



L10 Android, L10 Windows ATEX, ET 51/56 Android and rugged tablet update

Rugged mobility to get the job done.
Anywhere. In any condition.
In lightning-fast time.



Agenda

- ET51/56 Android - Leonardo Borgini, Regional Product Manager
- L10 Android - Leonardo Borgini
 - Features and benefits
- L10 Windows ATEX - Leonardo Borgini
 - Features and benefits
- Configurations & Prices - Leonardo Borgini
- L10 Marketing overview - Lorna Hopkin, Product Marketing Manager, EMEA
 - Dates
 - Resources
 - New assets
- Rugged Tablet Update - Lorna Hopkin
 - Xplore acquisition
 - Portfolio
 - Sales promotions
 - Rugged tablet target markets
- Questions



NEW ET51 / ET56 Android Tablets



UPCOMING ANNOUNCEMENTS - TABLETS

ET51 and ET56 Android Tablets

ET51 (WLAN)

ET56 (WAN)



- 8.4" and 10.1" configurations
- Qualcomm Snapdragon 660 Platform, common with other Zebra Android Products recently launched
- Integration with Mobility DNA and Zebra Android Environment
- Extended operating temperature (-20 C to 50 C)
- New display for higher visibility indoors/outdoors
- Backward compatible with most ET5x accessories

Launching soon

**Do not miss the Enablement Webinar
26th August 11:00 BST**

Description	First Customer Shipment
8.4" Android GMS, 4GB + 32GB, WLAN	September
10.1" Android GMS, 4GB + 32GB, WLAN	September
8.4" Android GMS, 4GB + 32GB, WLAN WAN	September



L10 Android (L10 A)

Zebra / Xplore Rugged Tablets Space

Key Xplore Tablet Platforms



WINDOWS

Legacy Xplore Tablets



The first Xplore products on the Zebra Android Platform

OGIES



D10
Android 6.0.1 - No Zebra DNA



M60
Android 8.0.1, No Zebra DNA

ANDROID

L10 Android Platform



QUALCOMM SDM660 Architecture

- 10 year availability based on IoT Market Needs
- Common platform with 7 recently released Products (TC72/TC77, TC52/TC57, PS20, MC9300, TC8300, VC8300, CC600/6000) and more to come

Mobility DNA



WFC PTT Express



WFC PTT Pro



WFCVoice



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

L10 Android: Major Options

Form Factor:

- Handle, no Handle, or 2 in 1 form factor

Display (based on 10.1", 1920 x 1200 pixels):

- Standard 500 nit
- View Anywhere 1000 nit
- View Anywhere 1000 nit with Active Digitizer display

Platform (all based on Snapdragon 660 2.2GHz):

- 4 GB RAM / 64 GB eMMC
- 4 GB RAM / 128 GB eMMC
- 8 GB RAM / 128 GB eMMC *[8 GB RAM available from phase 2]*

Connectivity:

- Launch with WWAN/WLAN SKUs Only



XPAD™



XSLATE™



XBOOK™

L10 Family Ruggedness

Magnesium Frame

- Harder than steel, lighter than aluminum

Robust Design

- Thicker Gorilla Glass 3
- Bezel around display & Standard Protection Film
- Rubber bumpers

MIL-STD-810G

- Withstands drops from 6'
- Tested/verified by external lab

IP-65

- Dustproof and waterproof to protect against heavy rains, drops into puddles, and fine sand ingress
- IP65 Keyboard with backlight

Operating Temperature:

- -20 deg C to +60 deg C

Android ATEX options planned Q4 2019



Data Capture

Integrated Scan Engines:

- 2D (SE4710) Imager, XPAD only

Barcode Scanner



Barcode Trigger



'Platform' Cameras:

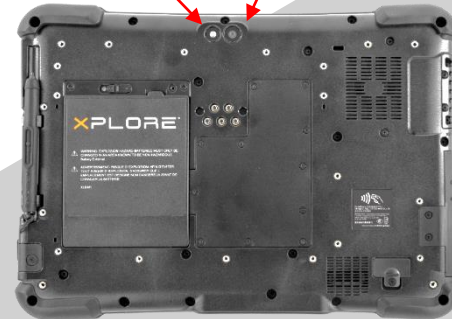
- 13MP rear camera with Flash, 5MP front facing camera
- **Note:** Simulscan features are being migrated to Google Core Data Capture library but will not be available on Android O.

Front Camera



Flash / Torch

13 MP Camera



RF Data Capturing:

- NFC is standard on all SKUs
- AEI UHF RFID option (Q4 19)

Inheriting Accessories from L10 Windows family

Vehicle
Dock



Industrial
Dock



Kickstrap



Top Handle



True Serial



Std Battery



Extended
life
battery



Battery
Charger



Key Differences from Windows version:

- No Office Dock on L10 A
- Smart Card (CAC) not supported on L10 A
- Pass-Through Antenna: not available at launch, TBC for phase 2

L10 Android, L10 Windows, D10 Comparison

	D10 Android	L10 Windows	L10 Android	Comments
OS	Android 6.0.1	Windows 10 Pro	Android 8.0.1	
Processor	Atom E3845	Apollo Lake Pentium, 8th gen i5, i7	Qualcomm 660	
Memory / Storage	4 GB RAM 64 GB Storage	4 GB – 8 GB RAM 64 GB – 1 TB Storage	4 GB – 8 GB RAM 64 GB – 128 GB Storage	• 8 GB RAM available from phase 2
Display	10.1"	10.1"	10.1"	
Brightness	500 Nits	500 Nits, 1000 Nits, 1000 + Digitizer	500 Nits, 1000 Nits, 1000 +Digitizer	
SKUs	WWAN/WLAN or WLAN only	WWAN/WLAN or WLAN only	WWAN/WLAN only	
WAN	4G LTE	4G LTE	4G LTE, up to 600 Mbs download, 150 MBs upload	
WLAN	802.11 ac	802.11 ac	802.11 ac Wave 2, a/b/g/n	• Added support for Wave 2 ac protocol
Bluetooth	BT 4.0	BT 4.2	BT 5.0	
GPS	GNSS (GPS, GLONASS, Galileo, SBAS)	GNSS, Glonass, Galileo, Navisys Technology	Navstar, GLONASS, Galileo, A-GPS	
Barcode Scanner	-	Integrated Barcode Scanner on XPAD only	Integrated Barcode Scanner on XPAD only	
Camera	Rear Camera : 5 MP Front Camera: 2 MP	Rear Camera : 13 MP Front Camera: 2 MP	Rear Camera : 13 MP Front Camera: 5 MP	
Microphone	One Microphone	Two Microphone (2 Front Facing)	Two Microphone (2 Front Facing)	
Speaker	Mono Speaker	Mono Speaker	Mono Speaker	
NFC	no	Optional	Standard	
SIM	Micro Sim	Dual Nano SIM	Dual SIM	
Battery	39.2 Whr or dual battery configuration w/ 31.1 WHr and 59.2 WHr	36 WHr, 98 WHr; hot swappable	36 WHr, 98 WHr; hot swappable	• Some features of PP+ not supported on L10A, to keep compatibility w/ Windows
I/O Connector	<ul style="list-style-type: none"> Docking Connector (2) USB 3.0 – Type A Micro-SDXC Port Micro-HDMI out RJ-45 10/100/1000 audio in/out 	<ul style="list-style-type: none"> Docking Connector (2) USB 3.0 – Type A USB 3.0 / Display Port – Type C RJ-45 10/100/1000 Micro-SDXC Port audio in/out Fingerprint Reader 	<ul style="list-style-type: none"> Docking Connector (2) USB 2.0 – Type A USB 3.0 / Display Port – Type C RJ-45 10/100 Micro-SDXC Port audio in/out 	<ul style="list-style-type: none"> USB 3.0 not supported on USB Type-A ports of L10 A No Fingerprint Reader support on L10 A
Environmental	-34 °C to 60 °C, IP65, 5' drop	-20°C to +60°C, IP65, 6' drop	-20°C to +60°C, IP65, 6' drop	
Docks/Accessories		Common L10 Ecosystem		• PTA available phase 2 (TBC), SmartCard CAC, Office Dock not supported on L10 A



L10 Windows ATEX

Four Dedicated SKUs

- Two XSLATEs (Pentium & i5)
- Two XPADs (Pentium & i5)
- All Windows models



ATEX certifications L10 Windows

Zone 2(2): where
explosive mixture is

**not likely to occur in
normal operation**

**- If it occurs it will
exist only for
a short time**

All Gas Type Groups:

- Industrial methane, propane, petrol
- Ethylene, coke oven gas & other industrial gases
- Hydrogen, acetylene, carbon disulphide

Dust Type Groups:

- Combustible Flyings
- Non-Conductive Dusts
(conductive dusts are excluded)

Differences Standard vs ATEX SKUs

		Std Windows SKUs	ATEX Windows SKUs
Size	XSLATE	11.1" x 7.7" x 0.88" (281 x 195 x 22 mm)	12" x 8.9" x 1.2" (305.1 x 225.6 x 31 mm)
	XPAD	11.1" x 10.0" x 0.88" (281 x 256 x 22 mm)	12" x 11.0" x 1.3" (305.6 x 278.7 x 32 mm)
Weight	XSLATE	2.87 lbs 1.3 kg	3.9 lbs (1.8 kg)
	XPAD	3.26 lbs 1.48 kg	4.6 lbs (2.1 kg)
IP level		IP65	IP54
Configurations		All XSLATEs, XPADs, XBOOKs	4 SKUs, XSLATE & XPAD
Design			Embeds Protective Armor Case
Accessories		Large family of accessories, including external modules & docking stations	Not compatible with L10 External Modules and Docking Stations

Accessories not compatible, ATEX SKUs

L10 ATEX units are **NOT** compatible with any external modules or accessory, including:

- Office dock
- Industrial dock
- Vehicle dock
- Companion Keyboards (this includes all XBOOK configurations)
- Kickstand & KickStrap
- Extended life battery
- Smart Card reader
- Carry Case
- Shoulder Strap
- Soft Handle
- Serial Port
- HDMI-In Port

Difference between ATEX certifications for B10 and L10 Windows

	B10 ATEX SKUs	L10 ATEX SKUs
Configurations	All B10 XSLATEs	4 SKUs, XSLATE & XPAD
Type of Certification	Self-declaration	By Third Party lab & Accredited certification body
Coverage	<ul style="list-style-type: none">• Gas only• Covering only gases with Ignition Temperature > 135°C	<ul style="list-style-type: none">• Gas & Dusts• Covering all gases with Ignition Temperature > 85°C• IECEX Certified
Lifecycle	Approaching End of lifecycle	New Product, just launched



Configurations (L10 Android & L10 Windows ATEX)

L10 Android SKUs

- Two early-release SKUs will be available since 4th June, in limited Qty
- All other SKUs will be available as FCS on July 18th, 2019
- Please refer to the upcoming bulletins for details about country certification dates

PN:	Description	Booking	FCS	List Price
RTL10B1-A1AS0X0000A6	L10, QUALCOMM 660, NFC, WLAN, WWAN W/GPS, XSLATE , 10.1", STANDARD 500 NIT, IP65, 4 GB RAM, 64 GB eMMC, ANDROID, STANDARD BATTERY, ROW	Open	4th June, 2019	€1,759.12
RTL10B1-G1AS0X0000A6	L10, QUALCOMM 660, NFC, WLAN, WWAN W/GPS, XPAD , 10.1", STANDARD 500 NIT, BCR, IP65, 4 GB RAM, 64 GB eMMC, ANDROID, STANDARD BATTERY, ROW			€2,023.12
All other SKUs/configurations	-	July, 2019	July 18th, 2019	-

L10 Windows ATEX SKUs

PN:	Description	Booking	FCS	List Price
RSL10-LAO6W4W4A0X0N0	XSLATE L10 , ATEX/IECEX, 10.1", ACTIVE VIEWANYWHERE 1000 NIT, SHORT ACTIVE PEN, IP65, CORE I5 VPRO , 16 GB, WLAN, WWAN W/GPS, 128 GB PCIE SSD, WIN 10 (64BIT), EU PWR	Open	June 17th, 2019	€3,968.19
RPL10-LRO6W4W4A0X0N0	XPAD L10 , ATEX/IECEX, 10.1", ACTIVE VIEWANYWHERE 1000 NIT, LONG ACTIVE PEN, BCR, IP65, CORE I5 VPRO , 16 GB, WLAN, WWAN W/GPS, 128 GB PCIE SSD, WIN 10 (64BIT), EU PWR			€4,332.69
RSL10-LAO2W1W4A0X0N0	XSLATE L10 , ATEX/IECEX, 10.1", ACTIVE VIEWANYWHERE 1000 NIT, SHORT ACTIVE PEN, IP65, PENTIUM , 8 GB, WLAN, WWAN W/GPS, 128 GB SSD, WIN 10 (64BIT), EU PWR			€3,239.19
RPL10-LRO2W1W4A0X0N0	XPAD L10 , ATEX/IECEX, 10.1", ACTIVE VIEWANYWHERE 1000 NIT, LONG ACTIVE PEN, BCR, IP65, PENTIUM , 8 GB, WLAN, WWAN W/GPS, 128 GB SSD, WIN 10 (64BIT), EU PWR			€3,603.69

- All country certifications achieved or planned for L10 Windows will apply to ATEX SKUs



L10 Marketing Overview

L10 Android – key dates

DESCRIPTION	DATE(S)
DN / VAD page live	30th May
FCS L10A (early configurations)	14 th June
PMB released	28 th June
Reseller enablement webinar	26 th June 2-3
FCS full range of SKUs	18 th July
Public announcement – product page live on Zebra.com	18 th July
Marketing campaign is activated – Social media, advertisements and telemarketing	18 th July
In-country local launch activities	Aug onwards

L10 Android - Assets

XSlate, XPad, XBook L10 Android	Details
Data Sheet	Web posting 31 st May, 2019
Battlecard	Web posting 2 nd July, 2019
Customer Facing .ppt	Web posting 2 nd July, 2019
Word Descriptions	Web posting 27 th June, 2019
PMB	Web posting 28 th June, 2019
5 Reasons to Buy	Web posting Q3, 2019
Zebra.com update	Web posting 18 th July, 2019
FAQ	Web posting 28 th June, 2019
Solution Builder	Update descriptions
Solutions Web Page Documentation	Load BSPs & Release Notes
Regional GTX/Updates/ Training	Regional update/training/GTX

New Assets



A collection of Zebra rugged tablets in various sizes and orientations, some with keyboards, displayed against a white background with blue geometric accents.

ZEBRA

Make the Smart Rugged Choice
ZEBRA RUGGED TABLETS
April 2019



A collection of Zebra rugged tablets in various sizes and orientations, some with keyboards, displayed against a white background with blue and black geometric accents.

ZEBRA

Zebra Rugged Tablets Portfolio Overview

Rugged mobility to get the job done. Anywhere. In any condition. In lightning-fast time.



A collection of Zebra professional tablets in various sizes and orientations, some with keyboards, displayed against a white background with blue and black geometric accents.

Zebra Professional Tablets Portfolio

Zebra Professional Tablets Portfolio

High Performance Tablets from the World Leader in Rugged Mobile Technology

Zebra's versatile rugged tablets are designed specifically for the demands of your industry. From field mobility and warehouse management to transportation and healthcare, our business tablets enable you to streamline everyday tasks accurately and efficiently.

Our tablets portfolio offers solutions with multiple CPU levels, display sizes, form factors and operating systems. This guide helps you discover which solution best fits your needs.



A collection of Zebra rugged tablets in various sizes and orientations, some with keyboards, displayed against a white background with blue and black geometric accents.

ZEBRA CAPTURE YOUR EDGE

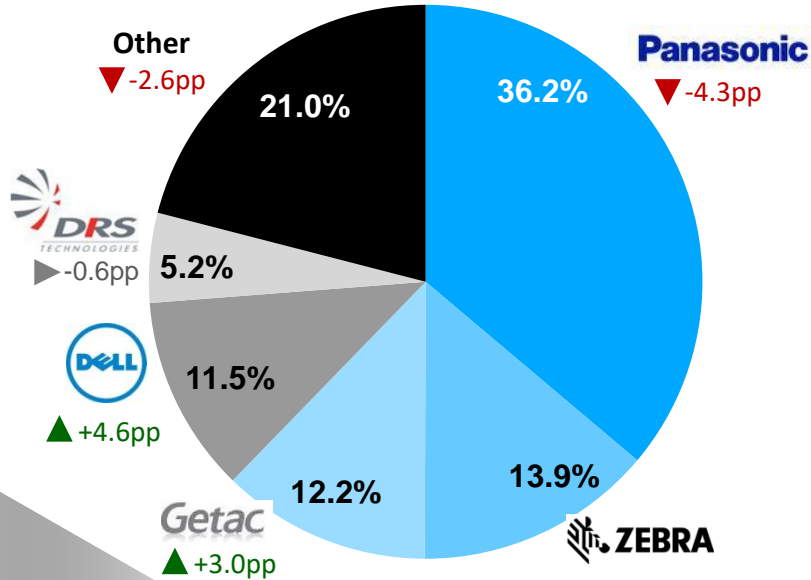
Zebra Rugged Tablet Portfolio
Engineered to Endure. Designed to Perform.



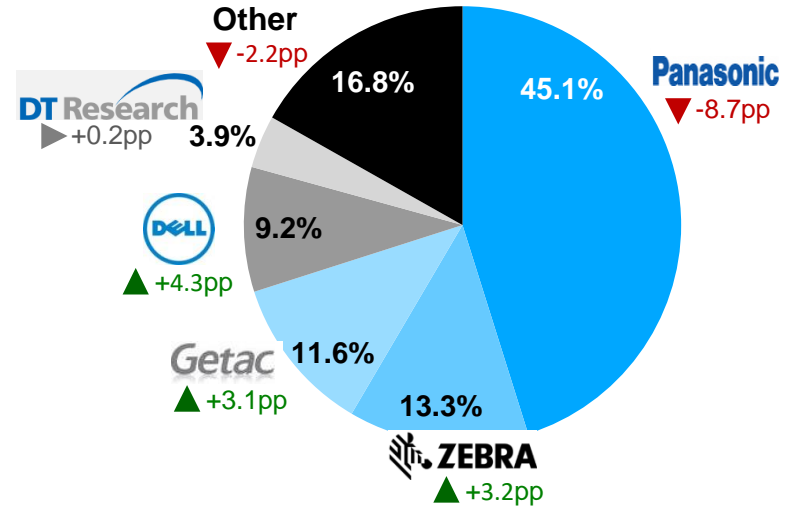
Rugged Tablet Update

Rugged tablet SAM Share 2018

GLOBAL RUGGED TABLET SAM / SHARE
\$697M ▲ +5.7%



EMEA RUGGED TABLET 2018 SAM / SHARE
\$239M ▲ +1.3%



VERTICAL MARKET EXPANSION



RETAIL



T&L



MANUFACTURING



HEALTHCARE



UTILITY SERVICES



PUBLIC SAFETY



GOVERNMENT



TELECOMMUNICATIONS



NATURAL RESOURCES



CONSTRUCTION

Positioning



ET50 8" & 10"	ET55 8" & 10"	ET51 8" & 10"	ET56 8" & 10"	XSLATE L10	XPAD L10	XBOOK L10	XSLATE R12
<p>Light but rugged Android tablets</p>		<p>Surprisingly rugged, thin & light Windows tablets</p>		<p>A versatile rugged tablet platform that does it all</p>			<p>The large screen rugged tablet that's under 3 lbs.</p>
<p>Customer profile</p> <ul style="list-style-type: none"> Needs retail floor solution Price sensitive Wants larger screen Android alternative 		<p>Customer profile</p> <ul style="list-style-type: none"> Wants consumer tablet styling Cost sensitive Needs lightweight Wants smaller screen 		<p>Customer profile</p> <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 			<p>Customer profile</p> <ul style="list-style-type: none"> Requires more screen real estate Wants vehicle mounting options Needs 2-in-1 capabilities
<p>Key selling points:</p> <ul style="list-style-type: none"> Offers Mobility DNA Integrates well with Zebra handhelds Barcode options Lightest weight tablets 		<p>Key selling points:</p> <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 		<p>Key selling points:</p> <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 			<p>Key selling points:</p> <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

Legacy Xplore

Legacy Xplore Tablets



XC6 ultra-rugged
Windows



Bobcat full-rugged
Windows



B10 fully-rugged
Windows



D10 fully-rugged
Android



Motion F5 semi-rugged
Windows

Competitive Positioning

<https://compintel.zebra.com/ppm/sbscomp>

Dell Latitude 12 (7212)



details

Fujitsu Stylistic Q508



details

Getac F110



details

Panasonic FZ-G1



details

Promotions

Tablet rebate – rewarding sales

Sell at least \$50K of eligible products

Deal Reg – protecting your deals

Get a 5% price protection on deal registration





ZEBRA

Questions?



Don't forget

ET51/56 Android Enablement Webinar

on August 26th 11:00 BST