



NEW ET51 / ET56 Android Tablets



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Agenda

- ET51/56 - Leonardo Borgini, Regional Product Manager, EMEA
 - New ET51 / ET56 in Android
 - Features Recap
 - Configurations
 - Services
- Marketing overview - Lorna Hopkin, Product Marketing Manager, EMEA
 - Dates
 - Resources
- Rugged Tablet Update - Lorna Hopkin, Product Marketing Manager, EMEA
 - Market
 - Positioning
 - Promotions
- Questions

The ET5X:

The solution that's just right

- Get the exact enterprise capabilities you need to satisfy all areas of your business.
- The right trade-off between Consumer-grade tablets and ultra-rugged tablets



Completing our Tablets Portfolio

Semi Rugged Tablets

WINDOWS



ET51 , ET56

- 8" or 10", Windows
- WLAN and WAN Connectivity

ANDROID



ET51 , ET56 (launching !)

- 8" or 10", Android
- WLAN and WAN Connectivity

Rugged Tablet Platforms

XSLATE L10



XPAD

XSLATE R12

XBOOK

+ ATEX SKUs

XSLATE

XBOOK

XPAD



L10 Android

Features and Benefits



Two models to best to connect workers



Operating System Choice:



Android

Oreo (8.0) +2 more desserts

- Performance improvements, battery usage optimization
- Boot speed up to 2x faster when powering up
- Helps minimize background activity in the apps you use least

A Common Platform across Zebra Devices



QUALCOMM SDM660 Architecture

- Common platform with 7 recently released Products (TC72/TC77, TC52/TC57, PS20, MC9300, TC8300, VC8300, CC600/6000, L10 A) and more to come

Mobility DNA



WFC PTT Express



WFC PTT Pro



SmartDEX



LG



WorryFree WiFi



PP Console



Stage Now



Enterprise Home Screen



All-Touch TE



Enterprise Keyboard



PP+



DataWedge



Mx Mobility Extensions



Enterprise Browser



EMDK for Android and Xamarin

Green = free

Yellow dot = pre-loaded

* = Zebra OneCare required

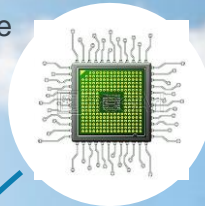
Key Hardware upgrades and changes

Wi-Fi support added:

802.11 ac/r/k/v
2x2 MIMO



Android:
Qualcomm **SD660**
Octo core



Memory
LPDDR4 RAM
Standard Config
Android: 4/32GB



Bluetooth 5.0
Class 1



Cameras (Android only):

Front: 5MP
Rear: 13MP



Single USB-C
as side port



ET51/ET56 Display: better visibility, better usability

Higher visibility for outdoor:

8.4": max 720 NITS
10.1": max 540 NITS



- Better touch performance
- With or without gloves
- Works even with wet touchscreen



Passive Stylus

- Bonded Display Corning Gorilla® Glass with Native Damage Resistance



Robustness over an Extended Temperature Range



STANDARD

Withstands **3.2 ft. / 1m drop onto concrete**



WITH RUGGED FRAME

Withstands **6 ft. / 1.8m drop onto concrete**

Impervious to dust and a hose-down, thanks to **IP65 Sealing**

Handles vibrations from vehicles such as warehouse forklifts and delivery trucks



Extended operating temperature range:
-20 °C to 50 °C

FULLY COMPATIBLE

Compatible with most ET5x accessories:

EXCEPT FOR:

- Stylus
- Screen protectors
- Batteries

Perpetual power for Non-stop productivity with Expansion back (Aux) battery

Expansion back
battery (Aux battery)



All-day comfort to Simplify work

Optional carrying solutions



Greater convenience for Greater efficiency



Tougher durability for Less downtime

Rugged frame



NEW INTERNAL BATTERIES

Battery Options



Avoid downtime with the perpetual power from our optional expansion back.



STANDARD INTERNAL BATTERY

8.4 in. display
6600mAh @3.8V, 25 Wh
(+12% vs. previous gen)

4-6 hrs.

10.1 in. Display
9900 mAh @3.8V, 38 Wh
(+15% vs. previous gen)

7-9 hrs.



OPTIONAL EXPANSION BACK HOT SWAPPABLE BATTERY

For either size display
24.4Wh of additional charging capacity
(3400mAh @ 7.2V)

ET51/ET56 batteries are not compatible with ET50/ET55 batteries
and vice versa, and are also OS specific

Say no to interruptions

Keep your tablets running with these charging accessories.

4-Slot Expansion Back (Aux)
Battery Charger



Single-slot Docking Solution



Rugged Charge Connector
with sealed I/O connector
(with or w/o rugged frame)



ShareCradle System





**Zebra ET-50 RapidDoc Pro
Kiosk with Elite Plastic
Enclosure**



**Zebra ET-50 RapidDoc Pro
Kiosk with SmartBack**



**Zebra MSR (Magnetic Strip
Reader) Expansion Back**



**Payment sleds
For Ingenico,
Verifone, PAX**

**ET5x 3rd Party Solutions
Not Sold or officially tested
and validated by Zebra**



Genesis- Charging & Communication
367-4818-R



Payment Mount for use with Rugged Frame
Verifone e355 367-4882
Ingenico iSMP4 367-4899



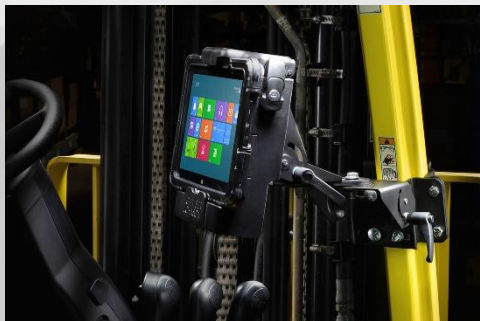
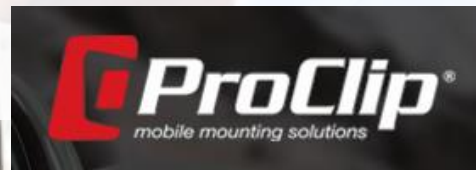
Verge Mobile Payment Mount
367-4406



Mount new heights of productivity

ET5x 3rd Party Solutions
Not Sold or officially tested
and validated by Zebra

Attach it to a vehicle
for on-the-go workflows



Features Recap



ET51/56 Android Feature Comparison to ET50/55



	ET50/55	ET51/56
Display	8.3" and 10.1"	8.4" and 10.1"
Brightness	380 NITS	720 and 540 NITS
I/O Connector	<ul style="list-style-type: none"> Bottom Connector : 40 Pin, USB3.0 Side Connectors: <ul style="list-style-type: none"> ❖ USB 2.0 ❖ MicroUSB ❖ SD card ❖ Audio Jack 	<ul style="list-style-type: none"> Bottom Connector : 40 Pin, USB2.0 Side Connector: <ul style="list-style-type: none"> ❖ USB Type –C Up to 3.0 speeds ❖ Default USB 2.0 (Charge, Data, Audio) ❖ SD card
Operating Temp	0°C to +50°C	-20°C to +50°C
Memory	2GB/32GB	Standard: 4GB/32GB RAM : 4GB/8GB ; Flash: 64GB/128GB
Processor	Intel Atom BayTrail Z3745 (32 bit OS, Quad Core)	Qualcomm SD660 (Octo Core)
SKUs	WLAN & WAN	WLAN & WAN
Battery	5900mAh (22.4Wh)and 8700mAh (33.06Wh)	25Wh and 38Wh
GPS	GPS, GLONASS, Galileo	GPS, GLONASS, Galileo, BDS(WAN SKU only)
WAN	GSM/GPRS/UMTS/HSPA/LTE - cat 3 (100/50Mbps)	8" only: GPRS/UMTS/HSPA/LTE - cat 12 (100/50Mbps)
WLAN	802.11a/b/g/n/ac	802.11a/b/g/n/ac/r/k/v
Bluetooth	BT 4.1	BT 5.0
Sensors	Accelerometer, Gyro, Ambient Light Sensor, Magnetometer	Accelerometer, Gyro, Ambient Light Sensor, Magnetometer
LED	Camera and Charging LED	Camera and Charging LED
Camera	Rear Camera : 8MP Front Camera: 2MP	Rear Camera : 13MP Front Camera: 5 MP
Microphone	Two Microphone (Front and Back)	Two Microphone (2 Front Facing)
Audio Jack	Yes, 3.5mm	No
Speaker	Stereo Speaker	Stereo Speaker
NFC	Yes	Yes
SIM	MicroSIM	NanoSIM x 1



NEW ET51 / ET56 Android Tablets

Configurations





ET51 and ET56 in Android

SKUs:

Part Number	Description	Discount Group	List Price	First Customer Shipment
ET51CE-G21E-00A6	8.4" Display, Android GMS, QC SD660, 4GB RAM, 32GB Flash, WLAN Only, ROW, PWRS sold separately	T1	€ 985.81	September 6th
ET51CT-G21E-00A6	10.1" Display, Android GMS, QC SD660, 4GB RAM, 32GB Flash, WLAN Only, ROW, PWRS sold separately	T1	€ 1044.71	September 6th
ET56DE-G21E-00A6	8.4" Display, Android GMS, QC SDM660, 4GB RAM, 32GB Flash, WLAN WAN, ROW, PWRS sold separately	T1	€ 1249.24	September 6th

ET51 Android Availability:

Austria		Iceland		Poland		Ukraine	8" WWAN + 10"WLAN
Belgium		Ireland		Portugal		U.A.E	8" WWAN + 10"WLAN
Bosnia Herzegovina		Israel	8" WWAN + 10"WLAN	Romania		Bosnia	
Bulgaria		Italy		Russia	8" WWAN + 10"WLAN	Georgia	
Croatia		Kazakhstan		Saudi Arabia	8" WWAN + 10"WLAN	Kenya	8" WWAN + 10"WLAN
Cyprus		Latvia		Serbia	8" WWAN + 10"WLAN	Namibia	
Czcech Republic		Lebanon		Slovakia		Nigeria	8" WWAN + 10"WLAN
Denmark		Liechtenstein		Slovenia		Qatar	8" WWAN + 10"WLAN
Estonia		Lithuania		Spain			
Egypt	8" WWAN + 10"WLAN	Luxembourg		South Africa	8" WWAN + 10"WLAN		
Finland		Macedonia		Sweden			
France		Malta		Switzerland			
Germany		Montenegro		Tunisia			
Great Britain (UK)		Morocco		Turkey			
Greece		Netherlands					
Hungary		Norway					



ZEBRA

Comprehensive
end-to-end services



Zebra *OneCare*

Keep your ET5x devices operating at peak performance

Upgrade to the ultimate in post-deployment support with multi-year coverage from day one

- Normal wear and tear plus accidental breakage repair coverage
- Covers internal and external device components, plus select accessories that ship with the ET5x Tablets
- Includes telephone and software support
- Upgrade to OneCare Select to add next-business-day dispatch of replacement devices

BENEFITS

- Maximize device uptime
- Unparalleled “from the manufacturer” expertise
- Outstanding value – eliminates unexpected repair costs
- Frees IT to focus on more strategic initiatives



Zebra OneCare Support Services



You count on your personal shopping devices to elevate the in-store experience. Ensure predictable performance, support for critical operations and improved business outcomes while eliminating unbudgeted repair expenses.

ESSENTIAL

Basic Assurance

- Comprehensive repair services
- 3-day repair turnaround time (TAT)
- 8x5 Live-Agent technical support
- 3-or 5-year coverage
- Access to software updates

SELECT

Maximum Protection

Zebra OneCare Essential features, plus:

- Advance device replacement
- 24x7 Live-Agent technical support
- 3-or 5-year coverage
- Spare pool management
- Device commissioning



NEW ET51 / ET56 Android Tablets



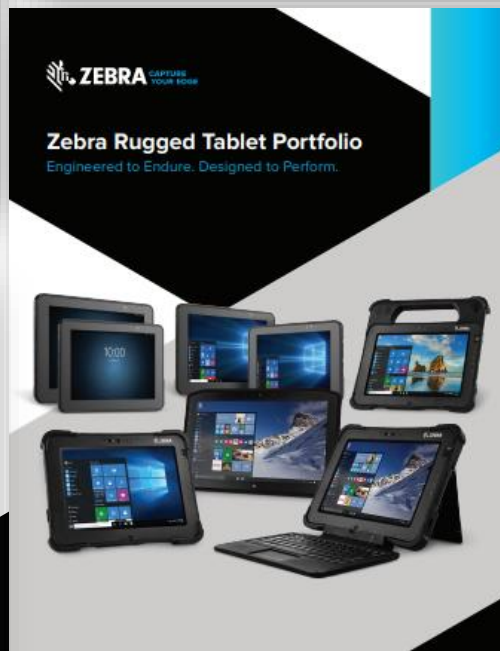
ET51/56 Android Key Timings and Dates

DESCRIPTION	Date ET
DN/VAD page live	1 st Aug
PMB released	16 th Aug
Reseller enablement webinar	26 th August 11-12 BST
Reseller enablement webinar REPEAT	4 th Sept 3:30-4:15 BST
Public announcement	5 th Sept
First customer shipment	6 th Sept
Marketing campaign is activated – Social media, advertisements and telemarketing	5 th Sept onwards
In-country local launch activities	5 th Sept onwards

Proposed Assets

Asset	Details
Data Sheet*	July 24, 2019
Battlecard*	August 6, 2019
Customer Facing Presentation*	August 6, 2019
Word Descriptions*	July 24, 2019
PMB	August 16, 2019
5 Reasons to Buy / Sell (Android)	August 6, 2019
Zebra.com update*	Web posting Sept. 5, 2019
FAQ	Web posting Sept. 5, 2019
Portfolio Selection Guide/VC & Tablets	TBA
Solution Builder	Update descriptions
Solutions Web Page Documentation	Load BSPs & Release Notes
Regional GTX/Updates/Training	Regional update/training/GTX

New Assets





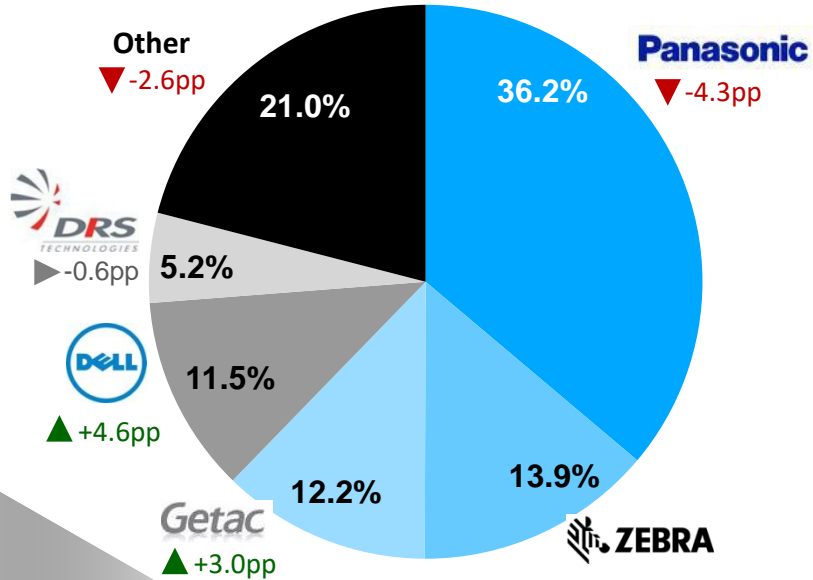
Rugged Tablet Update

Market, Positioning, Promotions

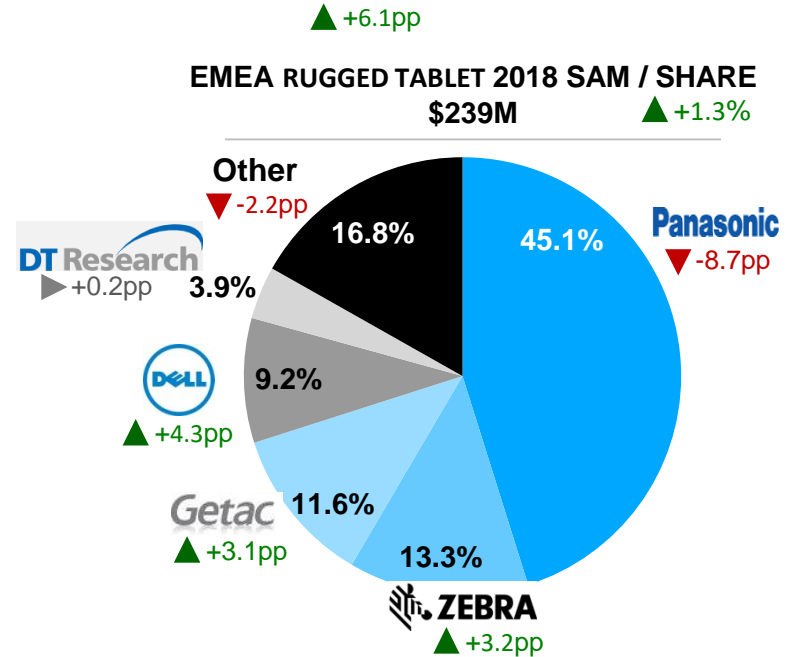


Rugged tablet SAM Share 2018

GLOBAL RUGGED TABLET SAM / SHARE
\$697M ▲ +5.7%



EMEA RUGGED TABLET 2018 SAM / SHARE
\$239M ▲ +1.3%



Positioning



ET50 8" & 10"	ET55 8" & 10"	ET51 8" & 10"	ET56 8" & 10"	XSLATE L10	XPAD L10	XBOOK L10	XSLATE R12
Light but rugged Android tablets		Surprisingly rugged, thin & light Windows tablets		A versatile rugged tablet platform that does it all			The large screen rugged tablet that's under 3 lbs.
Customer profile <ul style="list-style-type: none"> • Needs retail floor solution • Price sensitive • Wants larger screen Android alternative 		Customer profile <ul style="list-style-type: none"> • Wants consumer tablet styling • Cost sensitive • Needs lightweight • Wants smaller screen 		Customer profile <ul style="list-style-type: none"> • Desires highest performance • Looking for light and portable: XSLATE L10 • Needing best carry and scanning capabilities: XPAD L10 • Prefers flexible keyboard use: XBOOK L10 • Needs antenna pass through on vehicle 			Customer profile <ul style="list-style-type: none"> • Requires more screen real estate • Wants vehicle mounting options • Needs 2-in-1 capabilities
Key selling points: <ul style="list-style-type: none"> • Offers Mobility DNA • Integrates well with Zebra handhelds • Barcode options • Lightest weight tablets 		Key selling points: <ul style="list-style-type: none"> • Sleek, rugged frame nearly doubles drop height • Daylight readable high-resolution screen • Great for adding a barcode imager • Works with most ET5x accessories • Advanced WiFi & WAN option 		Key selling points: <ul style="list-style-type: none"> • Longest battery life • Highest storage capabilities • Fastest performance • Most rugged • Sunlight readable display available • Keyboard works on all models • Five antenna pass-throughs available 			Key selling points: <ul style="list-style-type: none"> • More screen real estate • Sunlight readable, active display • Highly adaptable platform • Innovative design features • Three antenna pass-throughs available

Promotions

Tablet rebate – rewarding sales

Sell at least \$50K of eligible products

B10

List price reduction coming

Deal Reg – protecting your deals

Get a 5% price protection on deal registration



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Questions?

Thank you !

