WHITE PAPER

The Motorola MC55:

The next evolution of Enterprise Digital Assistant (EDA) design

The Motorola MC55 is a new breed of Enterprise Digital Assistant (EDA), the next generation in smaller and lighter business-class devices. Extraordinary engineering enabled the creation of one of the smallest, lightest, most fully-featured and most rugged devices in the rugged EDA class to date, providing extraordinary value — a handheld mobile computer at the top of its class in functionality, and in the middle of its class in price.

Executive summary

Motorola's MC55 mobile computer combines the innovative application of years of ergonomic design studies and best-in-class mobile technologies with the inventive use of manufacturing techniques to deliver the next evolution in Enterprise Digital Assistants (EDAs). As a result, the MC55 packs a new level of features and functionality into one of the smallest, lightest and most rugged devices in the rugged EDA class to date. This white paper examines the technology advancements in the MC55 that not only re-set the bar for EDA design, but also enable the creation of an integrated voice and data mobile computer that offers extraordinary value — at the top of its class in functionality, yet priced in the mid-range of this up-and-coming device category.

Introduction:
The next evolution EDA: the marriage of consumer styling and rugged design with best-in-class business functionality

A key trend in the electronics manufacturing industry is miniaturization — for a number of years, components have become ever smaller, paving the way to shrink device size without losing functionality. Motorola combined this trend with decades of expertise in the design of rugged business-class mobile devices to create the next evolution in EDA design: the MC55 handheld mobile computer.

The MC55 delivers maximum value, bringing a new level of cost-efficiency to enterprise mobility solutions by packing a full set of advanced business features into a true pocket-sized rugged device. The MC55 offers:

A flexible product line for task workers and managers inside and outside the four walls. This flexible product family offers configurations designed to meet the needs of a broad range of workers in a wide variety of industries. The WLAN-only model is ideal for task workers in retail, healthcare and more, while the dual radio model offers WWAN/WLAN connectivity — ideal for managers as well as field sales and service teams.

Leading ergonomics. In addition to decades of experience in the ergonomic design of mobile devices, Motorola undertook several years of professional ergonomic studies to ensure the creation of a highly intuitive device that is easy to use, offers all day comfort and even enables easy one-handed operation. In addition, sleek consumer styling and ergonomics help meet the expectations of today's technology-savvy employees — and provide the cutting edge technology that will also impress your customers.

Rich data capture functionality. When it comes to functionality, the MC55 offers virtually every possible feature at a price point well below the most expensive device in this product class — yet the most costly product in this class does not offer all the features of the MC55. With Motorola's flagship engineering, you'll put industry-leading advanced capabilities that are proven around the world in the hands of your workers — including the split-second yet accurate capture of bar codes, signatures, documents and high resolution photographs. While other mobile computers force businesses to choose between a bar code scanner and a camera, the MC55 allows businesses to choose both — an industry first — providing a new level of flexibility in a mobile computing device.

Desk phone quality voice. Where other integrated voice and data devices are designed primarily for data and secondarily for voice, the MC55 is designed from the ground up for both voice and data — with

a difference your employees can hear. Desk-phone voice quality and functionality combine, providing handset, speakerphone and wireless Bluetooth® headset modes as well as PBX integration, enabling the extension of the desk phone and its feature set directly to the MC55.

The power to run virtually all your applications. When it comes to horsepower, the MC55 is built to handle your business applications, combining the fastest mobile processor in this product class with robust memory architecture. The MC55 is the only device in this class to offer the very latest mobile operating system — Windows Mobile 6.1 — which enhances Web browsing, email and texting functionality and simplifies connection to a wireless LAN or Bluetooth device.

Real 'shift' power. With the MC55, your workers can count on the power they need — even for extended shifts. The standard battery is stronger than any competitor's standard battery — and an optional extended battery offers a longer life cycle, ideal for workers outside the four walls. And multiple keyboard options plus vehicle chargers, holsters and other accessories enable you to tailor the MC55 system to best meet the requirements of many different workers.

In a class by itself: MC55 technical advantages

A number of engineering advancements and technical advantages place the MC55 in a class of its own. Many years of expertise gained from designing and deploying mobile products and mobility solutions enabled the creation of an integrated voice and data handheld mobile computer that offers technically superior rugged design, ergonomics and business functionality.

Built for business: taking rugged design to the next level

A number of Motorola-only features help to make the MC55 one of the most rugged devices in its class:

Patented Monocoque housing

At the heart of the MC55 is the patented Monocoque housing, which enables the creation of a handheld mobile computer that is unsurpassed in three key attributes: ruggedness, miniaturization and feature offering. This unique housing — an industry first in the handheld mobile computing category — allows the MC55 to truly stand in a class of its own. No other product in this category packs the same feature set into a device that is as small — or as rugged.

This single 'unibody' housing replaces the traditional clamshell design. In a clamshell design, the device frame consists of two halves that are held together by screws in numerous clamshell 'bosses' (the flanges designed to accommodate the screws). Typically a minimum of eight bosses and their associated screws are required to enable environmental sealing. In a clamshell design, stress is concentrated in the bosses.

By comparison, the Monocoque housing creates a stressed skin design, where the load of an impact is evenly distributed throughout the entire device surface (or 'skin'), eliminating the concentration of stress on the bosses.

The result is two major design advantages:

- Huge gain in torsional rigidity: The one-piece housing greatly improves structural stability, greatly improving the MC55's ability to handle any kind of mechanical stress — especially the twisting that can result from a fall or bump.

- Substantial space savings: A clamshell design traditionally requires eight to twelve bosses, reducing the available space for electronics. But the Monocoque housing eliminates the need for bosses around the display and keypad, freeing up more space for electronics. The resulting volumetric efficiency enables an overall reduction in device size while providing additional space to accommodate extra electronics. It is this 'space efficiency' that enables the MC55 to accommodate the maximum number of features possible in the smallest possible space — including wireless WAN (WWAN), wireless LAN (WLAN) and Bluetooth® radios, a 1D bar code scanner or 1D/2D imager plus a camera, integrated GPS and more.

Patented new I/O connector

The I/O connector is the 'point of interface' between the MC55 and many accessories, from charging and vehicle cradles to USB cables for connection to a computer. A number of improvements increase the reliability and durability of this crucial connection point. First, improvements to the plating minimize contact resistance, reducing wear and tear and extending the life of the I/O connector — in internal testing, there is no detectable wear and tear after 10,000 insertions. The connectors also reduce 'chatter' — the loss of connectivity that is often experienced with heavy vibration (for example, in a vehicle). And finally, the spring-loaded pogos act as shock absorbers, reducing the risk of damage to the I/O connector in the event the device is dropped while coupled to an accessory.

Improved shock absorption for internal components

A rigid yet lightweight magnesium frame inside the housing encases the main circuit board (the CPU), the LCD and all electronics, effectively floating the electronic assembly inside the MC55. The circuit board no longer absorbs the energy of a drop (which can result in a bending of the board) and the sensitive electronics can be surrounded with shock absorbing materials, substantially increasing the MC55's ability to withstand a drop inside the enterprise walls on carpet or tile as well as outside on concrete.

Industry leading impact and endurance tests

Motorola subjects its handheld mobile computers to two impact tests, providing two different impact specifications. The stress test defines how much the device can withstand in a single impact, while the endurance test defines how much the device can endure during an event — for example, if dropped in a stairwell.

Monocoque housing
Motorola is the first company to bring the same frame design utilized in many of today's aircraft and automobiles to the mobile computer. The patented Monocoque housing provides a unibody design that evenly distributes the stress of an impact throughout the frame. In the typical clamshell design, when a device is dropped, the stress is concentrated in the 'bosses' —the flanges that hold the screws that fasten the two halves of the body together. The result is a more rugged device — and room to pack in more functionality. The substantial reduction in bosses frees up more area inside the frame for electronics, which allowed Motorola to pack virtually every mobile computing feature available into one of the smallest spaces yet.

Patented new I/O connector
A number of improvements were made to increase the reliability and durability of the I/O connectors — the critical point of interface between the MC55 and chargers, vehicle cradles and other accessories. Plating improvements extend the lifecycle of this crucial part — there is no detectable wear and tear after 10,000 insertions. 'Chatter' reduction protects against the loss of connectivity when the device is subjected to heavy vibration, such as in a vehicle. And spring-loaded pogos act as shock absorbers, reducing the risk of damage in the event the MC55 is dropped while coupled to an accessory.

The Motorola Drop Specification — mechanical design stress test

Motorola's MC55 passes one of the industries most difficult drop tests. There are three aspects to every drop test: the drop height, the temperature at which the device is dropped, and the number of sides that strike the ground. Motorola's specifications for all three facets set the standard for today's mobile device drop test. The device is not only dropped on all six sides, but also performed across the entire operating temperature range, ensuring its ability to survive if dropped in extreme heat and cold as well as ambient temperatures.

By comparison, many competitive devices do not perform a drop test on all sides, and only test at ambient temperature or across a small section of the operating temperature range. However, in the cold, components can become brittle and easily crystallize, leaving them much more susceptible to a break upon impact. And in the heat, components can expand, introducing new weak spots. Only through impact testing across the entire operating temperature range can you be assured of dependable operation at the lowest and highest operating temperatures.

The Motorola Tumble Specification — mechanical design endurance test

Every day, devices will likely endure multiple smaller 'hits' — the device may be tossed onto a shelf where it may hit the wall or dropped on the floor of a vehicle. Unique to Motorola, the tumble test was designed to provide customers with a real-world endurance specification — how much use and abuse our handheld mobile computers can withstand. In this test, the mobile computer is placed in a rotating drum, where the MC55 continued to operate reliably even after 500 successive 1.6 ft./.5m drops.

Aluminum bar to secure battery

The MC55 sports a battery pack, eliminating the battery door. The use of a battery pack not only contributes to the slim profile of the MC55, it also helps minimize weight. To prevent the battery from accidentally dislodging in the event the device is inadvertently dropped, an aluminum bar adds rigidity, counteracting the load on the battery latch during a drop — effectively protecting the battery from accidental damage and the device from an unplanned disruption in power.

Extra security for the battery

An aluminum bar is added to the standard battery latch to help keep the battery in place during a fall. The bar acts as a bumper, helping to protect the battery from being accidentally dislodged during a drop — and preventing an unplanned disruption in power that could result in the loss of data. The bar also performs a second function, providing additional rigidity to help increase torsion tolerance.

Environmental sealing

The MC55 is sealed to IP54 standards. The speaker, receiver and connector are all sealed from the inside of the terminal. The sealing prevents harmful dust deposits from accumulating in the device, enabling reliable operation in dusty environments. And the ability to endure splashing liquid in any direction ensures reliable performance in the event a beverage or other liquid is spilled on the device and also enables wipe downs — critical in environments such as healthcare.

Leading ergonomics: a new level of user comfort

Many factors are involved in ergonomic design — an area where Motorola does not cut corners. Many years of experience plus the results of a multiple year professional study were leveraged to create a design that is easy to hold, easy to use and protects workers against the effects of repetitive motion.

Keypads

Since the Monocoque housing eliminates the need for bosses around the keypad, the keypad can extend nearly to the edge of the device, enabling the delivery of a larger keypad in a smaller product. Regardless of whether you choose the QWERTY, AZERTY, QWERTZ, numeric or NAV PIM keypad, extensive testing ensures that the three primary aspects of the keypad design — the space between keys, the width of keys and key height (known as travel) — enable efficient, comfortable and accurate data entry, even with a gloved hand. And the force required to depress a key (known as the 'key force') is specifically set to help protect workers in jobs that require substantial data entry against repetitive motion syndrome.

One-handed operation

The MC55 is specifically designed for easy one-handed operation, simplifying life for your workforce and also improving productivity levels — workers do not need to disrupt the task at hand to operate the MC55. The Monocoque housing enabled the

Designed for easy one-handed operation
The MC55 is specifically designed to enable easy one-handed operation. The keypad is placed much closer to the touchscreen than typical competitive devices to enable easy access to either the keypad or the touchscreen. Shy of the need to type a large amount of information, the small and lightweight device allows users to execute practically any task with one hand — from scanning and camera capture to the simple data entry required by many applications.

A well-designed keypad with superior ergonomics...
The Monocoque housing eliminates the need for bosses around the keypad. As a result, the keypad can now be extended nearly to the edges of the device, enabling the design of a larger keypad — without increasing device size. And years of ergonomics research went into the development of the MC55 keypads, ensuring that key size, the space between the keys, the key height and the force required to depress a key were defined to comfortable and easy error-free typing.

...for every application The experience gained from decades of developing and deploying mobility solutions has led to the development of multiple keypads for the MC55 and other Motorola mobile computers. Multiple keypads enable this single device family to meet the many needs of diverse groups of users. A numeric keypad is ideal for managers and others who use the MC55 primarily for voice and minimal data entry. Alphanumeric keypads are designed for those workers who need to enter larger amounts of data — and the device can be customized to meet the needs of workers around the world with the availability of QWERTY, AZERTY and QWERTZ keypads. And finally, a NAV PIM keypad is ideal for heavy PDA-style use.

development of a very narrow and thin profile that allows a wide variety of hand sizes to comfortably and securely hold the device in one hand. And since the distance between the bottom of the display to the top of the keypad is minimized (approximately 25 percent of the distance in key competitive devices), the center scan key as well as either the keypad or the touchscreen are easily accessed with one hand.

Grip

In addition to the narrow and thin profile, other features help provide a secure one-handed grip, helping to minimize drops, including:

- A built-in finger perch in the back of the device that provides an extra grip point for the index finger (extra capacity battery configuration only)
- An elastic handstrap that increases grip security while minimizing grip effort, reducing fatigue
- A flat back, enabling easy user interaction when the device is lying on a flat surface (standard battery configuration only)
- The use of a texture that not only improves grip security, but also helps reduce the appearance of fingerprints and dirt

A grip designed for comfortable and secure one-handed operation
A number of ergonomic features combine to provide users with a grip that is not only secure, but comfortable — especially critical for one-handed operation. For users who require the extended capacity, a bulit-in finger perch (above left) provides an extra grip point positioned for natural hand placement, helping offset the strain that could be caused by the extra weight of the larger battery. An elastic handstrap (above right) reduces the effort required to grip the device, reducing fatigue in the fingers and hand. And the specially designed texture not only improves grip security, but also reduces the appearance of fingerprints and dirt.

Robust wireless connectivity — to your business systems, other workers and a broad range of peripherals

The MC55 offers comprehensive wireless connectivity and technical advantages that provide superior performance and flexibility:

Wireless LAN (WLAN) radio

The feature rich integrated Fusion software stack ensures that the wireless LAN connection simply works, right out of the box. The headaches that can be associated with integrating a 3rd party WLAN software stack are eliminated. Fusion enables best-in-class security, offering support for all the latest security protocols — including Cisco CCX. The diversity antenna improves wireless LAN connectivity and performance — there are two integrated internal WLAN antennas instead of one. The antenna with the best signal is automatically selected, ensuring a strong connection regardless of how the device is oriented. And the wireless LAN-only model (the MC5590) is the only device in this class to offer 802.11a/b/g compatibility, enabling integration with virtually any wireless LAN as well as providing the flexibility to better separate traffic to ensure quality of service for voice and as well as data.

Wireless WAN (WWAN) radio

The MC55 is outfitted with the 2.5G quadband GSM/GPRS/EDGE WWAN radio for a number of strategic business reasons. First, many business applications simply don't require the bandwidth of the more expensive 3G networks, allowing businesses to utilize a more affordable wireless WAN connection. Second, the 2.5G networks offer the broadest voice and data footprint, providing superior coverage for workers outside the four walls. And finally, for large enterprises with distributed locations, the quadband radio enables deployment around the world, providing the simplicity of a single device family for global deployments.

Bluetooth® v2.0 radio with Enhanced Data Rate (EDR)

Bluetooth v2.0 with EDR provides your workers with a faster connection to personal peripherals such as printers and headsets, as well as improved security. In addition, the MC55 offers support for two Bluetooth stacks — Microsoft and Stonestreet One — expanding connectivity options beyond USB to PCI, PC card and other interfaces.

A 'smarter' battery, improved battery performance — and improved safety for the entire MC55 power chain

IEEE 1725 compliance

The entire MC55 system is IEEE 1725 compliant — including all models, all batteries and all power-related accessories (such as cradles and charging cables). The result is a new level of reliability, quality and safety for the entire MC55 power chain, from the battery to cradles, charging cables and more.

A truly smart 'Smart Battery'

While Smart Batteries provide users with valuable information on remaining battery power, changes in temperature can affect the accuracy of the calculations in the typical Smart Battery. When this occurs, the battery must be fully discharged and then fully charged to re-set (or recalibrate) the fuel gauging system.

Motorola's patented Smart Battery technology compensates for temperature, eliminating the need for calibration and ensuring the constant and accurate calculation of remaining charge time. As a result, the MC55 — and your users — are better protected against an inadvertent loss in power, preventing the productivity loss associated with unplanned employee downtime.

Battery performance

At the heart of every battery are the battery cells (the energy storage component) — and all battery cells are not created equally. The MC55's Smart Battery utilizes the strongest performing cells available today, delivering two benefits. Cold temperature performance is improved, protecting the user experience in cold weather climates. Battery longevity is also increased — typical batteries are rated at 80 percent capacity after 300 cycles (charges), while the MC55 batteries remain at 80 percent after 500 cycles. The result is a longer battery lifecycle — batteries do not need to be purchased as frequently, reducing the associated capital costs.

Voice: comprehensive functionality — and a quality difference you can hear

Where other EDAs are designed primarily for data and secondarily for voice, the MC55 is designed from the inside out to deliver both a superior voice and data experience:

Easy and cost-effective push-to-talk functionality

Compatibility with Motorola's TEAM Express client as well as third party voice clients enables the easy integration of powerful group and walkie-talkie style communications for workers inside your four walls. Your workers remain instantly accessible without the need to carry a secondary device— or the associated cost.

Integrated Voice Quality Manager (VQM)

VQM is powerful client middleware that marries the advanced voice features of the MC55 with your third party voice platform, allowing you to leverage your existing telephony investments and provide your users with a superior voice experience. VQM features include:

- **Software based echo canceller:** Automatically enable and disable Acoustic Echo Canceling (AEC) based on need, improving call quality by removing the annoying echo that is frequently experienced in speakerphone and handset modes on the other end of the call and reducing the drain on the battery to help preserve battery power.
- **Voice mode icon:** Place an icon on the screen that allows users to simply 'tap-to-toggle' between headset, handset and speaker audio modes. Now, users can quickly change modes as environment dictates. For example, an employee in a private office using speakerphone mode may need to walk to a meeting — a single tap of the icon can switch the audio to headset or handset mode to ensure privacy while in transit throughout the halls.
- **Force speaker function:** Normally, calls ring through to whatever voice mode is in use. This function forces the ring tone to the back speaker, even if the current mode is headset, preventing users from inadvertently missing calls. This feature is ideal in retail environments, where workers frequently utilize headsets or handset mode to minimize any disruption in the shopping environment.
- **Audio profiles:** The ability to consistently match audio gains with telephony industry standard specifications ensures the delivery of audio your users can take for granted — with sound quality comparable to the desk phone. For example, audio is always at the right level, preventing clipping or static from excessive gain, as well as excessive quiet resulting from insufficient gain.
- **Voice packet tagging:** By providing support for Wi-Fi Multimedia (WMM) and quality of service (QoS) for VoWLAN calls, voice packets can be identified by Motorola's wireless LAN infrastructure. Voice prioritization policies can be applied, reducing the choppy audio that results when packets are dropped and providing dependable voice performance over a congested wireless LAN.

A full suite of advanced data capture capabilities in a single compact device

The MC55 allows you to choose the data capture capabilities you need to maximize the benefits of mobility: GPS enables a wide range of location-based applications; a 1D laser scanner or 2D imager enables scanning of whatever bar code symbologies are in use in your operations; and a high-resolution camera enables the capture of documents and detailed photos. The MC55 is the only mobile computer presently on the market that allows you to choose both a bar code scanner and a fully featured high-resolution digital camera with autofocus and flash. No longer bound by device limitations, you are free to choose the data capture functions that will best serve your business needs today, as well as tomorrow. Advanced data capture capabilities include:

GPS

The MC55 utilizes a best-in-class GPS chipset, the SiRFstarIII GSC3f/LP, recognized for its superior sensitivity and tracking capabilities. The chipset expands coverage for GPS applications by enabling the rapid and highly accurate capture of signals in some of the most challenging environments, including urban canyons and areas where foliage is very dense. And the chipset requires minimal power, helping to conserve MC55 battery power and extend battery cycle times.

The SUPL standards-based advantage
The SUPL 1.0 compliant GPS chip also provides support for standards-based Assisted-GPS (aGPS), providing the flexibility to work in either standalone or aGPS mode. aGPS provides your users with a faster fix in more areas —performance and availability are improved, increasing the value of your location-based applications.

- **More robust application performance — in more areas**. In aGPS mode, information from the extraterrestrial satellite is downloaded to a terrestrial server. Data can be obtained much more rapidly via a wireless standard TCPIP connection (a standard Internet connection) to an 'earthbound' server (for example, via the MC55's integrated cellular 'WWAN' radio) as opposed to a satellite link.

  Application speed is dramatically improved — where non aGPS solutions may take a full minute or more to obtain data, aGPS can return the data in seconds.

  Application availability is also improved. Non SUPL-compliant solutions that utilize predictive data require at least one strong satellite to obtain a fix, and standard GPS solutions (non aGPS) require at least three strong satellite signals to obtain a fix. As a result, in areas where satellite signals are too weak to obtain a fix, GPS applications will not be available, disrupting day-to-day business operations. Workers will not have access to location-based applications such as turn-by-turn directions — and field sales, field service and other related operations will experience a lapse in real-time employee/fleet visibility. Alternatively, the SUPL-compliant aGPS solution available in Motorola's MC55 simply obtains data from a local server when there is a limited view of the sky and satellite signals are weak, improving the availability of GPS data, your location-based applications — and protecting worker productivity and business continuity.

- **Greater application accuracy: real-time versus predictive data.** Unlike other proprietary aGPS solutions that utilize predictive data, the MC55 standards-based SUPL compliant aGPS mode uses real-time data, providing accuracy within 10 meters in an open sky. Alternatively, predictive data accuracy decreases as the data ages. For example, while 'Day 1' predictive data accuracy matches that of real-time data (accurate within 10 meters), over a four-day period, accuracy will decrease by approximately 10 meters per day, providing accuracy within 40 meters by 'Day 4'.

High-resolution camera

The MC55 offers an auto-focus 2 megapixel color flash-enabled digital camera that delivers more application flexibility than any other camera in any other business-class handheld mobile device. The autofocus capability provides the broad depth of field required to capture sharp images from as close as 3.9 in./10cm to infinity — and the integrated sophisticated color decode software enables the capture of bar codes. And regardless of whether you are capturing an image or a bar code, the intuitive aiming mechanism allows users to preview and accurately frame images.

The result is a versatile camera that enables the capture of a wide variety of data that can streamline business processes as well as provide new business intelligence. Users can:

- Take a snapshot or video of a scene — for example, the scene of an accident
- Capture a close-up detailed photograph of a package or machine to document condition
- Capture documents up to 8.5 in. x 11 in. that are legible down to the fine print
- Decode 1D and 2D barcodes with the onboard advanced color camera decoding software
- Capture signatures

In addition, this extensible solution enables the creation of custom plug-ins — for example, an OCR filter to enable document scanning. And since the MC55 utilizes the same Application Programming Interface (API) as Motorola's family of laser bar code scanners and imagers, the applications you are using on other Motorola scanners can be ported to the MC55 with little or no programming changes, allowing you to leverage your existing application investment.

Bar code scanning

As the inventor of bar code scanning, Motorola packs world-class bar code scanning technology into the MC55. Choose from a 1D laser scanner or a 2D imager — both scan engines are optimized to minimize power consumption to enable full-shift use even in scan intensive environments.

1D Laser Scanner

The 1D laser scanner offers the read range, accuracy and performance required to ensure rapid-fire scanning of 1D bar codes, maximizing productivity and throughput. The flexible engine enables workers to scan even damaged or poor quality bar codes as well as very long bar codes. The patented Liquid Polymer scan element eliminates friction and wear for superior reliability, with an extraordinary life cycle proven in our large installed base of millions. Additionally, intuitive operation and very bright laser lines virtually eliminate the need for training.

2D Imager

Our high performance imager allows the capture of both 1D and 2D bar codes as well as signatures on forms and other images. The patented laser aiming element utilizes a Visible Laser Diode (VLD), creating a crisp pattern that enables first time accurate image capture as well as pick list functionality — the ability to select and scan a single bar code from a large list. The illumination system enables the accurate capture of a bar code in any lighting, yet still provides the power efficiency required for full shift operation. And this omnidirectional scanner is very ergonomic — since there is no need to align the bar code and scanner, there is no need for users to turn or twist the MC55 to capture a bar code.

A rapid return on investment: designed to meet the needs of your users — and your business

Motorola's MC55 provides the technology advancements needed to not only improve employee productivity and customer service — but to also achieve the rapid return on investment (ROI) and the low total cost of ownership (TCO) required to justify this mobility solution.

The comprehensive feature set combines with a rugged design for superior future proofing — the resulting three to five year life cycle allows you to purchase one device with all the functionality required to meet your needs today and in the future.

The MC55 allows you to leverage many existing technology investments, reducing the cost of deployment. Since Motorola mobile computers share a common Mobility Platform Architecture (MPA), you can easily port applications developed for other Motorola computers and bar code scanners to the MC55 with little or no programming, increasing the value of your present applications — and since the MPA is in use in millions of mobile computers worldwide, you get mature proven software — and dependable performance.

The ability to choose a single product family to support workers inside and outside the four walls allows businesses to standardize on a single product line, simplifying life for IT and your employees — and reducing your costs. There are fewer device types for IT to support. The need for training is reduced. And a universal set of accessories can reduce your pool of batteries, chargers and more, also reducing capital requirements.

Compatibility with Motorola's best-in-class mobile device management software, Mobility Services Platform (MSP), dramatically reduces the effort required to manage your mobile devices by enabling centralized and remote control over all your MC55 devices, no matter where in the world they are located. And since MSP's Remote Deployment (RD) client is already installed on the MC55, you get true out-of-the-box automated staging — your users are up and running in minutes.

And Motorola's Service from the Start with Comprehensive Coverage further ensures uptime. This unique service sets the standard for post-deployment support by including normal wear and tear as well as coverage for internal and external components damaged through accidental breakage — significantly reducing your unforeseen repair expenses. In addition, this offer also extends coverage to the stylus, screen protector and hand strap that ship together with the MC55 mobile computers for no additional charge, making this service truly "comprehensive".

For more information

For more information on how you can put the advanced technology of Motorola's MC55 to work in your enterprise, please:

Visit us on the Web at:
www.motorola.com/mc55

Access our global directory at:
www.motorola.com/enterprisemobility/contactus

Contact your local Motorola authorized partner

About Motorola Enterprise Mobility Solutions

Every day, businesses of all sizes all over the world count on Motorola Enterprise Mobility Solutions to streamline business processes, increase employee productivity, improve customer service and increase supply chain velocity. When you choose Motorola for your mobility solution, you get the peace of mind that comes with choosing an industry leader as your technology partner. Motorola offers the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in virtually every size business in nearly every major industry. And our end-to-end solutions offer the simplicity of a single accountable source — regardless of the number of vendors involved. Our comprehensive product offering includes:

- Rugged and enterprise class handheld mobile computers with extensive advanced data capture and wireless communications options
- Business-class smartphones
- Rugged two-way radios for always on voice communications
- Private wide area and local area wireless and outside the four walls – and to network multiple business locations
- Comprehensive RFID infrastructure, including fixed, mobile and handheld RFID readers
- A partner channel delivering best-in class applications
- Software solutions that enable centralized and remote management of every aspect of your mobility solution

...as well as a complete range of pre-and post-deployment services to help get and keep your mobility solution up and running at peak performance every day of the year.

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