MC17

Portable self-scanning terminal

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

Symbol PocketBrowser compatibility
Dramatically simplifies development of complex web-based solutions that integrate advanced functionalities such as bar code scanning, wireless connectivity and mobile printing

320x240 QVGA color display
Enables rich content delivery for an enhanced customer experience

Durability
Built to endure everyday drops to ensure reliable operation and investment protection

Six-key intuitive interface
Easy to use for first time users of any age

Sleek design
Easy to hold; minimizes user fatigue

Revolutionize the customer experience with next generation retail shopping tool

Deliver the store of tomorrow, ready for your customers today. The MC17 from Motorola takes the in-store shopping experience to the next level by giving your shoppers the power to speed up the checkout process, locate items, check pricing, find complementary products, and receive personal recommendations and tailored promotions — all at the press of a button. This new level of customer self-service increases sales as well as customer loyalty and retention, while improving throughput at the checkout stand and reducing costs. And the flexible device doubles as a productivity tool for your store associates by enabling a wide variety of applications — from stock and price checks to mark downs, line busting and more.

One-to-one marketing boosts basket size

Make the most of each customer visit with the MC17 mobile computer. Deliver targeted promotions, personalized coupons, and product information for cross-sell opportunities to the consumer right at the point of decision — resulting in increased revenue per basket. By gathering information on customers and their buying preferences in real time, the MC17 turns each visit into actionable business intelligence for a more sophisticated, and valuable customer-retailer relationship. And the MC17 is easy to use, offers a large easy to see color display, a high capacity battery and wireless freedom in

an ergonomic design that can withstand everyday accidental drops and spills.

Fast and easy application development, deployment and integration

The standards based MC17 can be deployed quickly, easily and cost-effectively. The Windows CE 5.0 device offers support for Internet Explorer 6.0, providing your customers with a familiar and intuitive interface. Every MC17 includes Motorola's powerful Symbol PocketBrowser, which enables developers to build robust mobile applications that integrate bar code scanning, mobile printing and more — without any complex coding requirements or CE programming expertise. And the web-based CE.Net server software enables standard development and easy integration with the POS systems of today and tomorrow.

End-to-end enterprise class mobile shopping system

Motorola offers a true enterprise class mobile shopping system for your retail establishment, complete with complementary components, including server software, front-end entrance kiosks and modular dispenser units; deployment services to get your system up and running quickly; support services to ensure maximum uptime for this business critical system; and Motorola Mobility Services Platform for cost-effective centralized and remote management of your entire mobile shopping solution.

802.11b/g
Provides wireless freedom for your customers and instant access to information for store associates

Large capacity battery
Provides up to eight hours of continuous operation

Motorola Mobility Services Platform compatibility
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

To help protect your investment, Motorola recommends 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 more mission-critical support, Service from the Start On Site System Support agreements deliver flexible on-site product repair and yearly preventative maintenance visits.

For more information on how you can revolutionize the shopping experience in your retail location with the MC17, contact us at +1.800.722.6234 or +1.631.738.2400, or visit us on the web at www.symbol.com/MC17

MC17 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:	High-contrast TFT color: LCD; 2.8 inch 320x240 QVGA resolution: non-touch
Keyboard:	6 fully programmable keys
Power Source:	Rechargeable 2400 mAh Li-ION battery pack

Performance Characteristics

Processor:	High performance Intel PXA270, 32 bit, 312 MHz
Operating System:	Windows CE 5.0 Professional; Pocket Internet Explorer 6.0
Memory:	64 MB RAM, 64 MB Flash ROM
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:	IEEE 802.11b/g WiFi

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 @ 50° C, non-condensing
Drop Specifications:	Withstands multiple 4 ft./1.2 m drops to tile over concrete

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 CISPRA 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 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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