dynamic routing • Real-time navigation • Breadcrumbs • Geofencing • Geocoding of assets • Comprehensive voice support, including: <ul style="list-style-type: none"> • VoWWAN; VoWLAN; TEAM Express compliant rugged audio connector; high-quality speakerphone; support for wired and wireless (Bluetooth) headsets; headset, handset and speaker phone modes • Fleet management • Inventory management • Track and trace (traceability)

USERS	APPLICATIONS
TRANSPORTATION AND LOGISTICS	
Route drivers	<ul style="list-style-type: none"> • Fleet management • Asset management • Pickup and delivery • Proof of delivery (signature capture/photo) • Track and trace • Payment processing • Verification and tracking • Dispatch and dynamic routing • Real-time navigation • Breadcrumbs • Geofencing • Geocoding of assets • Voice
GOVERNMENT AND PUBLIC SAFETY	
Law enforcement officers	<ul style="list-style-type: none"> • eCitation/parking • First response/accountability • Asset management • Inspections/maintenance • Fixed assets inventory, audit, MRO • Fleet management • Security screening/ mobile data access • Dispatch and dynamic routing • Real-time navigation • Breadcrumbs • Geofencing • Geocoding of assets • Voice
PARCEL/POST	
Postal carriers	<ul style="list-style-type: none"> • Proof of delivery • Proof of condition • Attempted delivery notices • Invoicing • Payment processing • Pickup and delivery • Track and trace • Asset management • Fleet management

Market opportunity by company size

The primary targets for the MC9500-K are:



Target customer: the sales cycle, prospect titles and prospect pain points

The typical sales cycle for the MC9500-K is between six and nine months. Multiple contacts will likely be involved in the approval cycle, each with different concerns and pain points:

CIO/CTO

The CIO and CTO are primarily concerned with the technology strategy at a high level and how technology can help the company achieve its overall goals — the actual purchase of the technology is delegated to a direct report, such as the Director of IT. To effectively present to this prospect, demonstrate which specific company goals the MC9500-K will help achieve — for example, constrain staffing costs, reduce fleet costs, increase customer retention rates or improve service levels — and how.

Director of IT

The Director of IT is more concerned with the technology itself and the details of deployment and everyday management. Hot buttons include the time, cost and complexities of the end-to-end solution, including:

- **Issue:** Application development/deployment

Response: The MC9500-K enables rapid and cost-effective application development and deployment, regardless of whether an existing application needs to be ported to the MC9500-K or the company is in need of a new mobility application. Since all Motorola mobile computers are built on a common platform, applications running on other Motorola mobile computers can be rapidly ported to the MC9500-K. In addition, Motorola's robust partner channel

provides tested and proven best-in-class applications in a wide variety of industries. And in the event a custom application is required or the mobilization of an existing application, the standards-based platform greatly simplifies and reduces development time.

- **Issue:** Initial staging and ongoing provisioning (operating system, firmware and application updates)

Response: Motorola's leading mobility management solution, Mobility Services Platform (MSP) enables the automated staging or updating of thousands of devices anywhere in the world, reducing a task that previously may have taken months to a single day.

- **Issue:** Day-to-day management (identification and resolution of end-user issues, regardless of whether they are related to hardware or software)

Response: Motorola's MSP provides the centralized and remote toolset required to enable your IT personnel to literally 'see' inside any device in the field, checking everything from battery status to memory, operating system version and much more. In addition to seeing a full range of statistics for any device, IT can take full control of the device to troubleshoot and resolve the issue. There is no need for users to deliver devices physically to IT — eliminating many hours of end user down time and the additional time for IT to physically handle and test the MC9500-K as well as the logistics of returning the devices.

- **Issue:** Security

Response: The MC9500-K offers FIPS 140-2 certification, enabling use in government applications with highly sensitive data. In addition, Motorola's Mobility Suite provides multiple solutions that improve security, including tested and proven Virtual Private Networks (VPNs), the ability to instantly lock and wipe lost or stolen devices and more.

Business Line VP or Director

(for example: operations, customer service, repair or warehouse operations):

Similar to the CIO, this prospect is concerned with the strategy for their specific department. To successfully win this contact, you will need to understand the major issues the specific department faces today, and which issues are of the most importance. Armed with that knowledge, you can refine your presentation to illustrate how the MC9500-K will resolve those specific pain points.

BUSINESS PROPOSITION

This section outlines the investment required to sell the MC9500-K Enterprise Digital Assistant, the revenue opportunities associated with hardware and accessories, as well as the incremental revenue opportunities associated with software application development and advanced services.

Your investment

The investment required by Motorola business partners to sell the MC9500-K is summarized in the following chart:

Description	Approximate Cost
Motorola Sales Tools	Available at no cost
Certification Costs	Not required
Price of Demo Kit	\$1,221

THE MANY REVENUE OPPORTUNITIES

Hardware revenue: product and accessories

The following table lists the available MC9500-K configurations and accessories, illustrating the revenue potential from the hardware portion of an MC9500-K sale.

For a complete and up-to-date list of all available accessories for the MC9500-K, please refer to Solution Builder.

Note: Haz Loc certified MC9500-K configurations are available through BARTEC, Motorola's strategic Haz Loc partner.

MC9500-K Product Configurations: integrated voice and data models

Customer Order P/N	Features					Discount Category	List Price
	OS	WAN	LAN	ADC	Keypad		
Non-Camera Configuration: All include IrDA, GPS, VGA and Bluetooth							
MC9590-KA0DAB00100	WM 6.5	N/A	802.11abg	1D	Alphanumeric	1A	\$2,495
MC9590-KA0DAC00100	WM 6.5	N/A	802.11abg	1D	Alpha	1A	\$2,495
MC9590-KA0DAE00100	WM 6.5	N/A	802.11abg	1D	Numeric (Calculator)	1A	\$2,495
MC9590-KB0DAB00100	WM 6.5	N/A	802.11abg	2D	Alphanumeric	1A	\$2,595
MC9590-KB0DAD00100	WM 6.5	N/A	802.11abg	2D	Numeric (Phone)	1A	\$2,595
MC9596-KAAEAB00100	WM 6.5	HSDPA	802.11abg	1D	Alphanumeric	1A	\$3,095
MC9596-KBAEAB00100	WM 6.5	HSDPA	802.11abg	2D	Alphanumeric	1A	\$3,195
MC9596-KBAEAC00100	WM 6.5	HSDPA	802.11abg	2D	Alpha	1A	\$3,195
MC9596-KBAEAD00100	WM 6.5	HSDPA	802.11abg	2D	Numeric (Phone)	1A	\$3,195
MC9598-KACEAB00100	WM 6.5	EVDO-Sp	802.11abg	1D	Alphanumeric	1A	\$3,095
MC9598-KBBEAC00100	WM 6.5	EVDO-Vz	802.11abg	2D	Alpha	1A	\$3,195

MC9500-K Product Configurations: integrated voice and data models (continued)

Customer Order P/N	Features					Discount Category	List Price
	OS	WAN	LAN	ADC	Keypad		
WLAN Configurations: All include IrDA, GPS, VGA, Camera and Bluetooth							
MC9590-KC0DAB00100	WM 6.5	N/A	802.11abg	1D	Alphanumeric	1A	\$2,595
MC9590-KC0DAC00100	WM 6.5	N/A	802.11abg	1D	Alpha	1A	\$2,595
MC9590-KC0DAD00100	WM 6.5	N/A	802.11abg	1D	Numeric (Phone)	1A	\$2,595
MC9590-KC0DAE00100	WM 6.5	N/A	802.11abg	1D	Numeric (Calculator)	1A	\$2,595
MC9590-KD0DAB00100	WM 6.5	N/A	802.11abg	2D	Alphanumeric	1A	\$2,695
MC9590-KD0DAC00100	WM 6.5	N/A	802.11abg	2D	Alpha	1A	\$2,695
MC9590-KD0DAD00100	WM 6.5	N/A	802.11abg	2D	Numeric (Phone)	1A	\$2,695
MC9590-KD0DAE00100	WM 6.5	N/A	802.11abg	2D	Numeric (Calculator)	1A	\$2,695
GSM/HSDPA Configurations: All include IrDA, GPS, VGA, Camera and Bluetooth							
MC9596-KCAEAB00100	WM 6.5	HSDPA	802.11abg	1D	Alphanumeric	1A	\$3,195
MC9596-KCAEAC00100	WM 6.5	HSDPA	802.11abg	1D	Alpha	1A	\$3,195
MC9596-KCAEAD00100	WM 6.5	HSDPA	802.11abg	1D	Numeric (Phone)	1A	\$3,195
MC9596-KCAEAE00100	WM 6.5	HSDPA	802.11abg	1D	Numeric (Calculator)	1A	\$3,195
MC9596-KDAEAB00100	WM 6.5	HSDPA	802.11abg	2D	Alphanumeric	1A	\$3,295
MC9596-KDAEAC00100	WM 6.5	HSDPA	802.11abg	2D	Alpha	1A	\$3,295
MC9596-KDAEAD00100	WM 6.5	HSDPA	802.11abg	2D	Numeric (Phone)	1A	\$3,295
MC9596-KDAEAE00100	WM 6.5	HSDPA	802.11abg	2D	Numeric (Calculator)	1A	\$3,295
CDMA EVDO Rev A Configurations: All include IrDA, GPS, VGA, Camera and Bluetooth							
MC9598-KCBEAB00100	WM 6.5	EVDO-Vz	802.11abg	1D	Alphanumeric	1A	\$3,195
MC9598-KCBEAC00100	WM 6.5	EVDO-Vz	802.11abg	1D	Alpha	1A	\$3,195
MC9598-KCBEAD00100	WM 6.5	EVDO-Vz	802.11abg	1D	Numeric (Phone)	1A	\$3,195
MC9598-KCBEAE00100	WM 6.5	EVDO-Vz	802.11abg	1D	Numeric (Calculator)	1A	\$3,195
MC9598-KCCEAB00100	WM 6.5	EVDO-Sp	802.11abg	1D	Alphanumeric	1A	\$3,195
MC9598-KCCEAC00100	WM 6.5	EVDO-Sp	802.11abg	1D	Alpha	1A	\$3,195
MC9598-KCCEAD00100	WM 6.5	EVDO-Sp	802.11abg	1D	Numeric (Phone)	1A	\$3,195
MC9598-KCCEAE00100	WM 6.5	EVDO-Sp	802.11abg	1D	Numeric (Calculator)	1A	\$3,195
MC9598-KDBEAB00100	WM 6.5	EVDO-Vz	802.11abg	2D	Alphanumeric	1A	\$3,295
MC9598-KDBEAC00100	WM 6.5	EVDO-Vz	802.11abg	2D	Alpha	1A	\$3,295
MC9598-KDBEAD00100	WM 6.5	EVDO-Vz	802.11abg	2D	Numeric (Phone)	1A	\$3,295
MC9598-KDBEAE00100	WM 6.5	EVDO-Vz	802.11abg	2D	Numeric (Calculator)	1A	\$3,295
MC9598-KDCEAB00100	WM 6.5	EVDO-Sp	802.11abg	2D	Alphanumeric	1A	\$3,295
MC9598-KDCEAC00100	WM 6.5	EVDO-Sp	802.11abg	2D	Alpha	1A	\$3,295
MC9598-KDCEAD00100	WM 6.5	EVDO-Sp	802.11abg	2D	Numeric (Phone)	1A	\$3,295
MC9598-KDCEAE00100	WM 6.5	EVDO-Sp	802.11abg	2D	Numeric (Calculator)	1A	\$3,295

MC9500-K Product Configurations: data-only models

Customer Order P/N	Features					Discount Category	List Price
	OS	WAN	LAN	ADC	Keypad		
MC959B-K Non-Camera Data-Only Configurations: All include IrDA, GPS, VGA and Bluetooth							
MC959B-KAGBAB00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	1D	Alphanumeric	1A	\$3295
MC959B-KBGBAB00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	2D	Alphanumeric	1A	\$3395
MC959B-KBGBAC00100	WM6.1	HSUPA/ EVDO Rev A	802.11abg	2D	Alpha	1A	\$3395
MC959B-K Data-Only Configurations: All include IrDA, GPS, VGA, Camera and Bluetooth							
MC959B-KCGBAB00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	1D	Alphanumeric	1A	\$3,395
MC959B-KCGBAC00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	1D	Alpha	1A	\$3,395
MC959B-KCGBAD00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	1D	Numeric (phone)	1A	\$3,395
MC959B-KCGBAE00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	1D	Numeric (Calculator)	1A	\$3,395
MC959B-KDGBAB00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	2D	Alphanumeric	1A	\$3,495
MC959B-KDGBAC00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	2D	Alpha	1A	\$3,495
MC959B-KDGBAD00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	2D	Numeric (phone)	1A	\$3,495
MC959B-KDGBAE00100	WM6.1	HSUPA/EVDO Rev A	802.11abg	2D	Numeric (Calculator)	1A	\$3,495

MC9500-K Accessories

NOTE: Accessories not labeled for Intrinsically Safe environments cannot be used in hazardous locations/environments.

Customer Order P/N	Description	Discount Category	List Price
CRADLES			
Single Bay Cradles			
CRD9500-1000UR	Single Bay USB Charging Cradle Requires Power Supply KT-14000-148R and country specific three wire grounded AC power line cord. For communication to a host computer purchase Micro USB sync cable (25-124330-01R). Spare battery charger (SAC9500-1000R) can be purchased to enable charging of a spare battery. Specifications: Height: 189 mm (7.44 in.) / Width: 120 mm (4.72 in.) / Depth: 154.5 mm (6.08 in.) / Weight: 430 g (15.17 oz)	1A	\$135.00
CRD9500-100UR	Single Bay USB Charging Cradle Kit (US) Kit Includes: Single Bay USB Charging Cradle (CRD9500-1000UR), Power Supply (KT-14000-148R), and US three wire grounded AC power line cord (23844-00-00R). For communication to a host computer purchase Micro USB sync cable (25-124330-01R).	1A	\$175.00
CRD9500-101UR	Single Bay USB Charging Cradle Kit (International) Kit Includes: Single Bay USB Charging Cradle (CRD9500-1000UR) and Power Supply (KT-14000-148R). Requires purchase of country specific three wire grounded AC power line cord. For communication to a host computer purchase Micro USB sync cable (25-124330-01R).	1A	\$165.00
CRD9500-102UR	Single Bay USB Charging Cradle and Battery Charger Kit (US) Kit Includes: Single Bay USB Charging Cradle (CRD9500-1000UR), Single Slot Battery Charger (SAC9500-1000R), Power Supply (KT-14000-148R), DC "Y" cable (25-122026-01R) and US three wire grounded AC power line cord (23844-00-00R). For communication to a host computer purchase Micro USB sync cable (25-124330-01R).	1A	\$275.00

MC9500-K Accessories (continued)

Single Bay Cradles (continued)			
CRD9500-103UR	Single Bay USB Charging Cradle and Battery Charger Kit (International) Kit Includes: Single Bay USB Charging Cradle (CRD9500-1000UR), Single Slot Battery Charger (SAC9500-1000R), Power Supply (KT-14000-148R) and DC "Y" cable (25-122026-01R). Requires purchase of country specific three wire grounded AC power line cord. For communication to a host computer purchase Micro USB sync cable (25-124330-01R).	1A	\$265.00
Single Bay Cradle Accessories			
25-124330-01R	Micro USB Sync Cable Provides USB communication with a host computer through the MC9500-K Single Bay Cradle.	1A	\$10.00
SAC9500-1000CR	Single Slot Spare Battery Charger Charges one MC9500-K spare battery. Requires Power Supply KT-14000-148R and country specific three wire grounded AC power line cord. Purchase DC 'Y' cable (25-122026-01R) to charge the Single Slot Spare Battery Charger and Single Bay Cradle or Two Single Slot Spare Battery Chargers from the same power supply. 100-240 VAC, 12VDC, 3.33A. Specifications: Height: 111.5 mm (4.39 in.) / Width: 77 mm (3.03 in.) / Depth: 99.5 mm (3.92 in.) / Weight: 105 g (3.70 oz)	1A	\$90.00
25-122026-01R	DC "Y" Cable Connects the Single Slot Spare Battery Charger and the Single Bay USB Cradle or connects two Single Slot Spare Battery Chargers to one Power Supply (KT-14000-148R). Specifications: Length: 292 mm (11.5 in.)	1A	\$10.00
KT-14000-148R	Power Supply 100-140 VAC, 12 VDC, 3.33A	1A	\$45.00
23844-00-00R	US AC Line Cord	1A	\$10.00
BATTERIES			
BTRY-MC95IABA0	Spare Battery 4800 mAh	1A	\$95.00
BTRY-MC95IABA0-10	Spare Battery (10 Pack) Ten Pack of 4800 mAh battery, BTRY-MC95IABA0.	1A	\$899.00
BATTERY CHARGERS			
SAC9500-1000CR	Single Slot Spare Battery Charger Charges one MC9500-K spare battery. Requires Power Supply KT-14000-148R and country specific three wire grounded AC power line cord. Purchase DC 'Y' cable (25-122026-01R) to charge the Single Slot Spare Battery Charger and Single Bay Cradle or Two Single Slot Spare Battery Chargers from the same power supply. 100-240 VAC, 12VDC, 3.33A. Specifications: Height: 111.5 mm (4.39 in.) / Width: 77 mm (3.03 in.) / Depth: 99.5 mm (3.92 in.) / Weight: 105 g (3.70 oz)	1A	\$90.00
SAC9500-100CR	Single Slot Spare Battery Charger Kit (US) Kit Includes: Single Slot Spare Battery Charger (SAC9500-1000CR), Power Supply (KT-14000-148R) and US three wire grounded AC power line cord (23844-00-00R).	1A	\$135.00
SAC9500-101CR	Single Slot Spare Battery Charger Kit (International) Kit Includes: Single Slot Spare Battery Charger (SAC9500-1000CR) and Power Supply (KT-14000-148R). Requires purchase of country specific three wire grounded AC power line cord.	1A	\$125.00
SAC9500-4000CR	Four Slot Spare Battery Charger Charges up to four MC9500-K spare batteries. When charging only one Four Slot Battery charger purchase Power Supply (KT-14000-148R) and three wire grounded AC line cord. For Charging 2 to 4 Four Slot Battery Chargers from the same power supply purchase Power Supply (50-14000-241R), 4-way DC Line Cord (25-85992-01R) and 3 wire grounded AC line cord. For desk mounting one Four Slot Battery Charger, purchase Desk Mounting Bracket (KT-116364-01R). For wall mounting two Four Slot Battery Chargers, purchase Wall Mounting Bracket (KT-116362-01R). Specifications: Height: 113 mm (4.45 in.) / Width: 220 mm (8.66 in.) / Depth: 75 mm (2.95 in.) / Weight: 386 g (13.6 oz)	1A	\$220.00

MC9500-K Accessories (continued)

BATTERY CHARGERS (continued)			
SAC9500-400CR	Desk Mount Ready Four Slot Spare Battery Charger Kit (US) Kit Includes: Four Slot Spare Battery Charger (SAC9500-4000CR), Desk Mounting Bracket (KT-116364-01R), Power Supply (KT-14000-148R) and US three wire grounded AC power line cord (23844-00-00R).	1A	\$290.00
SAC9500-401CR	Desk Mount Ready Four Slot Spare Battery Charger Kit (International) Kit Includes: Four Slot Spare Battery Charger (SAC9500-4000CR), Desk Mounting Bracket (KT-116364-01R), and Power Supply (KT-14000-148R). Requires purchase of country specific three wire grounded AC power line cord.	1A	\$280.00
SAC9500-420CR	Wall Mount Ready MC9500-K Four Slot Spare Battery Charger Kit (US) Kit Includes: 2 Wall Mounting Brackets (KT-116362-01R), 4 Four Slot Battery Chargers (SAC9500-4000CR), Power Supply (50-14000-241R), 4-way DC Line Cord (25-85992-01R), and US AC Line Cord (23844-00-00R).	1A	\$1,135.00
SAC9500-421CR	Wall Mount Ready MC9500-K Four Slot Spare Battery Charger Kit (International) Kit Includes: 2 Wall Mounting Brackets (KT-116362-01R), 4 Four Slot Battery Chargers (SAC9500-4000CR), Power Supply (50-14000-241R) and 4-way DC Line Cord (25-85992-01R). Requires purchase of country specific three wire grounded AC power line cord.	1A	\$1,125.00
Battery Charger Accessories			
KT-116362-01R	Universal Wall Mounting Bracket Enables mounting of two (2) Four Slot Battery Chargers (SAC9500-4000CR) on a wall. Specifications: Height: 123 mm (4.84 in.) / Width: 458 mm (18.03 in.) / Depth: 72 mm (2.83 in.) / Weight: 1.76 kg (62.08 oz)	1A	\$65.00
KT-116364-01R	Four Slot Spare Battery Charger Desk Mounting Bracket Enables mounting of one Four Slot Battery Charger (SAC9500-4000CR) on a flat surface, such as a desktop. Specifications: Height: 2.3 mm (0.091 in.) / Width: 209 mm (8.23 in.) / Depth: 115 mm (4.53 in.) / Weight: 138.80 g (4.46 oz)	1A	\$30.00
25-122026-01R	DC "Y" Cable Connects the Single Slot Spare Battery Charger to the Single Bay USB Cradle or connects two (2) Single Slot Spare Battery Chargers to one Power Supply (KT-14000-148R).	1A	\$10.00
25-85992-01R	4-Way DC Cable Cable connects up to four (4) Four Slot Battery Chargers to one Power Supply (50-14000-241R).	1A	\$45.00
23844-00-00R	US AC Line Cord	1A	\$10.00
KT-14000-148R	Power Supply 100-140 VAC, 12 VDC, 3.33A	1A	\$45.00
50-14000-241R	Power Supply 100-140 VAC, 12 VDC, 9A	1A	\$100.00
FOUR BAY CRADLES			
Charging Only			
CRD9500-4000CR	Four Bay Charge Only Cradle Charges up to four terminals simultaneously. Requires the purchase of either a Desk Mounting Bracket (KT-116363-01R) or Wall Mounting Bracket (KT-116362-01R), Power Supply (50-14000-241R), DC line cord (50-16002-029R) and country specific three wire grounded AC power line cord. Optional Guide Cup Kit (KT-122014-01R) can be purchased separately. Specifications: Height: 113 mm (4.45 in.) / Width: 457 mm (17.99 in.) / Depth: 56 mm (2.2 in.) / Weight: 985 g (34.74 oz)	1A	\$275.00
CRD9500-400CR	Desk Mount Ready Four Bay Charge Only Cradle Kit (US) Kit Includes: Four Bay Charge Only Cradle (CRD9500-4000CR), Desk Mounting Bracket (KT-116363-01R), Optional Guide Cup Kit (KT-122014-01R), Power Supply (50-14000-241R), DC line cord (50-16002-029R), and US three wire grounded AC power line cord (23844-00-00R).	1A	\$510.00

MC9500-K Accessories (continued)

Charging Only (continued)			
CRD9500-401CR	Desk Mount Ready Four Bay Charge Only Cradle Kit (International) Kit Includes: Four Bay Charge Only Cradle (CRD9500-4000CR), Desk Mounting Bracket (KT-116363-01R), Optional Guide Cup Kit (KT-122014-01R), Power Supply (50-14000-241R), and DC line cord (50-16002-029R). Requires purchase of country specific three wire grounded AC power line cord.	1A	\$500.00
CRD9500-420CR	Wall Mount Ready MC9500-K Four Bay Charge Only Cradle Kit (US) Kit Includes: Wall Mounting Bracket (KT-116362-01R), Four Bay Charge Only Cradle (CRD9500-4000CR), Optional Guide Cup Kit (KT-122014-01R), Power Supply (50-14000-241R), DC Line Cord (50-16002-029R), and US AC Line Cord (23844-00-00R).	1A	\$490.00
CRD9500-421CR	Wall Mount Ready MC9500-K Four Bay Charge Only Cradle Kit (International) Kit Includes: Wall Mounting Bracket (KT-116362-01R), Four Bay Charge Only Cradle (CRD9500-4000CR), Optional Guide Cup Kit (KT-122014-01R), Power Supply (50-14000-241R) and DC Line Cord (50-16002-029R). Requires purchase of country specific three wire grounded AC power line cord.	1A	\$480.00
Charging and Ethernet Connectivity			
CRD9500-4000ER	Four Bay Ethernet/Charge Cradle Simultaneously charges and provides Ethernet connectivity to up to four terminals. Requires the purchase of either a Desk Mounting Bracket (KT-116363-01R) or Wall Mounting Bracket (KT-116362-01R), Power Supply (50-14000-241R), DC line cord (50-16002-029R) and country specific three wire grounded AC power line cord. Optional Guide Cup Kit (KT-122014-01R) can be purchased separately. Specifications: Height: 113 mm (4.45 in.) / Width: 457 mm (17.99 in.) / Depth: 56 mm (2.2 in.) / Weight: 1.02 kg (35.98 oz)	1A	\$545.00
CRD9500-400ER	Desk Mount Ready Four Bay Ethernet/Charge Cradle Kit (US) Kit Includes: Four Bay Ethernet/Charge Cradle (CRD9500-4000ER), Desk Mounting Bracket (KT-116-363-01R), Optional Guide Cup Kit (KT-122014-01R), Power Supply (50-14000-241R), DC line cord (50-16002-029R), and US three wire grounded AC power line cord (23844-00-00R).	1A	\$780.00
CRD9500-401ER	Desk Mount Ready Four Bay Ethernet/Charge Cradle Kit (International) Kit Includes: Four Bay Ethernet/Charge Only Cradle (CRD9500-4000ER), Desk Mounting Bracket (KT-116-363-01R), Optional Guide Cup Kit (KT-122014-01R), Power Supply (50-14000-241R), and DC line cord (50-16002-029R). Requires purchase of country specific three wire grounded AC power line cord.	1A	\$770.00
CRD9500-420ER	Wall Mount Ready MC9500-K Four Bay Ethernet/Charge Cradle Kit (US) Kit Includes: Wall Mounting Bracket (KT-116362-01R), Four Bay Ethernet/Charge Cradle (CRD9500-4000ER), Optional Guide Cup Kit (KT-122014-01R), Power Supply (50-14000-241R), DC Line Cord (50-16002-029R), and US AC Line Cord (23844-00-00R).	1A	\$760.00
CRD9500-421ER	Wall Mount Ready MC9500-K Four Bay Ethernet/Charge Cradle Kit (International) Kit Includes: Wall Mounting Bracket (KT-116362-01R), Four Bay Ethernet/Charge Cradle (CRD9500-4000ER), Optional Guide Cup Kit (KT-122014-01R), Power Supply (50-14000-241R) and DC Line Cord (50-16002-029R). Requires purchase of country specific three wire grounded AC power line cord.	1A	\$750.00
Four Bay Cradle Accessories			
KT-116363-01R	Desk Mounting Bracket Enables mounting of the Four Bay Cradle (CRD9500-4000CR, CRD9500-4000ER) on a flat surface, such as a desk top. Specifications: Height: 190 mm (7.48 in.) / Width: 456 mm (17.95 in.) / Depth: 183 mm (7.20 in.) / Weight: 2.5 kg (88.18 oz)	1A	\$80.00
KT-116362-01R	Universal Wall Mounting Bracket Enables mounting of the Four Bay Cradle (CRD9500-4000ER, CRD9500-4000CR) on a wall. Specifications: Height: 123 mm (4.84 in.) / Width: 458 mm (18.03 in.) / Depth: 72 mm (2.83 in.) / Weight: 1.76 kg (62.08 oz)	1A	\$65.00

MC9500-K Accessories (continued)

Four Bay Cradle Accessories (continued)			
KT-122014-01R	Cradle Guide (4 Pack) Helps guide the MC9500-K into the cradle.	1A	\$20.00
50-14000-241R	Power Supply 100-240 VAC, 12 VDC, 9A	1A	\$100.00
50-16002-029R	DC Line Cord For power supply 50-14000-241R	1A	\$41.00
23844-00-00R	US AC Line Cord US AC Line Cord, grounded three wire for power supplies KT-14000-148R and 50-14000-241R	1A	\$10.00
VEHICLE CRADLES AND CHARGERS			
VCD9500-1000R	Vehicle Charging Cradle Enables in-vehicle charging. Bolts into dashboard and connects to vehicle fuse box via included cable. Specifications: Height: 222.5 mm (8.76 in.) / Width: 154 mm (6.06 in.) / Depth: 97.5 mm (3.84 in.) / Weight: 805 g (28.4 oz) / Power: 12 / 24V	1A	\$425.00
VBC9500-1000R	Vehicle Spare Battery Charger Charges the MC9500-K spare battery via the Vehicle Charging Cradle (VCD9500-1000R) or the Auto Charge Cable (VCA9500-01R). Charging the spare battery via the Vehicle Charging Cradle requires the purchase of a Vehicle Mounting Bracket (KT-122012-01R) and Jumper Cable (25-122028-01R), which connects the Vehicle Spare Battery Charger to the Vehicle Cradle. Specifications: Height: 147 mm (5.79 in.) / Width: 67.5 mm (2.66 in.) / Depth: 47.5 mm (1.87 in.) / Weight: 130 g (4.59 oz) / Power: 5.4V	1A	\$95.00
VCA9500-01R	Auto Charge Cable (Cigarette Lighter Adapter) Charges the MC9500-K mobile computer or the Vehicle Spare Battery Charger (VBC9500-1000R). Includes Adapter Module, which is required for charging the MC9500-K.	1A	\$160.00
Vehicle Accessories			
KT-122012-01R	Vehicle Mounting Bracket Enables mounting of the Vehicle Cradle (VCD9500-1000R) and Vehicle Spare Battery Charger (VBC9500-1000R) side-by-side in a vehicle. Requires Jumper cable (25-122028-01R) to charge battery charger from Vehicle Cradle.	1A	\$30.00
25-122028-01R	Jumper Cable: Vehicle Cradle to Vehicle Spare Battery Charger Cable Connects the Vehicle Spare Battery Charger (VBC9500-1000R) to the Vehicle Cradle (VCD9500-1000R).	1A	\$15.00
25-116365-01R	USB Charge and Communication Cable: Terminal to Host Double-ended cable connects the MC9500-K to the USB port on a computer to enable Active Sync. To enable charging, Power Supply (KT-14000-148R) and country specific three wire grounded AC power line cord are required.	1A	\$95.00
25-116366-01R	DEX Cable Enables the transmission of data between the MC9500-K and a customer's inventory system at the time of delivery.	1A	\$100.00
25-122026-01R	DC "Y" Cable Connects the Single Slot Spare Battery Charger to the Single Bay USB Cradle or connects two Single Slot Battery Chargers to one Power Supply (KT-14000-148R).	1A	\$10.00
25-122028-01R	Jumper Cable: Vehicle Cradle to Vehicle Spare Battery Charger Cable Connects the Vehicle Spare Battery Charger (VBC9500-1000R) to the Vehicle Cradle (VCD9500-1000R).	1A	\$15.00
25-85992-01R	4-Way DC Cable Connects up to 4 Four Slot Battery Chargers to a single Power Supply (50-14000-241R).	1A	\$45.00
CABLES			
25-116367-01R	Modem Adapter Cable Connects the MC9500-K to the Modem Dongle (MDM9000-100R).	1A	\$80.00
21-116368-01R	Headset Adapter Cable Connects a VXI Headset (50-11300-050R) to the MC9500-K.	1A	\$35.00

MC9500-K Accessories (continued)

25-124330-01R	USB Sync Cable Provides USB communication with a host computer through the MC9500-K Single Bay Cradle.	1A	\$10.00
HOLSTERS			
SG-MC9511110-01R	Hard Case Rigid Holster Allows for mounting of the MC9500-K on a users belt. MC9500-K orientation when holstered is scan exit window up which allows the MC9500-K to be holstered with an MSR snap on or cable attachment.	1A	\$25.00
SG-MC9521110-01R	Soft Case Holster Allows for mounting of the MC9500-K on a users belt. MC9500-K orientation when holstered is scan exit window down which allows for easy grip of the MC9500-K.	1A	\$70.00
SNAP-ONS			
MSR9500-100R	Magnetic Stripe Reader Captures data from magnetic stripe cards. Specifications: Height: 77 mm (3.03 in.) / Width: 69 mm (2.72 in.) / Depth: 28.5 mm (1.12 in.) / Weight: 75 g (2.65 oz)	1A	\$275.00
MDM9000-100R	Modem Dongle Provides modem connectivity to the MC9500-K. Requires modem adapter cable (25-116367-01R)	1A	\$245.00
MISCELLANEOUS			
KT-122010-01R	Spare Screen Protector Protects the screen against scratches.	1A	\$40.00
KT-122016-03R	Stylus Spring loaded stylus for the MC9500-K (3 Pack).	1A	\$65.00
KT-122018-50R	Stylus Spring loaded stylus for the MC9500-K (50 Pack).	1A	\$285.00
SG-MC9523043-01R	Hand Strap Spare kit of hand straps (5 Pack)	1A	\$50.00
INTERNATIONAL LINE CORDS — THREE WIRE GROUNDED			
50-16000-220R	Abu Dhabi AC Line Cord, 1.8M, grounded three wire CEE 7/7 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-217R	Australia AC Line Cord, 1.8M, grounded three wire AS 312 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-219R	Bermuda AC Line Cord, 1.8M, grounded three wire BS 1363 plug. For power supplies KT-14000-148R and 50-14000-241R	1A	\$15.00
50-16000-220R	Bolivia AC Line Cord, 1.8M, grounded three wire CEE 7/7 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-221R	Brazil AC Line Cord, 1.8M, grounded three wire USA NEMA 5-15P plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-257R	China AC Line Cord, 1.8M, grounded three wire IEC 60320 C13 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-220R	Dubai AC Line Cord, 1.8M, grounded three wire CEE 7/7 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00

MC9500-K Accessories (continued)

50-16000-220R	Egypt AC Line Cord, 1.8M, grounded three wire CEE 7/7 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-220R	Europe AC Line Cord, 1.8M, grounded three wire CEE 7/7 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-219R	Hong Kong AC Line Cord, 1.8M, grounded three wire BS 1363 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-669R	India AC Line Cord, 1.8M, grounded three wire BS 546 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-220R	Iran AC Line Cord, 1.8M, grounded three wire CEE 7/7 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-219R	Iraq AC Line Cord, 1.8M, grounded three wire BS 1363 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-672R	Israel AC Line Cord, 1.8M, grounded three wire S132 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-671R	Italy AC Line Cord, 1.8M, grounded three wire CIE 23-16 plug. For power supplies KT-14000-148R and 50-14000-241R	1A	\$15.00
50-16000-218R	Japan AC Line Cord, 1.8M, grounded three wire NEMA 1-15P plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-256R	Korea AC Line Cord, 1.8M, grounded three wire CEE 7/7 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-219R	Malaysia AC Line Cord, 1.8M, grounded three wire BS 1363 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-217R	New Guinea AC Line Cord, 1.8M, grounded three wire AS 312 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-220R	Russia AC Line Cord, 1.8M, grounded three wire CEE 7/7 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00
50-16000-219R	Singapore AC Line Cord, 1.8M, grounded three wire BS 1363 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
50-16000-219R	United Kingdom AC Line Cord, 1.8M, grounded three wire BS 1363 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$15.00
23844-00-00R	United States US AC Line Cord, grounded three wire for power supplies KT-14000-148R and 50-14000-241R	1A	\$10.00
50-16000-220R	Vietnam AC Line Cord, 1.8M, grounded three wire CEE 7/7 plug. For power supplies KT-14000-148R and 50-14000-241R.	1A	\$10.00

Software revenue

Application development provides an additional revenue opportunity. Many customers will require the development of new end-user or other supporting software, or the ability to extend existing business applications to the MC9500-K. As a result, software partners will have the opportunity to develop and integrate a range of vertical applications, including applications for field service/sales, product delivery, asset management, routing and scheduling, retail, hospitality, healthcare and more.

Integration and enhanced services revenue

Selling Enterprise Mobility Services as part of the complete solution provides you with a significant opportunity to earn more revenue and increase your profit margin. Motorola's flexible, channel-ready services are structured to allow for

a seamless lifecycle model, fostering complete customer satisfaction and reduced overall service delivery costs. Enterprise Mobility Services agreements deliver ongoing support and maintenance post deployment, helping to ensure maximum uptime and peak system performance for your customers. When you resell Motorola's Enterprise Mobility Services, you ensure your customers get the services they need — when they need them.

Industry research shows that customers are more likely to select service plans when they're bundled with a hardware quote. As our partner in selling Motorola products, it benefits you, as well as your customer, to include Motorola's industry-leading services into each sale. There's no better way to give your customers total service peace of mind than by helping to ensure their investment is protected.

KEY SELLING POINTS

Following is a summary of technical features and their corresponding business benefit:

FEATURES	BENEFITS
Rugged Design	
Motorola MAX Rugged — next generation rugged design: industry leading drop and tumble tests, IP67 sealing, Monocoque housing and integrated internal antennas (WWAN, WLAN and GPS); meets and exceeds applicable MIL-STD and IEC specifications for drop, tumble, sealing and other environmental parameters	Premier rugged specifications enable dependable year-round use in nearly any environment, including exposure to heat, cold, humidity, dust, immersion in water, drops and bumps
Polycarbonate Insert Mold Decorated (IMD) keypad	Greatly improves keypad durability: eliminates the potential to dislodge an individual key; printing under the polycarbonate layer protects keypad graphics against wear
Polycarbonate analog resistive touch panel	Greatly enhances impact resistance
UL Class I, II, III Division 2, Groups A, B, C, D, F, G certification	Certified for use in areas where ignitable materials may be present, such as flammable liquids, gases, dusts, solids, fibers and flyings Enables your federal government/military and oil & gas customers to extend Motorola's flagship performance and data capture technology to hazardous locations.
Ergonomics	
Next generation ergonomic design	Sleeker, smaller, easier-to-grip rugged form factor delivers a new level of comfort and easy one-handed operation for key-based applications
Game Changing Accessories	
Motorola MAX Backroom Management: game-changing backroom management through a one-of-a-kind Universal Accessory System	New modular design reduces the capital and operational costs in the backroom related to batteries, cradles, battery chargers, cables and other accessories; form-factor agnostic cradling will be compatible with existing and future generations of Motorola mobile computers, providing superior future-proofing and investment protection

FEATURES	BENEFITS
Game Changing Accessories (continued)	
Motorola MAX Battery: high capacity battery with unique, industry-first battery information indicators	Enables battery to 'report' its own status — state of charge and state of overall battery health; enables more cost-effective management of the battery pool; ensures users start the day with a battery capable of providing full-shift support for improved productivity
IEEE 1725 compliance for the entire MC9500-K system — including all models, all batteries and all power-related accessories (such as cradles and charging cables)	Mitigates battery system failure, bringing a new level of reliability, quality and safety to the entire MC9500-K system
Game Changing Modularity	
Motorola MAX Keypad: Modular field swappable keypad options with new ergonomics — alpha primary, numeric telephony, numeric calculator and full alpha numeric	Flexibility to standardize on one device yet meet diverse user and application needs; well-designed keypads with core keys positioned to enable comfortable one-handed operation; function keys and programmable trigger keys simplify day-to-day processes
Motorola MAX FlexWAN: Customer swappable broadband 3.5G GSM (HSDPA or HSUPA) and CDMA-EVDO Rev A	High performance simultaneous wireless broadband voice and data anywhere in the world (where supported by carrier); best-in-class 3.5G speed with a connection to most carriers in the world; customer configurable WAN capability allows companies to easily and cost-effectively add and change WAN subsystems as desired, simplifying support for multiple carriers — and ensuring each worker has the best possible coverage
Interactive Sensor Technology	
Motorola MAX Sensor: Enterprise class Interactive Sensor Technology (IST)	Enables leading edge motion-based applications, including dynamic screen orientation, power management and free-fall event logging
Platform	
Mobility Platform Architecture (MPA) 2.0	Provides the latest best-in-class technology architecture; preserves existing application investments by enabling easy and cost-effective porting of applications from other Motorola mobile computers
Next generation performance: powerful Marvell PXA320 @ 806 MHz microprocessor, larger memory footprint (256MB RAM/ 1GB Flash) and a user accessible micro-SD card that can support up to 32GB	Provides superior performance for even the most demanding multimedia applications with the fastest processor in this device category and a robust memory architecture
Microsoft Windows Mobile 6.x operating system	Increased interoperability with existing enterprise infrastructure; enhanced security features; more flexible development platform; improved mobile messaging collaboration
GPS	
Best-in-class GPS: SiRFstarIII GSC3ef/LP chipset; Assisted and Autonomous GPS; SUPL 1.0 compliant	Expands the coverage area for GPS applications with a high performance, power-efficient processor capable of acquiring and maintaining a signal lock in areas where signals are typically weak; faster time to first fix (TTFF); flexibility to operate in either standalone or assisted GPS (aGPS) mode (carrier dependent) for faster positioning — especially in challenging areas such as urban canyons and indoors

FEATURES	BENEFITS
Wireless Communications	
Motorola MAX FlexWAN: Customer swappable broadband 3.5G GSM (HSDPA and HSUPA) and CDMA-EVDO Rev A	High performance simultaneous wireless broadband voice and data anywhere in the world (where supported by carrier); best-in-class 3.5G speed with a connection to most carriers in the world; customer configurable WAN capability allows companies to easily and cost-effectively add and change WAN subsystems as desired to create an integrated voice and data device dedicated to either the 3.5G GSM HSDPA or CDMA-EVDO Rev A networks, or a data-only device with a software dual on-board user selectable modem capable of supporting either the 3.5G GSM HSUPA or CDMA-EVDO Rev A networks — or both; simplifies support for multiple carriers — and ensures each worker has the best possible coverage
Simultaneous voice and data services (requires HSDPA service)	Increases productivity by enabling workers to talk on the phone while maintaining a data connection — for example, completing a work order, executing a payment or viewing email
WLAN: 802.11a/b/g tri-mode radio; comprehensive VoIP support	Enables cost-effective voice and data connectivity in the office and in hot spots; easy integration with virtually any WLAN; CCX v4 certified; supports IPv6; supports 802.11a for voice and data interference mitigation and smoother transition to 802.11n
WPAN: Bluetooth® v2.1 with EDR	Provides a wireless connection to modems, printers, headsets and more; provides additional throughput (up to 3 Mbps), improved security and additional profiles for expanded connectivity to more device types
IrDA	Provides wireless connectivity to existing business equipment, such as printers
Security	
FIPS 140-2 certification	Meets stringent security requirements for use in government and public safety applications
Data Capture	
Multi-mode data capture: industry leading 1D/2D bar code scanning plus 3 megapixel (2048x1536) autofocus flash-enabled digital color camera with decode and high resolution document capture capability	Ability to capture high quality pictures, documents and signatures as well as 1D and 2D barcodes with a single device: eliminates the need to purchase and manage multiple devices; improves workforce automation; enriches available data; increases productivity and reduces data errors
SE950 1D Laser scan engine	(For customers who need to scan only 1D bar code symbologies) Delivers Motorola's signature scanning performance on all 1D codes, including the ability to capture even damaged and poor quality bar codes
SE4500 2D Imager engine	(For customers who need to capture 1D and 2D bar codes) Motorola's revolutionary 2D imager provides an industry first — stunning performance on both 1D and 2D bar codes; your customers no longer need to sacrifice performance to capture 2D bar codes
Voice	
High quality speakerphone, microphone and receiver, with multiple voice modes — handset, headset and speakerphone	Unique rugged audio connector ensures superior voice quality and performance — even for demanding voice-directed picking applications; flexibility to use the most appropriate mode for the application and the moment; Push-to-Talk over WAN or LAN (with validated clients) for instant and cost-effective walkie-talkie style communications in the field and in the office

FEATURES	BENEFITS
Display	
Best-in-class display with advanced LCD technology	Designed for easy viewing in any outdoor or indoor lighting condition
3.7 inch color high resolution VGA display (640 x 480) with polycarbonate touch panel and backlight	Largest display available in this device category; supports display of high resolution images, including video and maps; provides best-in-class impact resistance
Management	
Comprehensive and flexible management options	Compatibility with Motorola Mobility Services Platform (MSP) and Motorola Mobility Suite provides superior centralized and remote management of all devices anywhere in the world —from a single console; also compatible 3rd party management software
Support Programs	
Motorola's Service from the Start with Comprehensive Coverage support plan	Comprehensive plan minimizes repair costs and maximizes device uptime, offering coverage for normal wear and tear, internal and external components damaged through accidental breakage and select accessories that ship together with the MC9500-K for no additional charge. Also entitles customers to the technical software support and software downloads they need to help keep their device operating at peak performance levels. "You're covered".

KEY DIFFERENTIATORS

Following are the key competitive advantages of the Motorola MC9500-K Mobile Computer:

Motorola MAX Rugged: The combination of rugged specifications in the MC9500-K make it the most rugged device in this product category. The MC9500-K offers Motorola's maximum rugged specifications for drop, tumble and IP sealing (IP67), a new Monocoque housing and more, protecting uptime, extending lifecycle and ensuring a low total cost of ownership (TCO). And UL Class I, II, III / Division 2 certification enables use in environments where combustible materials may be present.

Superior ergonomics for one-handed use:

Researched and field-tested ergonomics bring a new level of comfort and ease of use to industrial grade mobile computers for any size hand — with or without a glove. Strategic placement and size of the keys combines with a lighter, sleeker and easier-to-grip design to enable easy one-handed operation. The new placement of the accessories attachment point enables snap-ons to connect to the back of the device instead of the bottom. Interference in the grip area is eliminated, improving grip security and ensuring one-handed key access. And accessories no longer add length to the device — eliminating any associated impact on the ergonomic balance of the device design.

Motorola MAX FlexWAN: The MC9500-K Series is the first and only rugged mobile computer to offer true carrier independence — your customers are free to choose and change networks as needed. The device can be purchased without WAN technology or with one of three modules — and modules can be swapped at any time, right in your back room, no service center visit required. Choose our 3.5G GSM HSDPA or CDMA-EVDO Rev A WAN modules to deploy as an integrated voice and data device on the network of your choice. If the workforce only requires data, our dual on-board user-selectable modem provides wireless data access only on either 3.5G GSM HSUPA or CDMA-EVDO Rev A networks — or both (requires data plans on each network). If multiple networks are activated, the data-only device can then switch between networks as users travel, ensuring connectivity throughout the business day. This true carrier independence allows businesses to deploy and redeploy a single pool of devices on different cellular networks. As a result, your customers can provide optimum coverage for all workers, improving connectivity and protecting productivity as well as improving the lifecycle and utilization for the MC9500-K.

Motorola MAX Battery: The MC9500-K offers the only battery on the market with information indicators that display current charge level and general battery health (if battery is capable of holding a full charge). This patented feature allows backroom managers to easily identify and remove batteries that can no longer hold a full charge from the battery pool — while allowing users to easily identify whether the battery in their device at start the day is capable of providing power for a full shift.

Motorola MAX Backroom Management: The MC9500-K is the first Motorola rugged mobile computer to support Motorola's new backroom management strategy. This elegant system is designed to simplify and reduce the cost of backroom management by providing an unprecedented level of flexibility that maximizes backroom density and enables migration to future generation Motorola rugged mobile computers — without requiring an upgrade of the backroom infrastructure. An industry first, the form-factor agnostic cradling approach ensures that the backroom infrastructure that your customers purchase today can live beyond one generation of mobile computers — and can even accommodate popular existing Motorola mobile computers (via an adapter available in the near future). As a result, the need to 'rip and replace' accessories with the purchase of every new mobile computer is eliminated, substantially simplifying and reducing the cost of backroom management — and enabling enterprises to achieve a superior return on investment (ROI) and total cost of ownership (TCO) for the entire MC9500-K ecosystem.

In addition to simplifying the backroom installation process:

- Backroom density is increased, reducing backroom space requirements.
- Cable management is optimized in the backroom and on the desk — there are fewer power supplies, fewer line cords and fewer outlets required to power chargers, simplifying cable management. For example, for wall mounts, one power supply serves either a four bay cradle or two four slot battery chargers. On the desktop, a single 'Y' cable allows charging of a single bay cradle and a single slot battery charger off of the same power supply — and a single DC 4-way cable connects four individual battery chargers off of a single power supply. In addition, the wall mount and desk mount accessories are designed to keep cables organized, tucked out of the way and easier to manage.

- Accessory management is simplified since the MC9500-K can be charged with accessories attached, eliminating the need to detach and track magnetic stripe readers, cables and more.

Motorola MPA 2.0 best-of-breed platform:

The first rugged mobile computer based on Motorola's MPA 2.0 platform, the MC9500-K offers: the fastest processor in this device class, large expandable user-accessible memory (a microSD card slot that can accommodate up to 16GB), a full VGA display with the latest in LCD technology, superior GPS technology, Motorola's best-in-class 1D laser scanner or 2D imager, and the ability to simultaneously support multiple data capture options — a 1D or 2D bar code scanner plus a high-resolution 3 megapixel color camera. The result is the power to provide superior performance for even the most demanding applications.

Motorola MAX Sensor — enterprise-class motion sensing:

The MC9500-K is the only device in its class to offer Interactive Sensor Technology — and true enterprise class interactive sensing applications. Right out of the box, the device offers the most common feature, dynamic screen orientation as well as an array of power management features. In addition, the ability to access and integrate accelerometer data into customized applications allows enterprises to more fully leverage the value of sensing technology, such as a 'man-down' application to improve employee safety or the ability to track the number of device drops to improve employee accountability.

Motorola MAX Keypad: In order to ensure maximum simplicity in data entry, your customers need a keypad that best matches application data entry requirements. The MC9500-K offers a complete portfolio of customer-swappable keypads designed to meet virtually any data entry requirement — from heavy text entry to calculator-style numeric data.

In addition, the MC9500-K is the only rugged mobile computer that allows your customers to swap keypads in the backroom in minutes. As a result, businesses can easily: adapt the MC9500-K to meet the needs of updated or new applications; deploy and re-deploy the same MC9500-K devices in different business units with different applications as needed; replace the keypad in the event of damage, minimizing downtime. Finally, for larger deployments, this

patented feature enables the cost-effective manufacture of custom keypads, allowing enterprises to tailor key size, placement, color and text to best complement applications.

Motorola MAX Secure: The MC9500-K is the only device in its class to offer FIPS 140-2 certification in addition to the latest encryption and authentication protocols, ensuring protection for even sensitive government data. The MPA 2.0 platform includes Fusion 3.0, which provides support for virtually all of today's wireless LAN authentication and encryption protocols, including; WPA2 Enterprise, 802.1x; EAP-TLS; TTLS (CHAP, MS-CHAP, MS-CHAPv2, PAP or MD5); PEAP (TLS, MSCHAPv2, EAP-GTC); LEAP, EAP-FAST (TLS, MS-CHAPv2, EAP-GTC). In addition, an expanded feature set is available when the MC9500-K is utilized with either a Motorola or Cisco WLAN — including fast roaming, load balancing, proxy ARP and more. FIPS compliant cryptographic modules provides support for FIPS-compliant communications over the wireless WAN or wireless LAN. Windows Mobile 6.5 provides additional security features. And the availability of Motorola-tested and validated 3rd party Virtual Private Networks (VPNs) ensures the end-to-end secure transmissions required in government applications and to meet regulatory mandates for PCI in retail operations, HIPAA in healthcare organizations and more.

Motorola MAX Data Capture — multimode data capture: The MC9500-K offers true multi-mode data capture, providing support for either a 1D laser scanner or 2D imager AND the most robust camera in its class — a 3 megapixel color autofocus digital color camera with flash. The combination of advanced data capture capabilities allows your customers to more fully leverage the power of mobility. For example, delivery drivers can capture indisputable proof of delivery — in addition to a signature, or if no one is available to sign, drivers can capture a geostamped photograph of the shipment at the recipient's location, complete with latitude and longitude (supplied by the integrated GPS). Workers involved in inspections and maintenance can photograph a damaged asset and transmit the photo in real time, allowing dispatch to make more informed decisions throughout the day with regard to the priority of work orders. DSD drivers can snap pictures in the store, providing supervisors with real-time meaningful business intelligence on competitive promotional programs, customer compliance with marketing programs and more.

Motorola MAX Locate — best-in-class GPS implementation: Motorola MAX *Locate* provides robust location-based line-of-business applications that further increase user productivity and ensure business continuity. The MC9500-K uses the SiRFstarIII GSC3f/LP chipset, which is known for its superior sensitivity and tracking capabilities. As a result, the MC9500-K delivers expanded coverage for critical GPS applications, giving your workers access to turn-by-turn directions and providing dispatch with uninterrupted real-time tracking data. The integrated autonomous GPS enables functionality without carrier assistance. SUPL support can provide a faster time to first fix, allowing the MC9500-K to collect information from a SUPL server for real-time satellite information (assisted GPS).

World-class centralized device management: The MC9500-K is compatible with Motorola's Mobility Software Suite, providing your customers with extraordinary centralized control of MC9500-K and other Motorola mobile computers, improving security and driving device management costs to a new low. For example, Mobility Services Platform (MSP) enables remote staging, provisioning, monitoring and troubleshooting of all your Motorola mobile computers, regardless of where in the world they are located. In addition, the Mobile Security Suite provides a set of enterprise grade security solutions designed specifically for mobile computers and smartphones, offering multiple Mobile Virtual Private Networks (MVPNs) for secure communications, the ability to lock and wipe missing devices and more.

Superior support: Enterprise Mobility Services are one of the top differentiators of Motorola products. Customers rely on Motorola to keep their businesses running. Help them protect their investment with the most complete service Motorola has ever offered — Service from the Start with Comprehensive Coverage. This unique service sets the standard for post-deployment support by covering normal wear and tear, as well as internal and external components damaged through accidental breakage, significantly reducing unexpected repair expenses. Customers are also entitled to the technical software support and software downloads they need to help keep their device operating at peak performance levels. Should the MC9500-K require repair, Motorola will replace missing or damaged styluses, screen protectors and hand straps for no additional charge at the time the device is returned to the service center. There's no better way to give your customers total peace of mind.

QUALIFYING YOUR CUSTOMER

Uncover the business problem:

- What business problem are you trying to solve, what business process are you trying to improve or what business initiative are you trying to accomplish through use of a mobile device?
- Who is the intended user group (for example, field repair personnel, delivery drivers, law enforcement officers)?
- What applications are you looking to create (new) or mobilize (existing)?
- Are your mobile workers currently using mobile computers? If so:
 - Which manufacturer and model?
 - Is the device performing to your enterprise standards from both a processing power and durability point of view?
 - What do you see as the benefits and limitations of this device?
 - How easy is it to manage the mobile devices (initial provisioning, updating of firmware and configuration, troubleshooting)? Does management of the mobile devices create any internal issues?

Field service specific questions

- Do your technicians need quick access to schematics, manuals and other technical documentation at the job site?
- Do field technicians find laptops are too slow, too fragile or too cumbersome?
- Would it improve productivity and service quality if your technicians could simultaneously talk with a support person in the service center and share images from the job site?
- Do your field service crews have to manage/wear multiple devices, such as cell phones, laptops, scanners, printers, digital cameras and two-way radios?
- Would you like to close out your work tickets faster, complete with electronic proof of completion — including an automatic time and location stamp as well as a signature and even a photograph of the equipment or other asset that was serviced?
- Do your field crews need access to service history or service level agreements?

- Do your field crews need to order inventory or transfer assets between trucks?
- Do you need to know where your crews and equipment are throughout the day to improve first time call resolution, response time and crew utilization?

Transportation and logistics specific questions

- Can you monitor the status of deliveries in real time to ensure quality of service?
- Can you see the real-time location of your fleet to enable the most efficient and cost-effective dynamic routing changes throughout the day?
- Do you have the information you need to analyze and improve routes to minimize costs?
- Do you have the information you need to best manage the productivity of your drivers and the utilization of your fleet of vehicles — for example, can you spot drivers who roam off route to run personal or other non-business related errors?
- Do your drivers spend a lot of time completing paperwork for regulatory compliance (such as documentation of hours and mileage)?
- How is proof of delivery captured and transmitted? How does that process affect your invoicing cycle time?
- Can your drivers easily and cost-effectively collect photographic proof of condition for a delivery? Would that proof help in customer disputes regarding liability for shipment condition?
- Can your drivers access the real-time traffic information and driving directions required to remain on schedule (such as alternate routes in the event of road closings or traffic accidents)?

Uncover the opportunity and areas where the strengths of the MC9500-K are key selling points:

- In what type of environmental conditions will the devices be used?
- What is the repair rate on your existing mobile technology? (Note that consumer grade devices can have a repair rate greater than 40 percent.)
- Do you have 'plug-in devices' that connect to your existing mobile devices, such as bar code scanners, wireless cards, cameras and document scanners? (These

plug-in devices represent a significant source of failure when the device is dropped.)

- How important is one-handed operation to your workers? Do the business processes require one-handed operation?
- Do you find environmental issues such as extreme temperature fluctuations, water/moisture humidity and excessive vibration an issue with your current technologies? (Note that this is a primary source of failure for consumer grade devices. As a result, rugged devices are significantly less expensive to operate and maintain, and offer a 4-5 year life span vs. the 2-3 year lifecycle of consumer grade devices. Source — VDC and Gartner research)
- Do personnel work in areas where there may be combustible materials? For example, process an incoming shipment of ammunition, inspect a missile or take inventory of weaponry? Is Haz Loc certification important?
- How many locations do you have? Do you conduct business (either with business offices or deployed employees) globally, or in multiple countries?
- Would you like to be able to easily change cellular networks — without purchasing new devices or sending the device back to a service center?
- Would you like to be able to utilize the backroom infrastructure you buy today for future mobile computers as well?
- Would you like to be able to swap keypads right in the backroom to either upgrade the keypad to support updated or new applications — or to re-deploy devices in another area of your business in a completely different division?
- Would you like your users to be able to simultaneously make a voice call and run a data application?
- Is battery management an issue? Would you like to have a battery that displayed not only the charge level, but also whether or not the battery was healthy enough to hold a full charge?
- Could you benefit from more granular power management capabilities?
- Could you more fully streamline and empower your operations with multiple data capture options in a single

device — such as bar code scanning and the ability to capture high resolution detailed documents, photographs and video?

- Do your workers use a combination of mobile devices — such as a mobile phone for voice, a handheld computer for data access, a bar code scanner or a camera?
- Could GPS location-based applications improve utilization of mobile worker and vehicles?
- Are drivers often in dense urban areas, remote locations, areas with dense foliage or other places that typically have weak GPS signals?
- Do workers need to view maps or documents with fine print on their mobile device?
- Do you have wireless business equipment with an IrDA connection, such as existing printers?

Uncover the technical environment:

- What security protocols are currently in use?
- What security protocols are required in your mobility solution?
- What back-end systems will you need to integrate?

Service related questions:

- What level of post-sales service and support do you expect?
- How long can you afford to be without your product?
- Is turnaround time flexible? Is cost more important than turnaround time?
- What is the impact of downtime on your business?
- Do you regularly download software updates for your devices?
- If we could offer you a service plan that covers your MC9500-K investment from accidental breakage for a one-time upfront cost, would you be interested?

MOTOROLA ENTERPRISE MOBILITY SERVICES OPPORTUNITY

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes our industry-leading Enterprise Mobility Services. Selling services up front results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

Motorola’s flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Enterprise Mobility Services benefit your customers’ businesses by:

- Providing expert product repair and telephone technical support
- Protecting product uptime, along with their investment in our technology
- Helping to ensure they get the most value from their Motorola investment

The following Enterprise Mobility Services are available to keep the MC9500-K operating at peak performance throughout its lifecycle:

You have an excellent opportunity to upsell Service from the Start programs with the MC9500-K. Service from the Start guarantees a specific level of support or your customers’ mission-critical mobility operations. Customers can pay ‘a little now,’ for extended services or pay ‘a lot later’ in the event of a repair and lost downtime.

Customer Services	Service Description	Time of Purchase	Length of Coverage	Service Part Number
Service from the Start — Bronze with Comprehensive Coverage	<ul style="list-style-type: none"> • Multiple years of seamless coverage at a one-time cost • Coverage includes: <ul style="list-style-type: none"> – Normal wear and tear – Internal and external components damaged through accidental breakage – Select accessories that ship together with the MC9500-K <ul style="list-style-type: none"> » Includes styluses, screen protectors and hand straps 	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SSB-MC95XX-30
			Five years	SSB-MC95XX-50
Service from the Start — Gold with Comprehensive Coverage	<ul style="list-style-type: none"> • Depot repair with 3-day in-house turnaround time for Bronze-level service • Advance device replacement for Gold-level service • Full access to technical support resources • Rights to download software releases and supporting documentation 		Three years	SSG-MC95XX-30
			Five years	SSG-MC95XX-50
Service Center Support — Bronze	<ul style="list-style-type: none"> • Seamless coverage, renewable in one- or three-year increments • Depot repair with 3-day in-house turnaround time for Bronze-level service 	Any time	One year	SCB-MC95XX-10
			Three years	SCB-MC95XX-30
Service Center Support — Gold	<ul style="list-style-type: none"> • Advance replacement for Gold-level service • Full access to technical support resources • Rights to download software releases and supporting documentation 		One year	SCG-MC95XX-10
			Three years	SCG-MC95XX-30
Motorola Enterprise Mobility Software Support	<ul style="list-style-type: none"> • Full access to technical support resources • Rights to download software releases and supporting documentation 	Any time	One year	SWS-EMHW-0250-10 SWS-EMHW-1000-10 SWS-EMHW-5000-10
			Three years	SWS-EMHW-0250-30 SWS-EMHW-1000-30 SWS-EMHW-5000-30
			Five years	SWS-EMHW-0250-50 SWS-EMHW-1000-50 SWS-EMHW-5000-50

NOTE: please refer to Solution Builder for the most up-to-date information, including global pricing and available options.

SALES TOOLS

Key dates

MC9500-K

Official public launch date: September 15, 2009

First Customer Shipments (FCS): September 18, 2009

General availability: October 16, 2009

Carrier approval schedule:

- HSDPA (GSM) and WAN Upgradeable
 - AT&T: September 9, 2009
 - Rogers: November 10, 2009
- EVDO (CDMA)
 - Sprint: September 1, 2009
 - Verizon: September 1, 2009

MC9500-K Accessories

Official public launch date:
September 15, 2009

First Customer Shipments (FCS):
September 18, 2009

General availability: October 16, 2009

Sales and reference materials

For the latest information and sales support materials, please visit the following resources:

- Partner Hallway MC9500-K page:
http://www2.symbol.com/osp/nac/partner_select/1/MC9500

- MC9500-K Product Home:
www.motorola.com/mc9500
- Enterprise Mobility Services:
 - External:
www.motorola.com/business/comprehensivecoverage
 - Internal:
<http://compass.mot.com/go/embservices>
- i'Moto S.M.A.R.T. main page:
<http://compass.mot.com/web/embproducts/MCD>
- i'Moto S.M.A.R.T. industrial class products: <http://compass.mot.com/web/embproducts/Industrial%20Class>

Product classification

The MC9500-K is a Class 2A product that is available for purchase and sale by all partners that meet the requirements for this segmentation.

Training and certification

While training and certification are not required to sell the MC9500-K, the following training courses are available online to support your sales opportunities:

Course Name: MC9500-K Product Sales Course
Course Number: TBD

Course Name: MC9500-K Product Technical Course
Course Number: TBD

NOTE: Both courses above are one-hour online courses with an 'end-of-course' exam.

In the near future, a detailed 'How-To' video course will be available online in the Motorola University. The video will provide step-by-step instructions on how to swap the WWAN subsystem and keypads, install and swap an SD card, attach and install accessories and more. Check the Motorola University website for availability.

*For more information on how the MC9500-K Series and other Motorola enterprise mobility solutions can help your customers, please contact us at **1.800.722.6234** or **+1.631.738.2400**, or visit us on the web at www.motorola.com/mc9500*

WHY MOTOROLA SOLUTIONS

When it comes to delivering mobility solutions your customers can depend on, turn to the company chosen by enterprises around the world in nearly every industry — Motorola Solutions. Every day, companies of nearly every size — from a majority of the Fortune 500 companies to small to medium size organizations — count on Motorola Solutions to streamline processes and maintain a competitive edge. When you choose Motorola enterprise mobility solutions, you choose a leader that offers over 80 years of experience in bar code scanning, mobile computing and wireless infrastructure technology development and deployment — including a long history of industry firsts. When you choose Motorola's mobility solutions, you give your customer the power to drive inefficiencies out of business operations — and productivity and profitability in.

PARTNER BRIEF

MC9500-K Series Partner Brief

FOOTNOTES

1. Handheld Barcode Scanners; 2009 AIDC Business Planning Service: Track 1, Volume 1; AutoID & Transaction Automation Practice; VDC Research Group, Inc.
2. Gartner, Inc.; MarketScope for the 'Ruggedized' Handheld-Computer Market; ID Number G00163482; William Clark, Ken Dulaney, Tim Zimmerman; 12/15/08
3. VDC Research Group; Press Release: Following a Difficult 2008 Enterprise Mobility Device Vendors Face Further Market Contraction; 06/11/09
4. Forrester Research, Inc.; Predictions 2009: What's in Store for Enterprise Mobility; Michele Pelino; 12/12/089

