



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

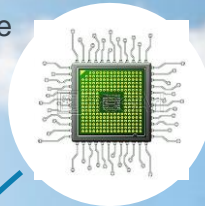
Key Hardware upgrades and changes

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

Compatible with most ET5x accessories:

FULLY COMPATIBLE

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



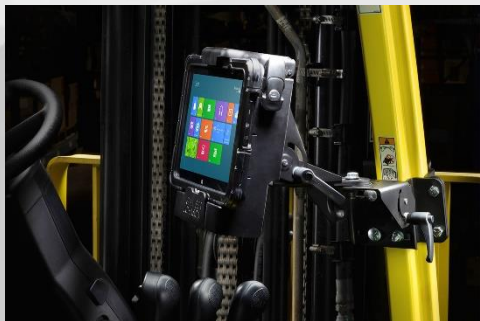
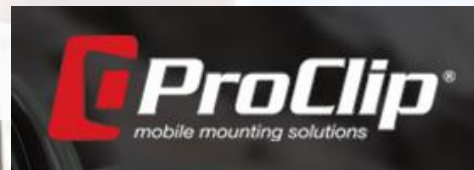
Verge Mobile Payment Mount
367-4406



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	
Czech 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





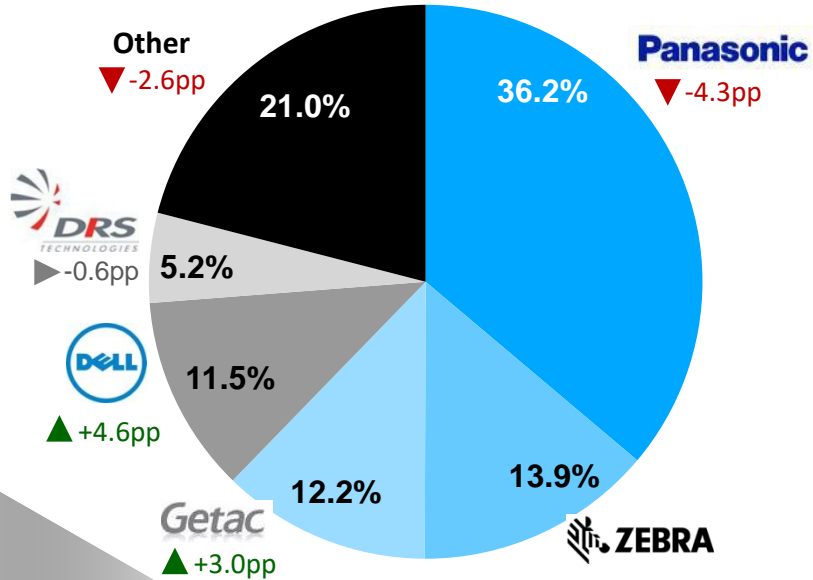
Rugged Tablet Update

Market, Positioning, Promotions

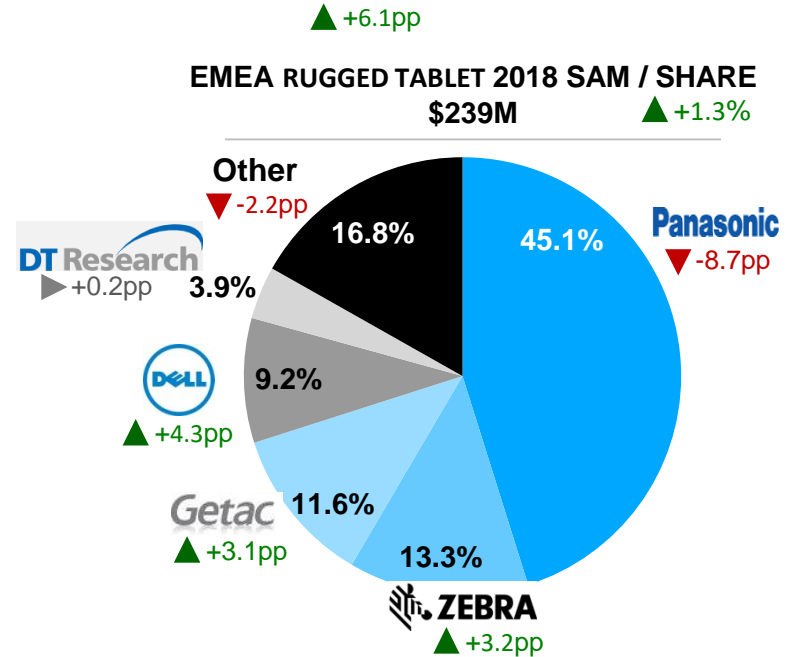


Rugged tablet SAM Share 2018

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 !

