



NEW ET51 / ET56 Tablets in Windows and Rugged Tablet Update



February 26th, 2019



Agenda

- ET51/56 - Leonardo Borgini, Regional Product Manager, EMEA
 - Features and benefits
 - Services
 - Marketing overview - Lorna Hopkin, Product Marketing Manager, EMEA
 - Dates
 - Resources
 - Rugged Tablet Update - Oliver Ledgard, EMEA Business Development Lead – Tablets
 - Xplore acquisition
 - Portfolio
 - Opportunity
 - Configurations - Leonardo Borgini, Regional Product Manager, EMEA
 - Questions - Panel
- 
- 



NEW ET51 / ET56 Tablets in Windows



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



Complementary products for applications across the enterprise

Zebra Tablets



ET50 semi-rugged -> **ET51 (new !)**

- 8" or 10", Windows or Android
- WLAN Connectivity



ET55 semi-rugged -> **ET56 (new !)**

- 8" or 10", Windows or Android
- WAN/WLAN Connectivity

Key Xplore Tablet Platforms

The NEW L10 Platform



- Highest performance – Intel 8th Gen processors
 - Enhanced durability – 6 foot drop
 - WAN/WLAN options
 - Common accessory ecosystem
- Windows (now), Android (future – with Zebra Mobility DNA)

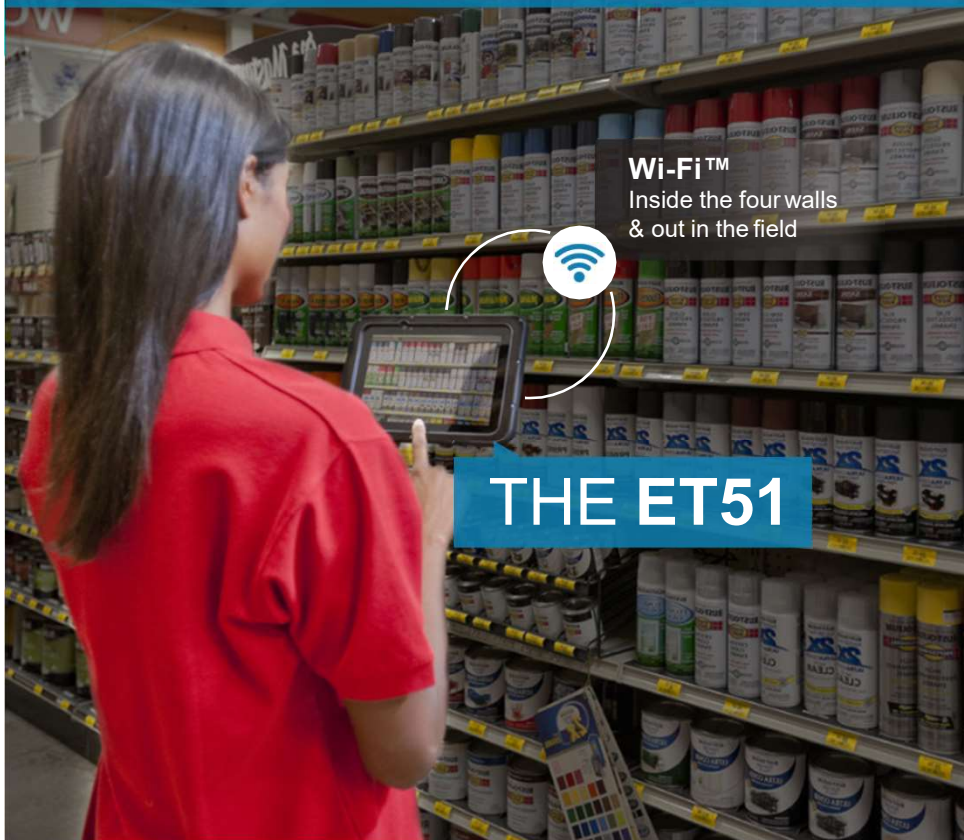


XSLATE R12

- High-performance 12" tablet
 - Windows semi-rugged
 - Available as Slate or 2-in-1
- Ideal for Public Safety and Mobile Worker



Two models to best to connect workers



Features and Benefits





Same form factors as previous generation





Operating System



WINDOWS 10 IoT Enterprise

with Semi Annual
Channel updates



Windows version 1803
Redstone 4 (RS4) at launch

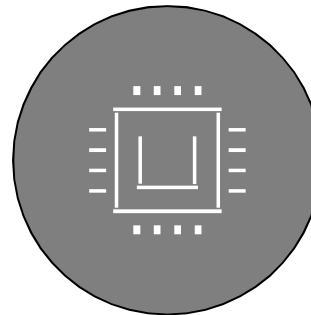


Platform

Faster Memory Access



New Intel Atom
Apollo Lake E3940
1.6GHz, Quad Core

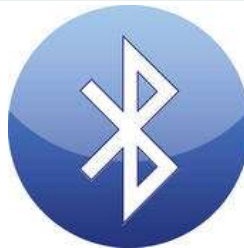


Low-Power Memory
LPDDR4 RAM
4 GB standard
(with 64 GB Flash)

State of the Art Connectivity



Enhanced WiFi
802.11 a/b/g/n/**ac/r/k/v**



Bluetooth 4.2
Class 2

USB-Type C
for Audio and communications





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



Extended Temperature Range



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

1 m
3.3 ft.
(1.8 m with
rugged frame)

Drop specs of the
previous generation
supported across new
temperature range



Compatible with most ET5x accessories:

FULLY COMPATIBLE

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



EXCEPT FOR:

- Stylus
- Screen protectors
- Batteries
- USB/audio

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
3300 mAh @ 8V

4-6 hrs.

10.1 in. Display
4950 mAh @ 8V

7-9 hrs.



OPTIONAL EXPANSION BACK HOT SWAPPABLE BATTERY

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

ET51/ET56 internal batteries are NOT compatible with ET50/ET55 batteries



FULLY COMPATIBLE

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

Features Recap



ET51/56 Feature Comparison to ET50/55

	ET50 and ET55 Windows	ET51 and ET56 Windows
Display	8.3" and 10.1"	8.4" and 10.1"
Brightness	380 NITS	800 and 600 NITS
I/O Connector	<ul style="list-style-type: none"> • Bottom Connector : 40 Pin (USB3.0) • Side Connector: USB 2.0, MicroUSB, Audio Jack • SD card 	<ul style="list-style-type: none"> • Bottom Connector : 40 Pin (USB3.0) • Side Connector: USB Type –C • SD card
Operating Temp	0°C to +50°C	-20°C to +50°C
Memory	4GB/64GB Custom: 4GB/128GB	Standard : 4GB/64GB RAM : 4GB/8GB ; Flash:128GB/256GB
Processor	Intel Atom BayTrail Z3795 (64 bit OS Quad Core)	Intel Atom Apollo Lake E3940 (Quad Core)
SKUs	WLAN & WAN	WLAN & WAN
Battery	5900mAh (22.4Wh)and 8700mAh (33.06Wh)	24Wh and 37Wh
GPS	GPS, GLONASS, Galileo	GPS, GLONASS, Galileo,
WAN	LTE - cat 3 (100/50Mbps) GSM/GPRS/UMTS/HSPA/LTE	LTE - cat 9,2CA DL (100/50Mbps) UMTS/HSPA/LTE
WLAN	802.11a/b/g/n/	802.11a/b/g/n/ac/r/k/v
Bluetooth	BT 4.0	BT 4.2
Sensors	Accelerometer, Gyro, Light Sensor, Magnetometer	Accelerometer, Gyro, Light Sensor, Magnetometer
Camera	Rear Camera : 8MP Front Camera: 2MP	Rear Camera : 8MP Front Camera: 2MP
Microphone	Two Microphone (Front and Back)	Two Microphone (2 Front Facing)
Audio Jack	Yes, 3.5mm	No (will be through USB- Type-C)
Speaker	Stereo Speaker	Stereo Speaker
NFC	Yes	Yes
SIM	MicroSIM	NanoSIM
Windows Home Button	Yes	No



**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 Tablets in Windows – Marketing Overview



ET51 / ET56 Key Timing Dates

Date	Activity
14 th Feb 2019	DN / VAD page live
26 th Feb 2019	Channel briefing webinar
27 th Feb 2019	PMB / Partner Gateway reseller page live
27 th Feb 2019	First book date
26 th Mar 2019	Public announce / product page goes live on Zebra.com
26 th Mar 2019	Marketing campaign is activated – Social media, advertisements and telemarketing
Mar 2019 onwards	In-country local launch activities

ET51 / ET56 Marketing Tools on Partner Gateway

March 2019 Launches



TABLETS

Zebra ET51/56 Tablets

Perfect Blend of Light-Weight with Impressive Ruggedness

The ET51/56 is an update to the popular ET50/55 family of tablets. The new products are faster, offer more storage—and have touchscreen, daylight readable displays and stronger batteries. They also offer better cold resistance for use in freezers or even just frigid climates. Yet, they are the same size and weight and use nearly all the same accessories as their predecessors.

The Zebra ET51 WLAN and ET56 WWAN Windows tablets are more attractive and continue to be the perfect blend of light-weight with impressive ruggedness. Users also have a choice of display sizes, an 8.4 inch or 10.1 inch, both of which supply daylight viewability and have a drop specification of up to 7ft./2.1m. With a full accessories ecosystem, the ET51/56 can adapt to a wide variety of working conditions, environments and use cases.

The target markets are retail (ET51) transportation and logistics (ET51/56), manufacturing (ET51), DSD/route accounting (ET51/56) and field service/sales (ET56).

Key Dates:

- **Distributor Announcement:** February 14, 2019
- **Product Marketing Bulletin Announcement:** February 27, 2019
- **First Book Date:** February 27, 2019
- **Public Launch:** March 26, 2019

Key VAD Resources:

- [Distributor Notice](#) >
- [Specification Sheet](#) >
- [Specification Sheet \(A4\)](#) >
- [Sales Battle Card](#) > **COMING SOON**
- [Sales Battle Card \(A4\)](#) > **COMING SOON**
- [Product Descriptions](#) > **COMING SOON**
- [Master VAD / Partner Presentation \(pdf\)](#) > **COMING SOON**
- [Customer-facing Presentation \(pptx\)](#) > **COMING SOON**



Launch Distributor Notice – DN-10122

Date: February 14, 2019
 Business Segment: EMC DCS SPG Service Other
 Contact: Ed Benforado and RPMs
 Telephone & E-Mail: 224-229-0312
 ed.benforado@zebra.com

Urgency Level	Notice applies to regions:	Government:	Published for:
General Information	<input checked="" type="checkbox"/> North America <input checked="" type="checkbox"/> Latin America	<input checked="" type="checkbox"/> EMEA <input checked="" type="checkbox"/> North America <input checked="" type="checkbox"/> State & Local	<input checked="" type="checkbox"/> Distributors <input checked="" type="checkbox"/> and OEMs only

Description:	ET51 and ET56 (Windows OS) Launch Announcement
Reason for Change:	DN-10122: Announcing New ET51 and ET56 Windows tablets

1. ET5x Tablet Portfolio Update Overview

Zebra is pleased to announce new additions to the ET5x Tablet portfolio to address growing customer and market needs: the new ET51 and ET56 Tablets with Microsoft Windows 10 IoT Enterprise Operating System.

The new ET51 and ET56 tablets are well suited to address the growing needs of enterprise customers operating in Retail, Field Mobility, Manufacturing and Warehousing environments. Most ET5x accessories are compatible with the new ET51/ET56 tablets which will protect and re-use existing infrastructure investments (please see Section 3 for details).

These new models bring several updates and improvements to the ET5x family that will better meet user requirements, including:

- Intel Atom Apollo Lake E3940 Quad core processor.
- New display and touch panel for higher visibility indoors and outdoors (8.4" and 10.1" configurations) and multi-input support (finger, gloved finger, stylus).
- USB Type-C connector on the side, replacing legacy connectors.
- Extended operating temperature (-20C to 50C).
- Additional 802.11 protocol support, including 802.11a/b/g/n/ac/ix/v
- For WWAN models, updated LTE data capabilities and nano-SIM support
- Updated Bluetooth capabilities (BT 4.2 type)
- Support of passive stylus (no batteries needed / more durable)

Topology #: TWP-1280-01 rev. 4
 (09/18/17 REV A, 04/12/2018)

Zebra Technologies Confidential Restricted

Page 1 of 11

PRODUCT SPEC SHEET
 ET51/ET56 WINDOWS ENTERPRISE TABLET



ET51/ET56 Windows Enterprise Tablet

The surprisingly rugged, thin and light tablet

When it comes to choosing a tablet for your business, your workers want sleek consumer styling, while you need enterprise-class durability, data capture and an accessory family that allows you to create the perfect tablet solution for your environment, workers and apps. Now you can have it all with the ET51 and ET56 Enterprise Tablets. The thinnest and lightest of the full line of Zebra rugged tablets, computers, the ET51 and ET56 provide your workers with the same great styling they love on their personal tablet. You get a tablet built to handle all-day, every-day business, inside and outside your four walls. Both the compact 8.4 inch or full size 10.1 inch model have bright, daylight viewable displays, and are loaded with features that make data capture easy. And a wide range of accessories boost ruggedness, simplify charging, extend battery life and make this tablet easy to carry and use 24/7. The ET51/ET56 Enterprise Tablets — all the features your business needs, with the consumer good looks your workers want.



Built for all-day every-day business

Dugged and ready to use indoors and outside
 Visibility matters will keep your tablets from delivering the valuable operation you need — it's built to handle drops to concrete, rain, snow, dust, extreme heat, extreme temperatures, splatters and over a hose down at full force. And you can virtually double the outside drop specification from 3.7 ft. to 6.6 ft. with the optional rugged frame. The Corning® Gorilla Glass display provides scratch and shock resistance, protecting one of the most valuable components on any tablet. And vibration testing ensures the tablet is built for use in practically any vehicle, from trucks in a warehouse to delivery and other trucks out on the road.

Class best brightness and your choice of screen size
 The compact, small and light 8.4 in. model is ideal when size and weight are most important. The 10.1 in. model is ideal for information intensive apps, providing maximum display area. No matter which display you choose, you get class best brightness that makes the ET51/ET56 the easiest to read tablets in virtually any lighting conditions — including bright sunlight.

Advanced touchscreen technology
 Workers can choose their preferred data input mode: a trigger, with or without a glove, or a passive digitizer for more precision. And every input mode works, even if the display is wet.

The fastest wireless connections inside and outside the four walls
 With support for 802.11, the ET51 and ET56 work on virtually any WiFi network. And with support for LTE on the ET56, you can give workers in the field a dependable, fast cellular connection just about anywhere in the world. The result? The constant connectivity your workforce needs to improve productivity and customer service quality.

Dependable 24x7x365 power
 The removable battery guarantees that the ET51 and ET56 never need to be taken out of service to charge — just swap in a fully charged battery at any time. And if you're looking to power the longest of shifts, just add a second optional hot-swappable battery via the innovative separation back to more than double the battery run time.

The ET51/ET56 — the surprisingly rugged, thin and light tablet.
 For more information, visit www.zebra.com/et5



Rugged Tablet Update



Zebra Technologies acquisition of Xplore

Business »

Zebra Technologies completes \$90M acquisition of Xplore Technologies

Daily Herald
Suburban Chicago's Information Source

The Silicon Review

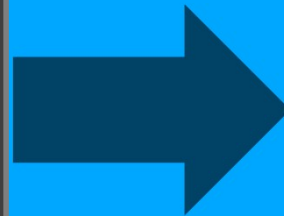
“In today’s on-demand economy, investments to digitize operations are central to our customers’ strategies. The acquisition of Xplore enhances our product lineup and gives Zebra a complete rugged tablet portfolio that enables our customers to gain a performance edge”

CEO of Zebra Technologies, Anders Gustafsson





**EXCITED
AT OUR GROWTH
OPPORTUNITIES**



- Complimentary Product Portfolio
- Vertical Markets Expansion
- Well Positioned in Rugged Tablet Market
- Unique Coverage of Big Screen Segment

A Rugged Lineup of Enterprise Tablets

Complementary products for applications across the enterprise

Zebra Tablets



ET50 semi-rugged

- 8" or 10", Windows or Android
- WLAN Connectivity
- Common accessory ecosystem



ET55 semi-rugged

- 8" or 10", Windows or Android
- WAN/WLAN Connectivity
- Common accessory ecosystem

Key Xplore Tablet Platforms

The NEW L10 Platform



XSLATE **XPAD** **XBOOK**

- Highest performance – Intel 8th Gen processors
 - Enhanced durability – 6 foot drop
 - WAN/WLAN options
 - Common accessory ecosystem
- Windows (now), Android (future – with Zebra Mobility DNA)



XSLATE R12

- High-performance 12" tablet
- Windows semi-rugged
- Available as Slate or 2-in-1
- Ideal for Public Safety and Mobile Worker

Legacy Xplore Tablets



XC6 ultra-rugged
Windows



Bobcat full-rugged
Windows



B10 fully-rugged
Windows



D10 fully-rugged
Android



Motion F5 semi-rugged
Windows

Vertical market expansion



RETAIL



T&L



MANUFACTURING



HEALTHCARE



UTILITY SERVICES



PUBLIC SAFETY



GOVERNMENT



TELECOMMUNICATIONS



NATURAL RESOURCES



CONSTRUCTION

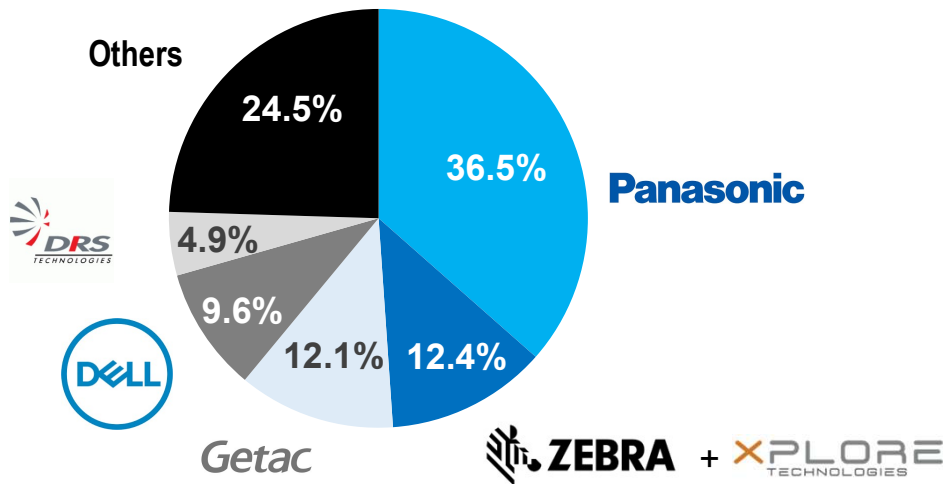
Strong position in the rugged market place

Continued investments in fastest growing market segment in mobile computing to gain share

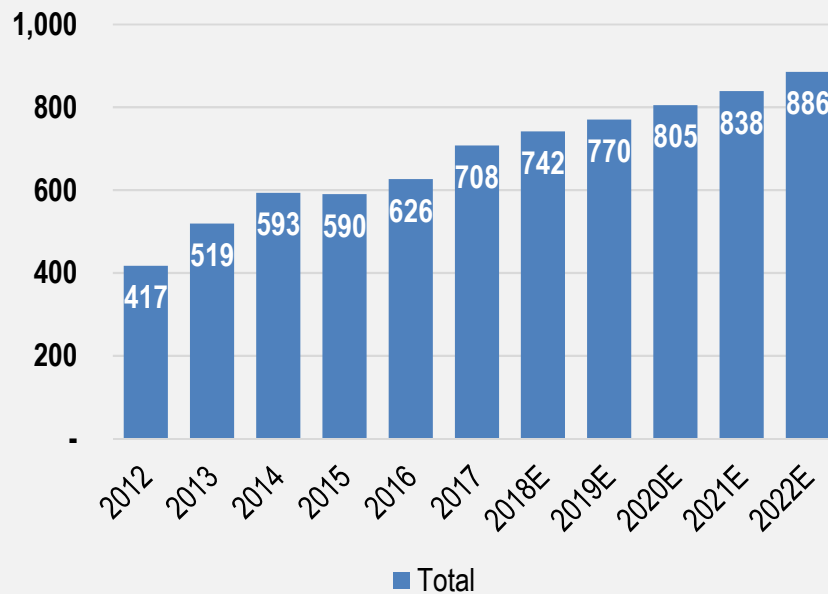
1H 2018 RUGGED TABLET SERVICE ADDRESSABLE MARKET (SAM) / SHARE

\$366M

▲ 26.1% YoY



The tablet market remains strong over the next 5 years



Market research reports are forecasting continued growth between 2017 and 2022:

- VDC Forecast: **4.6%**
- infiniti Research Forecast: **6.8%**

You Can't Put a Price on Successful Experience... But you can value it more than anything else.

Finish Line

Schlumberger

verizon

Disney

CVS/pharmacy

DSW

Hertz



That's why some of the biggest brands in the world choose



CSX
TRANSPORTATION



XPLORE

Piedmont
Natural Gas

Mercedes-Benz

FedEx

Gaumard
Simulators for Health Care Education



P&G



Deutsches
Rotes
Kreuz

DAIMLER

British Gas

EMBRAER

macy's

MERCK



XPLORE



NEW ET51 / ET56 Tablets in Windows – Configurations





ET51 and ET56 in Windows SKUs:



Part Number	Description	Discount Group	List Price (US\$)	Planned First Booking	Comments
ET51AE-W12E	8.4" DISPLAY, WIN10, INTEL E3940, 4GB RAM, 64GB FLASH, WLAN ONLY, PWRS SOLD SEPARATELY	T1	\$1399	February 2019	First shipments in March
ET56BE-W12E	8.4" DISPLAY, WIN10, INTEL E3940, 4GB RAM, 64GB FLASH, WLAN WAN, PWRS SOLD SEPARATELY	T1	\$1703	April 2019	Availability will be communicated via DN / PMB (standard process)
ET51AT-W12E	10.1" DISPLAY, WIN10, INTEL E3940, 4GB RAM, 64GB FLASH, WLAN ONLY, PWRS SOLD SEPARATELY	T1	\$1551	May 2019	Availability will be communicated via DN / PMB (standard process)
ET56BT-W12E	10.1" DISPLAY, WIN10, INTEL E3940, 4GB RAM, 64GB FLASH, WLAN WAN, PWRS SOLD SEPARATELY	T1	\$1825	June 2019	Availability will be communicated via DN / PMB (standard process)

ET51 Windows Availability:

- Country Approvals available at launch (ET51 8'' WLAN Windows):

EU countries	Turkey
Switzerland	United Arab Emirates
Norway	Saudi Arabia
Serbia	Qatar
Bosnia	Israel
Montenegro	Egypt
Macedonia	Kenya
Iceland	French Guiana
Ukraine	Namibia
Georgia	

- Later Country Approvals (ET51 8'' WLAN Windows):

Nigeria (expected: End of March)
Russia (expected: Early May)
South Africa (expected: Early July)

- Stay tuned for availability of ET51 10'' and of ET56 !



Questions?





Thank you !

