ZEBRA MC17 SERIES

RETAIL MOBILE COMPUTER

ACHIEVE REVOLUTIONARY CUSTOMER SERVICE EXCELLENCE AND ASSOCIATE PRODUCTIVITY WITH A SINGLE INNOVATIVE MOBILE DEVICE

The MC17 Series wireless Retail Mobile Computer delivers a new level of service excellence for customers and a new level of productivity and efficiency for associates. Empower your shoppers with the ability to scan items for a more rapid checkout process; check pricing while they shop; locate complementary items; access personalized promotions; create gift and wish lists and more — all at the press of a few buttons. This multi-purpose device is also designed to provide associates with the tools needed to answer customer questions on the spot, streamline and error-proof inventory management — from shelf replenishment to markdowns — and line bust to reduce wait times at the checkout stands.

INCREASE SALES AND CUSTOMER RETENTION RATES WITH REAL-TIME ONE-TO-ONE MARKETING

By capturing information on customers and their buying preferences in real time, the MC17 turns each visit into actionable business intelligence. Retailers can easily deliver store promotions, personalized coupons and product information for cross-sell opportunities. In addition, the quick scan of a loyalty card allows retailers to identify the customer and present real-time special offers and discounts based on a wide variety of criteria, including dollar amount spent over a given period of time. As a result, retailers can forge a more sophisticated and valuable relationship with customers, ultimately increasing customer satisfaction, loyalty — and sales.

COMPREHENSIVE FEATURE SET

Both models in the series, the MC17A and the MC17T, offer the same intuitive interface, a large QVGA color screen to support the display of rich multimedia, and comfort as well as durability — the ergonomic design is built to withstand the inevitable everyday accidental drops and spills. Both devices offer wireless freedom with 802.11a/b/g support for expanded compatibility and flexibility in noisy wireless environments. The MC17A is ideal for basic customer and associate applications, while the MC17T adds a touchscreen, a faster processor and additional memory, allowing more sophisticated applications and data entry capabilities.

EASY TO DEPLOY AND MANAGE

The standards-based familiar development tools and operating system enable the rapid and cost-effective deployment of the MC17 Series. Compatibility with Zebra's Mobility Services Platform allows IT to centrally and remotely stage, provision, monitor and troubleshoot devices, all from a centralized location. And the ability to deploy a single device for customer and associate use simplifies the mobility architecture and reduces the demand on IT — there are fewer device types to purchase and manage.

END-TO-END ENTERPRISE CLASS RETAIL SOLUTION

Zebra offers a true enterprise class mobile system for your retail establishment, complete with complementary components including server software, front-end entrance kiosks and modular dispenser units. To help keep your MC17 Series devices up and running at peak performance, Zebra offers Service from the Start with Comprehensive

FEATURES

Windows CE 5.0 Professional

Standard and familiar tool set for rapid application development

Full Internet Explorer 6.0

Familiar platform for Web-enabled applications; easy to use interface for customers and associates; eliminates the need for training

Integrated Zebra PocketBrowser

Dramatically simplifies development of complex Web-based solutions that integrate advanced functionality such as bar code scanning, wireless connectivity and mobile printing

Java PSS framework

Enables development and integration with the POS systems of today and tomorrow

Enterprise durability

Built to endure everyday drops for reliable operation, maximum uptime and investment protection

Six-key intuitive interface

Easy to use — even for first time users

Sleek design

Easy to hold and scan; minimizes user fatigue

320x240 QVGA color display

Coverage — a unique service that goes far beyond normal wear and tear to include accidental damage to internal and external components at no additional charge. And for mission-critical environments, Service from the Start On Site System Support delivers flexible on-site product repair and yearly preventative maintenance visits.

For more information on how the MC17 Series can benefit your business, please visit us on the web at **www.zebra.com/mc17** or access our global contact directory at **www.zebra.com/contact**

MC17 SERIES SPECIFICATIONS

PHYSICAL CHARACTERISTICS

Dimensions	2.3 in. H x 8.11 in. L x 3.2 in. W 5.9 cm H x 20.6 cm L x 8.1 cm W
Weight	9.5 oz./270 g (with battery)
Display	MC17A: 2.8 in. 320x240 QVGA MC17T: 2.8 in. 320x240 QVGA backlit resistive touch screen
Keyboard	6 fully programmable keys
Power Source	Rechargeable 2400 mAh Li-ION battery pack

PERFORMANCE CHARACTERISTICS

Processor	MC17A: Intel PXA270, 32 bit, 312 MHz MC17T: Intel PXA270, 32 bit, 520 MHz
Operating System	Windows CE 5.0 Professional; Pocket Internet Explorer 6.0
Memory	MC17A: 64 MB RAM, 64 MB Flash ROM MC17T: 64 MB RAM, 64 MB Flash ROM and 1 GB SD storage
Interface/Communications	USB 1.1 Client for Microsoft ActiveSync
Light Source	Visible laser diode; Class 1
Scan Rate	100 scans/sec
Ambient Light Immunity	Tolerant to typical artificial indoor and natural outdoor (direct sunlight) lighting conditions. Fluorescent, Incandescent, Mercury Vapor, Sodium Vapor, LED: 450 Ft Candles (4,844 Lux) Sunlight: 8000 Ft Candles (86,111 Lux) **Note:** LED lighting with high AC ripple content can impact scanning performance

WIRELESS NETWORKING

WLAN	Wi-Fi IEEE 802.11a/b/g

USER ENVIRONMENT

Operating Tempurature	32° to 104° F/0° to 40° C
Storage Tempurature	4° to 140° F/-20° to 60° C
Humidity	90% RH at 50° C, non-condensing
Drop Specification	Withstands multiple 4 ft./1.2 m drops to tile over concrete
Tumble Specification	500 .5m (1.64 ft.) tumbles (1,000 drops) at room temperature

REGULATORY

Electrical Safety	Certified to UL/cUL 60950-1, EN/IEC 60950-1
Laser Safety	IEC/FDA Class 1 in accordance with IEC/EN 60825-1 & 21 CFR 1040.10 & 11 (Laser Notice No. 50)
EMI/RFI	North America: FCC Part 15 Canada: ICES 003 Class B EU: EN55022 Class B, EN 301 489-1, EN 301 489-17, EN 60601-1-2 Australia: AS/NZS CISPRA 22
Environmental	ROHS compliant

For countries outside USA, Canada, European Economic Area, Japan or Australia, consult your local Zebra representative.

WARRANTY

The MC17 Series is warranted against defects in workmanship and materials for a period of 12 months from date of shipment, provided that the product remains unmodified and is operated under normal and proper conditions.

RECOMMENDED SERVICES

Customer Services	Service from the Start with Comprehensive Coverage

Enables rich content delivery for an enhanced customer experience; expands the world of potential applications and data entry options

802.11a/b/g
Provides wireless freedom for your customers and instant access to information for store associates; industry standard wireless networking ensures ease of interoperability in multi-vendor environments

Large capacity battery
Provides up to eight hours of continuous operation (with proper power management)

Zebra Mobility Services Platform compatibility (MSP 3.2)
Reduces cost, complexity, and effort associated with device management

Customizable top cover
Professional branding reminds customers of your competitive identity and provides an additional revenue stream for promotional opportunities for manufacturers

WIRELESS SECURITY

Wi-Fi Security Certification	WPA2-Enterprise
Authentication	None, PEAP-MS CHAPv2, PEAP-TLS, EAP-TLS, EAP-TTLS-CHAP, EAP-TTLS-MS CHAP, EAP-TTLS-MS CHAP v2, EAP-TTLS–PAP, EAP-TTLS-MD5, EAP-FAST, EAP-GTC, PEAP-GTC, LEAP
Encryption	None, AES, TKIP, WEP-128, WEP-40/64

Ready for

IBM. | Retail Integration Framework

ZEBRA

ZEBRA TECHNOLOGIES