



MC17 Series

Retail Mobile Computer



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; familiar interface for customers and associates eliminates the need for training

Integrated Motorola 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

Achieve revolutionary customer service excellence and associate productivity with a single innovative mobile device

Motorola's 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 Motorola'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.

SPECIFICATION SHEET

MC17 SERIES
Retail Mobile Computer

Sleek design

Easy to hold; minimizes user fatigue

320x240 QVGA color display

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)

Motorola 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

End-to-end enterprise class retail solution

Motorola 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, Motorola offers Service from the Start with Comprehensive 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 the MC17 Series, visit us on the Web at www.motorola.com/MC17 or access our global contact directory at www.motorola.com/enterprisemobility/contactus

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: 10,000 ft. candles

Wireless Networking

WLAN: Wi-Fi IEEE 802.11a/b/g

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

User Environment

Operating Temperature: 32° to 104° F/0° to 40° C

Storage Temperature: 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 CISPR A 22

Radio frequency: USA: FCC Part 15.247
Canada: RSS-210
EU: EN 300 328
Japan: ARIB STD-T33, ARIB STD-T66
Australia: AS/NZS 4268

Environmental: ROHS compliant

For countries outside USA, Canada, European Economic Area, Japan or Australia, consult your local Motorola 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



MOTOROLA

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Ready for



Retail Integration Framework