

The Motorola MC5590

Enterprise Digital Assistant (EDA)





- **What is the Motorola MC5590?**
- **What will the MC5590 do for your business?**
- **Features and benefits**
- **The MC5590 at work: vertical applications**
- **Why choose Motorola?**



What is the Motorola MC5590?

Mid-range, pocket-sized rugged EDA...



...for managers and task workers inside the four walls.



The Motorola MC5590 EDA delivers:

- ...robust WLAN voice and data capabilities to maximize manager and task worker productivity**
- ...the processing power and data capture options to support virtually any business application**
- ...enterprise class rugged design**
- ...true consumer styling and ergonomics**

MC5590 Polestars



Lightweight



Motorola's smallest and lightest rugged Enterprise Digital Assistant (EDA), weighing in at just over 11 ounces

Industrial Rugged Design



Built to industrial and military (MIL-STD) specifications, delivers superior performance inside the four walls or out on the road

Multi-mode data capture



No need to choose — get world-class 1D/2D bar code scanning AND a 2 megapixel auto-focus color camera with flash

Outstanding voice quality ...and functionality



Designed from the ground up for voice, offering 'toll quality' voice, push-to-talk and IP telephony support — all over the WLAN (requires voice client)

All the functionality of five devices



**Enterprises can
deploy one device
— instead of five:**

- **Reducing capital and operational costs**
- **Reducing the complexity and cost of mobility solutions**
- **Eliminating the time IT and users spend juggling multiple devices**



**What will the
Motorola MC5590 do
for your business?**

Maximize worker productivity...



- **Voice and critical business apps – all the tools needed to take action on the spot**
 - **One-to-one voice calling and group PTT for instant communications (requires voice client)**
 - **Streamlined task management**
 - **Mobile access to essential information — from pricing and inventory in retail to medical records in healthcare and task lists in hospitality**

Achieve a new level of customer service...



- **Faster response times and enhanced service**
 - **Associates have the tools to address customer needs on the spot:**
 - **Retail: associates can instantly answer questions on pricing and location, field customer calls on the floor and perform line busting**
 - **Hospitality: provide a superior guest experience through curbside check-in, tableside ordering and payment and the ability to rapidly respond to requests for concierge service, housekeeping and maintenance**
 - **Healthcare: nurses can instantly access prescription data, medical records and test results as well as call a physician right from the patient's bedside**

Achieve superior Return on Investment...



- **Replaces as many as five business devices**
 - Fewer devices to purchase and manage
- **Three to five year lifecycle**
 - Two to three times longer than consumer-grade PDA
 - Protects hardware and application investments
- **VoWLAN reduces telecommunications expenses**
- **Integrates with existing WLAN and PBX — maximizes existing technology investments (note: PBX integration is dependent on separate voice client)**

...with a low Total Cost of Ownership



- **Enterprise-class rugged construction — lower repair costs and employee downtime**
- **Motorola Service from the Start with Comprehensive Coverage**
- **Mobility Services Platform (MSP) for centralized remote management**



The Motorola MC5590 features and benefits

Enterprise Mobility features ...



...for business-essential applications



- 1 Rugged design with consumer styling**
- 2 Flexible voice functionality**
- 3 Comprehensive WLAN connectivity options**
- 4 Advanced data capture capabilities**
- 5 High-performance mobility**
- 6 Enterprise manageability**
- 7 Award-winning service and support**

1 — *Rugged design with consumer styling*



Features

- Industry-leading drop tests
 - Only manufacturer to subject devices to two tests: drop (4 ft. to concrete) and tumble (equivalent to 500 x 0.5m drops)
- IP54 sealing
- Smallest and lightest Motorola rugged EDA, with true consumer styling and ergonomics

Benefits

- Ensures reliable operation in the event of a drop — even to concrete
- Delivers reliable performance, even when exposed to dust, rain, snow and spills
- Easy to carry and use all shift long

2 — Flexible voice functionality



Features	Benefits
<ul style="list-style-type: none">• One-to-one calling• Push-to-talk (PTT) (Requires voice client)	<ul style="list-style-type: none">• Enables any type of call — from one-to-one private calls to instant walkie-talkie style calls to an individual or workgroup
<ul style="list-style-type: none">• Partner software to mobilize deskphone extensions and common PBX telephony features	<ul style="list-style-type: none">• Able to support advanced voice applications; maximizes existing technology investments
<ul style="list-style-type: none">• Flexible voice modes — handset and speakerphone	<ul style="list-style-type: none">• Provides workers with the convenience and flexibility to meet the needs of the job...and the environment

3 — Comprehensive WLAN connectivity



Features	Benefits
<ul style="list-style-type: none">• Wireless LAN (WLAN) 802.11a/b/g with flexible VoWLAN support	<ul style="list-style-type: none">• Cost-effective voice and data connectivity throughout the enterprise; enables connectivity to virtually any WLAN; support for 802.11a provides interference mitigation and enables easy segmentation of voice to ensure quality of service (QoS)
<ul style="list-style-type: none">• Bluetooth® v2.0 Enhanced Data Rate (EDR)	<ul style="list-style-type: none">• Convenient wire-free connection to modems and printers; v2.0 provides additional throughput, improved security and additional profiles

4 — *Maximum advanced data capture*



Features	Benefits
<ul style="list-style-type: none">• Multi-mode data capture in a single device (bar code scanner and high resolution camera)	<ul style="list-style-type: none">• Enables enriched data capture with a single device, improving business efficiency, data accuracy, employee productivity and effectiveness
<ul style="list-style-type: none">• Industry leading Symbol 1D laser scanner or 2D bar code imager	<ul style="list-style-type: none">• Enable rapid and intuitive capture of 1D or 2D of bar codes in use in your enterprise
<ul style="list-style-type: none">• 2 megapixel digital color camera<ul style="list-style-type: none">– Auto-focus– User controllable flash	<ul style="list-style-type: none">• Autofocus: superior image quality at virtually any distance; greater application flexibility, including ability to capture documents• Can capture pictures and documents in practically any lighting condition

5 — High performance mobility



Features	Benefits
<ul style="list-style-type: none">• 3.5 inch color high definition QVGA display (320x240)	<ul style="list-style-type: none">• Easy to view in virtually any lighting — indoor and outdoor
<ul style="list-style-type: none">• Powerful processor designed for mobility — XScale PXA270 @ 520 MHz	<ul style="list-style-type: none">• Provides desktop-like multimedia performance with lower power requirements, helping to conserve battery power
<ul style="list-style-type: none">• 128MB RAM/256MB Flash	<ul style="list-style-type: none">• Provides memory space required to enable robust performance for database application
<ul style="list-style-type: none">• Microsoft® latest mobile operating system — Windows Mobile® 6.1	<ul style="list-style-type: none">• Standards-based; increased interoperability with existing infrastructure; enhanced security; more flexible development platform; improved mobile messaging collaboration
<ul style="list-style-type: none">• User accessible microSD slot (Supports memory up to 2 GB)	<ul style="list-style-type: none">• Enables easy addition of memory and functionality

5 — High performance mobility (continued)



Features	Benefits
<ul style="list-style-type: none">• Multiple keyboard options: QWERTY, QWERTZ, AZERTY, NAV PIM or Numeric	<ul style="list-style-type: none">• Flexibility to meet diverse user and application needs — from sophisticated data entry to heavy phone use
<ul style="list-style-type: none">• Comprehensive suite of accessories	<ul style="list-style-type: none">• Virtually any accessory for any need, from desktop, wall mount and 'toaster-style' cradles to holsters, magnetic stripe readers and more
<ul style="list-style-type: none">• Motorola Mobility Platform Architecture (MPA)	<ul style="list-style-type: none">• Easy and cost-effective porting of applications from other Motorola mobile computers; ability to easily customize applications for business needs

6 — Enterprise manageability



Features	Benefits
<ul style="list-style-type: none">• Compatibility with Motorola's Mobility Software Suite	<ul style="list-style-type: none">• Provides end-to-end control over virtually every aspect of your mobile computers
<ul style="list-style-type: none">• Mobility Services Platform	<ul style="list-style-type: none">• Provides centralized and remote management of all your MC5590 devices regardless of where in the world they are located, including the ability to stage, provision and monitor devices as well as troubleshoot and resolve issues
<ul style="list-style-type: none">• Mobile Security Suite<ul style="list-style-type: none">– Mobile Security Platform– SSL Mobile VPN– IPSec Mobile VPN	<ul style="list-style-type: none">• A layered security solution that secures the data resident on your MC5590 mobile computers as well as the data in transit to and from the devices
<ul style="list-style-type: none">• Mobile Application Utilities<ul style="list-style-type: none">– Motorola PocketBrowser (PB)– Terminal Emulation (TE)– AppCenter	<ul style="list-style-type: none">• Provides application enhancements to increase the value of your MC5590 mobile computers:<ul style="list-style-type: none">– Rapid development of applications that integrate advanced data capture: bar code scanning, signature and image capture– Control which software applications and device features mobile users can access– Enable access to mainframe applications right out of the box

7 — Award-winning service and support



Service from the Start with Comprehensive Coverage

- “You’re covered — period.” Includes normal wear and tear, accidental breakage of internal and external components and the accessories that are included ‘in-the-box’
- Defined rapid repair times (3 days for Bronze; advance device replacement with Gold)
- Telephone technical support
- Automatic application of engineering changes
- Options include Commissioning Service, Express Shipping, Battery Maintenance, and Fastrack Option (UK only)

Benefits

- Unparalleled ‘from the manufacturer’ product knowledge and expertise
- Outstanding value — defined one-time cost for multiple years of coverage, never any surprise repair costs
- Provides peace-of-mind coverage from day one
- Keeps your MC5590 mobile computers up and running at peak performance; ensures maximum uptime
- Covers much more than standard warranty



The Motorola MC5590 in action...

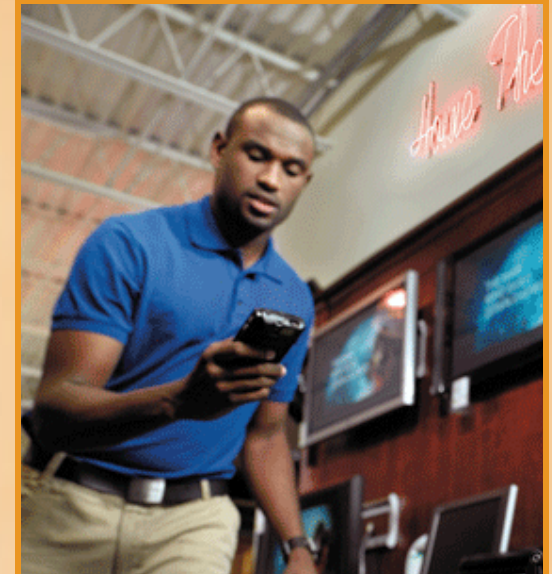
...in Retail



- **Voice: 1-1 and broadcast**
- **Task management and scheduling**
- **Information lookup**

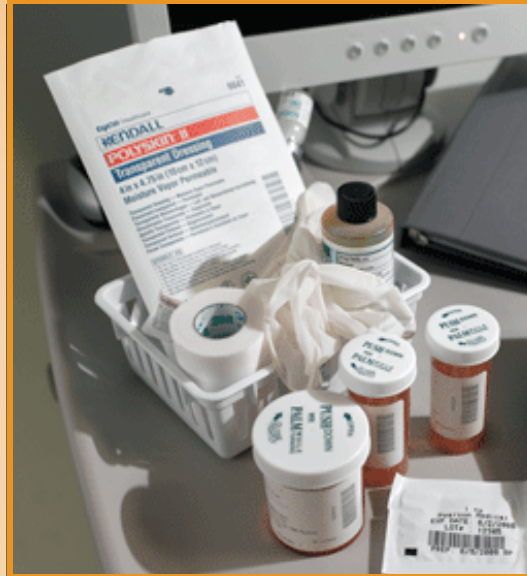


- **Email and messaging**
- **Mobile Point of Sale**
- **Inventory management: audits, mark ups, mark downs**



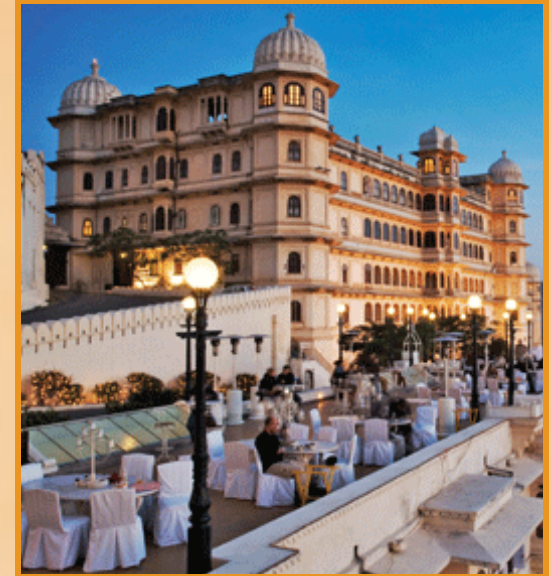
- **Mobile Customer Relationship Management (CRM)**
- **Customer calls**
- **Merchandising**

...in Healthcare



- **Voice: 1-1 and broadcast**
- **Physician reference**
- **Patient records**
- **Pager replacement**
- **Prescription lookup**

...Hospitality



- **Voice: 1-1 and broadcast**
- **Task management and scheduling**
- **Mobile check-in/POS**
- **Incoming guest calls**
- **Table-side ordering**

Why Motorola?



- **Strength of an industry leader: we know enterprise mobility**
- **Mobility leadership and technology innovation: over 1,500 patents and 100 key WLAN patents**
- **Proven products in use around the world — from small-medium size businesses to many of the world's largest companies**
- **Deep expertise in virtually every major industry**
- **True end-to-end solutions:**
 - **from mobile devices to wireless and RFID infrastructure and management software for the entire mobility solution**
 - **The most capable partner channel offering best-in-class applications and peripherals**
 - **a complete range of pre- and post-deployment services to help get and keep your mobility solution up and running at peak performance**



Questions?