



## ***The Motorola MC9500-K***

A premium industrial-class mobile computer:  
raising the bar for rugged key-based field mobility applications

## *THE MOTOROLA MC9500-K: FIELD MOBILITY REDEFINED*



Give us your toughest environment and we'll give you a rugged device designed to provide the features and performance your workers need — and an unmatched ROI and TCO. Truly in a class of its own, the MC9500-K is as different on the inside as it is on the outside. You can simply expect more: a more rugged design, more data capture options, more intelligence, more processing power, true WAN technology and carrier independence and better ergonomics, all in a sleeker, lighter and easier-to-use form factor that offers a completely new approach to accessories, battery and backroom management.

# A truly rugged mobile computing system: the next evolution in design, comfort, features, functionality and performance

At Motorola, we've made it our business to understand your business. With the new Motorola MC9500-K rugged mobile computer system, it shows. The MC9500-K leverages the flagship features and functionality of Motorola's signature MC9000 Series rugged mobile computers, while introducing many new capabilities defined through extensive research and field testing in logistics, parcel/post, direct store delivery (DSD), field service, public safety and sales force automation applications in some of the world's leading organizations. The result is a device that is as different on the inside as it is on the outside — a groundbreaking product with an unsurpassed feature set that takes rugged mobile computing innovation to a new level. With the MC9500-K, you can simply expect more: a more rugged design, more data capture options, more intelligence, more processing power and better ergonomics, all in a sleeker, lighter and easier-to-use form factor that offers a completely new approach to accessories, battery and backroom management. Truly in a class of its own, the innovative MC9500-K offers a best-in-class experience for end users as well as peace of mind for backroom managers.

## TRUE WAN TECHNOLOGY, CARRIER INDEPENDENCE...AND MORE



The MC9500-K delivers a powerful industry first, Motorola MAX *FlexWAN*. With MAX *FlexWAN*, you can purchase the device with or without a 3.5G GSM HSDPA or CDMA-EVDO Rev A WAN subsystem, and add or change the WWAN subsystems as needed, right in your backroom. In addition, you can swap keypads in minutes to better meet the needs of updated or new applications.

The result? The groundbreaking modularity needed to provide the unmatched flexibility and investment protection today's businesses require.

### Motorola **MAX Rugged** — Redefining industrial rugged design



The MC9500-K is purpose-built for the most demanding field applications. The superior rugged specifications dramatically reduce repair and downtime, delivering an exceptional return on investment (ROI) and total cost of ownership (TCO). Designed to easily handle the inevitable drops and bumps out on the road, the MC9500-K passes Motorola's stringent mechanical design tests for both stress and endurance — and meets and exceeds applicable MIL-STD and IEC specifications for drop, tumble and sealing. The device survives multiple 6 ft./1.8m drops across the entire operating temperature range and continues to deliver dependable performance, even after 2,000 consecutive 3.2 ft./1m tumbles (4,000 hits) in Motorola's tumble drum. With IP67 environmental sealing, the device is not only dust-tight, but can withstand immersion in water — providing reliable operation in spite of a coffee spill or a submersion in a deep puddle. The patented Monocoque housing replaces the typical two-piece clamshell design with a new 'unibody' enclosure. The touch panel is extra-rugged, with a buffer space between the touch panel and the display for extra protection. The sensitive electronic components are mounted to a separate magnesium frame that floats within the device, providing additional internal shock absorption. The result is a substantial gain in the ability to withstand nearly any kind of mechanical stress — especially the typical twisting in a fall or a bump.

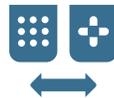
### Motorola **MAX FlexWAN** — true WAN technology independence



The MC9500-K is the first mobile computer to provide true WAN technology independence. In addition to the ability to select either of the 3.5G wireless broadband networks (GSM HSDPA or CDMA-EVDO Rev A), you can also change the WAN subsystem right in your

backroom — no need to send the device to a Motorola service center. In the event that you do not need WAN connectivity immediately or have not yet selected a cellular network, you can order the MC9500-K without a WAN radio, and simply order and install the right WAN subsystem of your choice at a later date. Known as Motorola MAX *FlexWAN*, a feature of Motorola Mobility Architecture eXtensions (MAX), this complete cellular network independence allows today's businesses to deploy and redeploy a single pool of devices on the cellular network that will provide the best coverage for users in different geographies — or a different part of town. Employee productivity and customer service levels are protected and device utilization and lifecycle are increased, delivering a maximum return on investment (ROI) for this critical business asset.

### Motorola **MAX Keypad** — complete keypad flexibility



The keypad is at the heart of the productivity of the mobile worker, the human interface between your workers and your applications. In order to maximize the productivity of your mobile workforce, the keypad must maximize data entry simplicity. The MC9500-K offers a portfolio of keypads designed to meet the needs of virtually any type of application — from heavy text entry to calculator-style numeric data. Keypads can be swapped in your backroom in minutes, eliminating the need to return the device to a Motorola service center in the event of keypad damage, allowing organizations to easily upgrade the MC9500-K to accommodate the needs of new applications and enabling re-deployment of an existing MC9500-K in another area of the business. The modular design also enables the cost-effective manufacture of custom keypads for larger deployments, allowing organizations to modify key size, placement, color and text to best complement applications.

*When it comes to rugged design in this device category, nobody does it better. The MC9500-K offers a new housing, IP67 sealing, the industry's highest drop and tumble rating and more.*

## **ENTERPRISE CLASS MOTION SENSING. SCREEN ORIENTATION, POWER MANAGEMENT..AND MORE.**



Motorola MAX *Sensor* allows the MC9500-K to offer true business-class accelerometer technology, allowing organizations to more fully leverage the value of motion sensing information. Robust features right out of the box include dynamic screen orientation, power management features that work hand in hand to save power every moment the device is not in use, plus the ability to detect and record free falls. And the open architecture of Motorola's motion sensing technology provides complete access to motion-related data, enabling the creation of customized applications — for example, to trigger an alarm for a potential man down situation.

## Motorola MPA 2.0 — all the latest best-of-breed technology

The first mobile computer built on Motorola's Mobility Platform Architecture 2.0, the MC9500-K puts the latest technology in the hands of your mobile workers. The Marvell PXA320 @ 806 MHz processor, large memory footprint and Microsoft's Windows Mobile 6.X operating system delivers blazing performance for the most demanding applications. The MC9500-K offers comprehensive wireless connectivity — 3.5G wireless WAN (GSM HSDPA or CDMA EVDO Rev A), 802.11a/b/g wireless LAN, Bluetooth® and IrDA. The enterprise-class GPS implementation coupled with the SiRFstarIII GSC3f/LP GPS chipset enables coverage even in challenging environments such as urban canyons and areas of dense foliage, providing more users with location-based services in more areas. Rich advanced data capture options allow workers to easily capture just about any type of information with the press of a key. The Symbol SE950 scan engine provides best-in-class 1D bar code scanning performance, while the Symbol SE4500, Motorola's latest generation imager engine, delivers equally stunning performance on 1D and 2D bar codes. The 3 megapixel autofocus color flash-enabled camera enables the capture of high-resolution photographs, video footage and documents — complete with legible fine print. And the full VGA display offers the latest generation in LCD technology, allowing workers to easily view graphics, maps, multimedia and more in any lighting condition — from bright sunlight and shade to well- or poorly-lit areas.

## True one-handed operation

The Motorola MC9500-K brings a new level of comfort and ease of use to industrial grade mobile computers. Researched and field tested ergonomics ensure that the position and size of keys allow easy one-handed operation in virtually any application, with any size hand — with or without a glove. Whether your users

are scanning bar codes, entering data on the keypad or utilizing attached accessories such as a magnetic stripe reader, the advanced ergonomic design remains balanced, with a comfortable and secure grip.

## Motorola MAX Sensor — enterprise-class motion sensing applications



Motorola MAX *Sensor* allows the MC9500-K to offer true business-class accelerometer technology, allowing organizations to more fully leverage the value of motion sensing information. A robust feature set can be enabled in seconds, right out of the box. The display can dynamically switch between portrait and landscape, based on the orientation of the device. The ability to detect and log drops helps increase worker accountability for device condition. And power management features help protect battery shift life — for example, the device can automatically revert to sleep mode if movement is not detected in a specified period of time, or if the display is face down. In addition, the open architecture allows businesses to access and integrate the accelerometer data into customized applications, from man down applications that improve the safety of field service technicians in remote areas to security applications that can help prevent device theft.

## Motorola MAX Secure — security for the most sensitive applications



Regardless of whether the MC9500-K is connected to the WWAN or the WLAN, the Motorola MAX *Secure* feature set keeps your data safe and secure. FIPS 140-2 certification and support for the most advanced encryption and authentication algorithms as well as Virtual Private Networks (VPNs) provide compliance with the most stringent industry security regulations, providing appropriate protection for even the sensitive government data in public safety.

*Motorola's new Mobility Platform Architecture 2.0 puts all the latest technology in the hands of your workers. And FIPS 140-2 certification provides government-level security, keeping your most sensitive data safe and secure.*

**A GAME CHANGING APPROACH TO ACCESSORIES,  
BATTERY AND BACKROOM MANAGEMENT...**

**FOR A WHOLE NEW LEVEL  
OF ROI AND TCO.**

When you choose Motorola's MC9500-K, you get more than the industry's premier rugged mobile computer — you get an elegant system that dramatically simplifies and reduces the cost of mobility. The first of its kind, the Motorola Universal Accessory System provides an unprecedented level of flexibility, maximizing backroom density and enabling migration to future generation Motorola rugged mobile computers without requiring an upgrade of the backroom infrastructure.

In addition, the MC9500-K offers a completely new approach to battery management. Motorola MAX Battery provides information indicators on the battery itself, allowing backroom managers and users to see the remaining charge level and determine if the battery is healthy enough to hold a full charge and last a full shift or has reached its end of life — regardless of whether the battery is installed in the MC9500-K or standalone.



**Motorola MAX Backroom Management — a whole new approach to accessories, battery and backroom management takes ROI and TCO to a new level**



When you choose Motorola's MC9500-K, you get more than the industry's premier rugged mobile computer — you get an elegant system designed to simplify and reduce the cost of mobility. The first of its kind, the Motorola Universal Accessory System provides an unprecedented level of flexibility, maximizing backroom density and enabling migration to future generation Motorola rugged mobile computers without requiring an upgrade of the backroom infrastructure. In addition, the MC9500-K offers a completely new approach to battery management. Motorola MAX Battery provides information indicators on the battery itself, allowing backroom managers and users to see the remaining charge level and determine if the battery is healthy enough to hold a full charge and last a full shift — or has reached its end of life. The result is another series of industry firsts that allow enterprises to achieve a superior ROI and TCO for the entire MC9500 ecosystem: the form-factor agnostic cradling approach ensures that the backroom infrastructure you buy today can live beyond one generation of mobile computers; backroom management is easier and less expensive — no need to 'rip and replace' in the future; and a unique battery design ensures users always start the day with healthy batteries capable of providing ample power for a full shift, improving productivity.

**Easy and cost-effective deployment and application development**

The industry standard platform enables easy integration into your existing technology environment. Since all Motorola mobile computers share a common platform,

existing applications developed for other Motorola mobile computers can be ported effortlessly and seamlessly to the MC9500-K, enabling exceptionally rapid deployment and improving the return on investment for existing applications. Additionally, Motorola's robust award-winning partner channel provides access to a world of well-tested best-in-class line of business applications, further reducing application development time and costs.

**The Motorola end-to-end advantage**

When you choose the Motorola MC9500-K, you choose a company capable of providing a true end-to-end solution that includes world-class management solutions and world-class services, simplifying as well as improving the success of your mobility solutions. Motorola's Mobility Suite offers comprehensive management solutions that provide extraordinary centralized control of your MC9500 devices, driving device management costs to a new low. For example, Mobility Services Platform (MSP) enables remote staging, provisioning, monitoring and troubleshooting of all your Motorola mobile computers, regardless of where in the world they are located. In addition, the Mobile Security Suite provides a set of enterprise grade security solutions designed specifically for mobile computers and smartphones, offering multiple Mobile Virtual Private Networks (MVPNs) for secure communications, the ability to lock and wipe missing devices and more. Since your employees will count on the MC9500 every day, Motorola's Service from the Start with Comprehensive Coverage will help keep your devices up and running at peak performance. This exceptional service is truly comprehensive, providing technical software support as well as end-to-end protection for your device. Normal wear and tear, internal and external components damaged through accidental breakage and select accessories that ship together with the MC9500-K are all covered — at no additional charge.

***For more information on how you can put the MC9500-K to work in your field-based applications, please visit us on the Web at [www.motorola.com/mc9500](http://www.motorola.com/mc9500) or access our global contact directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus)***

# Featuring Motorola Mobility Architecture eXtensions (MAX)

Motorola Mobility Architecture eXtensions (MAX) allows Motorola mobile computers to deliver extraordinary value — a truly unprecedented return on investment (ROI) and total cost of ownership (TCO). This unique set of Motorola features turbo charges Motorola mobile computers, driving ease-of-use, ease-of-management, flexibility, modularity, lifecycle and overall system performance to new heights. Features in the MC9500-K include...



## MAX Rugged

With MAX *Rugged*, you can count on a device built for the most demanding business environments. A minimum of three specifications — industry leading mechanical stress and endurance tests plus environmental sealing — insures dependable performance and maximum lifecycle.



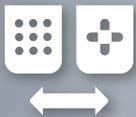
## MAX FlexWAN

Customer upgradeable 3.5G WAN offers true WAN technology independence. Purchase the MC9500-K with or without the WAN subsystem and add or change WAN technologies (GSM/CDMA) as needed right in the backroom — no need to return the device to a service center.



## MAX Backroom Management

This game-changing backroom management approach eliminates the high cost of 'rip and replace' in the backroom with a future-proof Universal Accessory System that supports the Motorola MC9500-K, popular existing Motorola mobile computers as well as future generations of Motorola mobile computers.



## MAX Keypad

A modular keypad architecture allows the exchange of keypads in minutes, right in the backroom, allowing the mobile computer to adapt to changing application requirements and enabling instant on-site replacement in the unlikely event of keypad damage.



## MAX Battery

Information indicators integrated into the battery itself, displaying the state of charge and the state of health. Users can be sure that they start the day with a battery capable of lasting a full shift — and backroom managers can more efficiently manage the battery pool.



## MAX Sensor

Offers true enterprise class Interactive Sensor Technology (IST), including dynamic screen orientation, power management, free fall detection and the ability to integrate motion-related data into customized applications.



## MAX Secure

MAX *Secure* provides the security features required to ensure secure data transmissions over either the WLAN or the WWAN — including highly sensitive applications in government and public safety.



## MAX Data Capture

Integrate best-in-class advanced data capture functionality, including: 1D, 2D and DPM bar code scanning; signature capture; high resolution image and document capture; RFID and more.



## MAX Locate

Best-in-class implementation of locationing technology, such as GPS, for line-of-business applications that further increase user productivity and ensure business continuity.

# Why Motorola

Every day, organizations of all sizes all over the world count on Motorola Enterprise Mobility Solutions to maximize personnel effectiveness, improve services, and increase revenue potential. When you choose Motorola for your mobility solution, you get the peace of mind that comes with choosing an industry leader as your technology partner. Motorola offers the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in virtually every size organization in nearly every major industry. And our end-to-end solutions offer the simplicity of a single accountable source — regardless of the number of vendors involved.

Our comprehensive product offering includes: rugged and enterprise class mobile computers with extensive advanced data capture and wireless communications options; rugged two-way radios for always on voice communications; private wide area and local area wireless and outside the four walls — and to network multiple locations; comprehensive RFID infrastructure, including fixed, mobile and handheld RFID readers; a partner channel delivering best-in class applications; software solutions that enable centralized and remote management of every aspect of your mobility solution; and a complete range of pre-and post-deployment services to help get and keep your mobility solution up and running at peak performance every day of the year.



**MOTOROLA**

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