3600 Series

Ultra Rugged Scanners

AGENDA

- The Zebra Rugged Legacy
- What is the Zebra 3600 Series?
- Business Challenge & Solution
- Portfolio Overview
- Accessories
- Competitive Overview
- Zebra Services
- Sales Enablement Tools
- Pricing, Configurations & Accessories

A TRACK RECORD OF SUCCESS

3500 Rugged Scanner Series

- A global leader in the barcode industry for over 35 years
- Introduced the Industry's 1st Rugged Handheld Scanner in 1986
- Launched the game-changing LS/DS 3500 Rugged Series in 2006
- 10 Years of Success
- Over Half a Million Units Sold

What is the Zebra 3600 “Ultra-Rugged” Series?

- The **3600 Ultra-Rugged Series is** Zebra’s next generation of industrial handheld scanners, purpose built from the ground up to set new standards for durability, performance and manageability
- Will **EVENTUALLY** replace the Zebra 3400 & 3500 rugged series

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The Business Challenge

Today’s results-driven businesses demand maximum productivity and workflow efficiencies, but industrial environments can be tough on the tech devices needed to perform routine (but mission critical) tasks. If a device isn’t purpose built to perform reliably under harsh conditions typically found in these settings, *productivity is lost*:

The Business Solution: Unstoppable Performance

The Zebra 3600 scanner family is designed for “unstoppable performance” - purpose built to take more of a beating over a longer period of time, to scan faster and farther with greater accuracy and increased speed, and to be deployed faster and managed more efficiently across an enterprise.

Unstoppable Performance — Part 1 of 3

Ultra-Rugged

The most rugged line of scanners ever produced, featuring industry-leading sealing, drop and tumble specifications, and reliable operation whether covered in dust or grease, sprayed with high pressure water jets or completely immersed in water

- 8 foot (2.45m) drop spec
  - 23% more durability vs. competition
- 5,000 1 meter tumbles
- The industry's only waterproof scanner
  - IP65 & IP67 sealed
- IP65 sealed cradle
- -30° C Operating Temp

Unstoppable Performance — Part 2 of 3

Superior Performance

Designed from the ground up to provide superior scan performance in mission critical use cases — especially on less than perfect barcodes typically found in industrial environments

- Over 30% more working range vs. competition
- Unbelievably Fast time-to-decode (PRZM)
- 56% more scans-per-charge vs. competition
  - PowerPrecision+ battery
  - On-unit charge gauge

Unstoppable Performance — Part 3 of 3

Unrivaled Manageability

Zebra offers the time saving, productivity enhancing tools at no additional charge to help customers manage their scanner fleet from initial configuration to day-to-day operation

- 123Scan^2 facilitates scanner configuration and deployment
- Visibility into the scanner fleet's battery age, health percentage, charge level and current charge cycles
- Seamless integration and operation with other Zebra solutions
- Remote Management of scanner enterprise

Why Does This Matter? – It's all about Productivity

Does Productivity matter? How much does it cost the customer if a worker takes a few seconds longer to do a simple task?

- Zebra scanners will read barcodes accurately, first time, every-time, maintain the productivity levels you need
- Longest working range on the market. Workers do not lose time moving closer to a barcode to read it
- No loss of time to change scanner batteries mid-shift. Lasts longer than a shift plus easy to read power gauge

Speed of production and/or delivery is key to business success (delivery in an hour, same day delivery) so they need a device that is fast and reliable – Zebra 3600 Series

Do they face challenges in configuring and managing their fleet of scanners?

- Our partners tell us over and over, Zebra does this better than anyone. Our 123Scan utility is easier and more powerful than any of our competitors.

Today's warehouses maximise the real estate they have, stacking higher to use all space they have. What does this mean?

- The potential for longer drops is very real. With an 8 foot drop spec, Zebra is protecting their investment AND the data that drives their business.
- They need a farther decoding range – Zebra has 30% more working range than the competition

How often are they able to clean your warehouse/plant floor? Dust, grime and water can all cause damage to equipment and lead to loss of productivity

- Zebra is the only manufacturer that can boast both an IP65 AND IP67 sealing on the scanner and the ONLY manufacturer to offer an IP 65 sealed cradle. Providing more security against loss of productivity due to equipment damage

Zebra 3600 Ultra-Rugged Series Portfolio

LI3608-SR LI3678-SR	DS3608-SR DS3678-SR	DS3608-HP DS3678-HP	DS3608-HD DS3678-HD	DS3608-ER DS3678-ER	DS3608-DP DS3678-DP
1D Linear	**2D Standard Range**	**2D High Performance**	**2D High Density**	**2D Long Range**	**2D Direct Part Marking**
Standard Range 1D linear imager, Reads off LCD	Standard Range Reads off LCD, Basic Image capture, LED aimer	Mid Range Reads off LCD, OCR, Doc Cap, Advanced Image capture, Signature capture, Laser Aimer	Small dense codes Reads off LCD, OCR, Basic image capture	Extended Range (Long Range) Reads off LCD, OCR, Basic image capture	Reads HD and Direct Part Mark (DPM) codes, Basic image capture
Near field reading, Shipping and Receiving on loading docks and receiving dock doors. Small Item pick and pack, Mfg WIP.	Near field 2D reading, Shipping and Receiving on loading docks and receiving dock doors. Small Item pick and pack, Mfg WIP. D16	Mid-Range reading for reading large items on loading docks for shipping and receiving. Package / Courier services poof of delivery / image capture.	Electronics Mfg, Medical equipment Mfg, Telecom	Picking, Forklift applications, WH /DC, Transportation Cross dock	Lifetime Identification (UID), Track & Trace, Maintenance Management, Warranty Service, Product Authentication, Automotive / Aerospace / Defense

Transition

Current Product	Replacement	FCS
LS3408 FZ	LI3608 SR	01/03/2016
LS3578 FZ	LI3678 SR	01/04/2016
DS3508 SR	DS3608 SR/HP	01/03/2016
DS3508 HD	DS3608 HD	01/03/2016
DS3578 HD	DS3678 HD	01/06/2016
DS3578 SR	DS3678 SR/HP	01/06/2016
DS3508 ER	DS3608 ER	15/08/2016
DS3578 ER	DS3678 ER	15/08/2016
DS3508 DP	DS3608 DP	15/12/2016
DS3578 DP	DS3678 DP	15/12/2016

Ultra-Rugged Design (corded & cordless)

Rubber bumpers

Industrialized tether hook

Protective Canopy

Scratch resistant exit window

Cutting-Edge Cordless

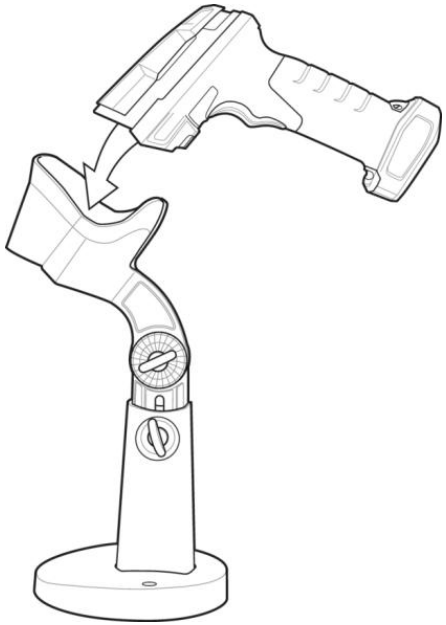
Power Precision+ Advanced Battery Technology

MINIMAL TIME SPENT MANAGING BATTERIES

MAXIMUM POWER FOR EVERY 3600 Scanner

- **50% more capacity** — 3100 mAh Li-Ion — most powerful battery in its class
- **Highly accurate charge gauge** — Calculates remaining power based on real-time available charge
- **Extensive battery metrics** — makes it easy to spot and retire aging batteries that can no longer hold a full charge
- **Complete solution** — Battery management software to easily view batte metricsry

Key Accessories



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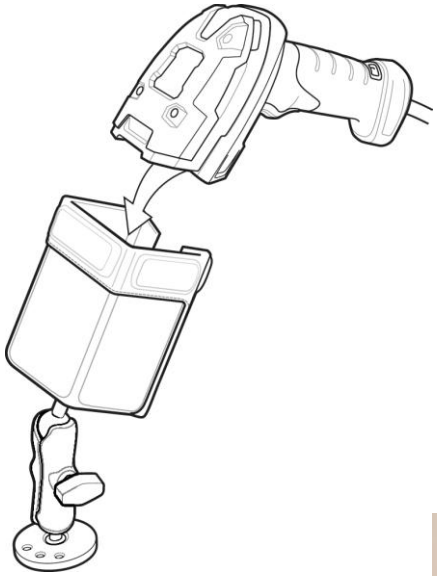
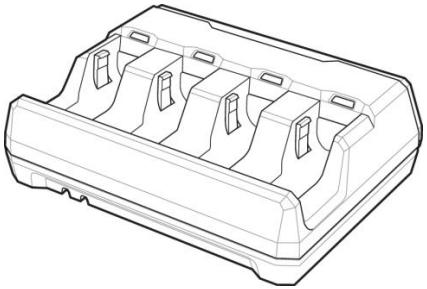


Forklift holder

CBA-RFO-S07PAR
Rugged Cable

PWRS-14000-148R
12V Power Supply

Battery charging cradle



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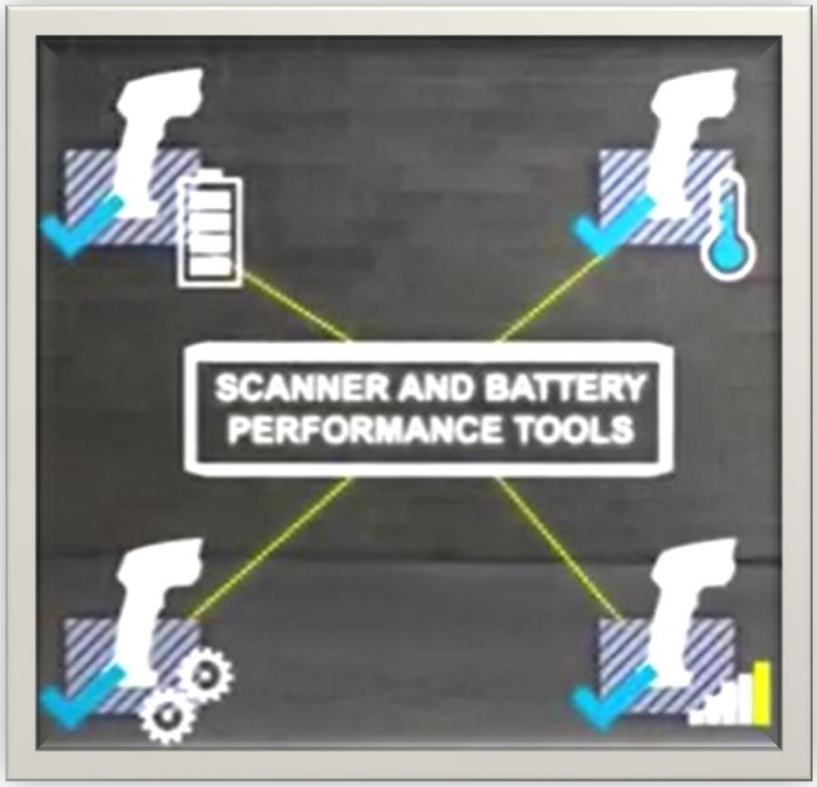
Unrivaled Manageability tools



- **123Scan² –** free patented software utility reduces headaches associated with configuration and deployment of scanners across an enterprise
- **SMS –** Remotely manage 3600 series scanners and query asset information.
- **Remote Battery Management –** visibility into key metrics such as a battery's age, health percentage, charge level and current battery charge cycles, and more.
- **Scanner SDK –** Generate a fully-featured scanner application, including documentation, drivers, test utilities and sample source code.

KEY TAKEAWAYS

Scans AT LEAST 29% farther	23% more durable	Industry's only Sealed cradle	Industry's only waterproof scanner
50,000+ Scans /Charge - 50% more scans than competition	Industry's only On Board Battery Gauge	Only industrial line with PRZM Intelligent Imaging	Industry's only battery mgmt capability

THE ONLY INDUSTRIAL SCANNERS THAT CAN OFFER TRULY

UNSTOPPABLE PERFORMANCE

Stacking up Against the Competition

	ZEBRA	Honeywell	DATALOGIC
Scanner IP Rating	**IP65 & IP 67**	IP 65	IP65
Cradle IP Rating	**IP65**	None	None
Drop Specification	**8 ft.**	6.5 ft.	6.5 ft.
Battery Charge Gauge	**Yes**	No	No
Smart Battery	**Yes**	No	No
Unrivaled Manageability	**Yes**	No	No
Unique Variants	**12**	x	x

Zebra Enterprise Services

Enterprise Services	Service Description	Length of Coverage	Service Part Number
Zebra OneCare Essential	• Multiple years of seamless coverage at a one-time cost • Covers: – Normal wear and tear • Internal and external components damaged through accidental breakage. • Depot repair with 3-day in-house turnaround time for Essential-level service • Advance device replacement for Select-level service • Service Dashboard included with Select-level service • 24/7 Level one support included with Select-level service • Automatic application of engineering changes • Full access to technical support resources • Rights to download and use software releases and supporting documentation	3 Years	SSE-DS3608-30
Zebra OneCare Select		3 Years	SSS-DS3608-30

3600 Series Product Launch Strategy

The DS3600 Series – Public Launch April 4th

All variants will be announced at the same time but not all will be available to order at launch

Orderable April 4th
LI3608 , LI3678
DS3608SR , DS3608HP, DS3608HD

Orderable June 1st
DS3678SR , DS3678HP, DS3678HD

Orderable August
DS3608ER and DS3678ER

Orderable December
DS3608DP and DS3678DP

SALES TOOLS AND RESOURCES

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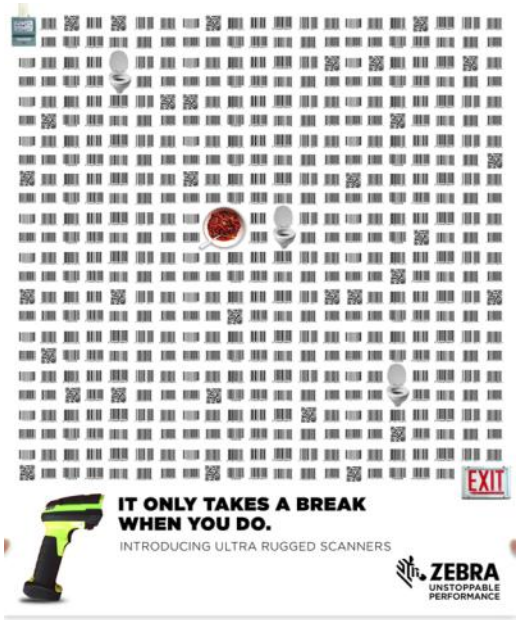
Sales Enablement Tools

Internal Zebra Tools	Partner Tools	External Tools
• Key Messaging Document	• Master Overview Presentation	• Spec sheets *
• Master Overview Presentation	• Battle Cards	• Product Video *
• Battle Cards	• Video Webcast	• Updates to Warehouse Solution Brief *
• Product Descriptions (50, 100, 250) *	• Channel Partner eDM	• Case Studies
• Enablement Training Modules • LMS Tracker	• 3 Application Briefs *	• Product Pages on Z.com *
• Video Webcast	• Online Banners *	• Teaser Video
• Beauty Photography	• Partner Central MIcrosite	• Product/Solution Video *
• Application Photography	• Enablement Training Modules • LMS Tracker	• Social Media Posts
• Pop up Banners for Corp. Offices	• FAQ *	• Thought Leadership Blog
• Solution Center Updates	• Video ad *	
	• Product Posters *	
	• Product Descriptions (50, 100, 250) *	

* Will be translated

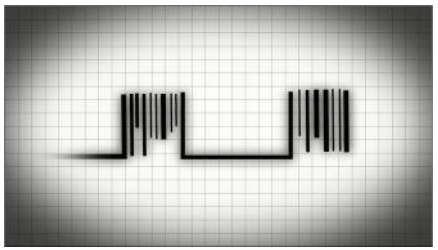
Sales Enablement Tools - Examples

Spec Sheets



Posters

Pop-up banner



Digital video ad

Digital banner ad

Series introduction Video

Resources

Marketing - Reference Material on the Web

Partner Central: https://partnercentral.zebra.com
3600 Series Product Home: www.zebra.com/3600series
Enterprise Mobility Services: www.zebra.com/us/en/services.html
Learning Portal: http://learning.zebra.com
Solution Builder: https://solutionbuilder.zebra.com
Co-branding Wizard: https://partnercentral.zebra.com
Developer Tools: https://www.zebra.com/EnterpriseSupport
App Gallery: http://appgallery.zebra.com

Software Developer - System Requirements

Developer Computers: Windows 7/64-bit, Mac Book Pro with at least 8 GB of memory.

Android: Android Studio (1.0 or later), and Android API Level 19 or later. The recommended Android device version is KitKat 4.4.x.

iOS: iOS SDK 7.0 or later; XCode version 6.0 or later. The recommended iOS version is 8.0 or later. Recommended devices: 5th and 6th generation iPod Touch and iPhone.

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Internal, Distribution, Partners

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Key Dates and Sales Tools

Link to event registration

THANK YOU

BACK UP SLIDES

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Availability, Accessories, Cables & Pricing

ZEBRA

Rhino Pricing *Ultra-Rugged value at a Rugged Price Point (same as legacy Zebra)*

Scanner and Cradles

Part Number	Description	List Price
LI3608-SR00003VZWW	LI3608: RUGGED, LINEAR IMAGER, STANDARD RANGE, CORDED, INDUSTRIAL GREEN, VIBRATION MOTOR	$540.00
DS3608-SR00003VZWW	DS3608: RUGGED, AREA IMAGER, STANDARD RANGE, CORDED, INDUSTRIAL GREEN, VIBRATION MOTOR	$685.00
DS3608-HP20003VZWW	DS3608: RUGGED, AREA IMAGER, HIGH PERFORMANCE, CORDED, INDUSTRIAL GREEN, VIBRATION MOTOR	$730.00
DS3608-HD20003VZWW	DS3608: RUGGED, AREA IMAGER, HIGH DENSITY, CORDED, INDUSTRIAL GREEN, VIBRATION MOTOR	$700.00
LI3678-SR0F003VZWW	LI3678: RUGGED, LINEAR IMAGER, STANDARD RANGE, CORDLESS, FIPS, INDUSTRIAL GREEN, VIBRATION MOTOR	$690.00
STB3678-C100F3WW	STANDARD CRADLE FOR 3678 FAMILY, CHARGER, BLUETOOTH AND MULTI INTERFACE	$325.00
FLB3678-C100F3WW	SEALED Fork Lift CRADLE FOR 3678 FAMILY, CHARGER, BLUETOOTH AND MULTI INTERFACE, IP65 SEALED	$400.00
DS3678-SR0F003VZWW	DS3678: RUGGED, AREA IMAGER, STANDARD RANGE, CORDLESS, FIPS, INDUSTRIAL GREEN, VIBRATION MOTOR	$835.00
Part Number	**Description**	**List Price**
DS3678-HP2F003VZWW	DS3678: RUGGED, AREA IMAGER, HIGH PERFORMANCE, CORDLESS, FIPS, INDUSTRIAL GREEN, VIBRATION MOTOR	$880.00
DS3678-HD2F003VZWW	DS3678: RUGGED, AREA IMAGER, HIGH DENSITY, CORDLESS, FIPS, INDUSTRIAL GREEN, VIBRATION MOTOR	$850.00
DS3608-ER20003VZWW	DS3608: RUGGED, AREA IMAGER, EXTENDED RANGE, CORDED, INDUSTRIAL GREEN, VIBRATION MOTOR	$900.00
DS3678-ER2F003VZWW	DS3678: RUGGED, AREA IMAGER, EXTENDED RANGE, CORDLESS, FIPS, INDUSTRIAL GREEN, VIBRATION MOTOR	$1,050.00
DS3608-DP20003VZWW	DS3608: RUGGED, AREA IMAGER, DIRECT PART MARKING, CORDED, INDUSTRIAL GREEN, VIBRATION MOTOR	$1,445.00
DS3678-DP2F003VZWW	DS3678: RUGGED, AREA IMAGER, DIRECT PART MARKING, CORDLESS, FIPS, INDUSTRIAL GREEN, VIBRATION MOTOR	$1,595.00

Rhino Pricing *Ultra-Rugged value at a Rugged Price Point (same as legacy Zebra)*

Accessories and cables

Part Number	Description	List Price
CBA-U47-S15ZAR	Cable - Shielded USB: Series A Connector, 15ft. (4.6m), Straight, BC 1.2	$65.00
CBA-U46-S07ZAR	Cable - Shielded USB: Series A Connector, 7ft. (2m), Straight, BC 1.2	$35.00
CBA-U45-S15ZAR	Cable - Shielded USB: Power Plus Connector, 15ft. (4.6m), Straight, 12V	$100.00
CBA-U44-S15PAR	Cable - Shielded USB: Series A Connector, 15ft. (4.6m), Straight, 12V (Requires 12V Power Supply)	$80.00
CBA-U43-S07ZAR	Cable - Shielded USB: Power Plus Connector, 7ft. (2.8m), Straight, 12V	$50.00
CBA-U42-S07PAR	Cable - Shielded USB: Series A Connector, 7ft. (2.8m), Straight, 12V (Requires 12V Power Supply)	$40.00
CBA-R71-C09ZAR	Cable - RS232: DB9 Female Connector, 9ft (2.8m) Coiled, Power Pin 9	$50.00
CBA-R21-S15PAR	Cable - RS232: DB9 Female Connector, 15ft. (4.6m) Straight, TxD on 2, 12V (Requires 12V Power Supply)	$80.00
CBA-R07-S07PAR	Cable - RS232: DB9 Female Connector, 7 ft. (2m) Straight, TxD on 2, 12V (Requires 12V Power Supply)	$40.00
CBA-M66-S15ZAR	Cable, Auto-Host Detect - IBM: 468x/9x, 15ft (4.6m) Straight, Port 9B, 12V	$110.00
CBA-M65-S07ZAR	Cable, Auto-Host Detect - IBM: 468x/9x, 7ft (2m) Straight, Port 9B, 12V	$80.00
CBA-K65-S15PAR	Cable, Auto-Host Detect - Keyboard Wedge: 15ft. (4.6m) Straight, PS/2 Power Port, 12V (Requires External Power Supply)	$36.00
CBA-K63-S07PAR	Cable, Auto-Host Detect - Keyboard Wedge: 7ft. (2m) Straight, PS/2 Power Port, 12V (Requires 12V Power Supply)	$30.00
CBA-UF2-C12ZAR	Cable - Shielded USB: Series A Locking Connector for VC70, 12', Coiled, -30C	$60.00
CBA-UF1-S07ZAR	Cable - Shielded USB: Series A Connector, 7ft. (2m), Straight, BC 1.2 (High Current), -30C	$50.00
CBA-UF0-S07PAR	Cable - Shielded USB: Series A Connector, 7ft. (2m), Straight, 12V (Requires 12V Power Supply), Low Temp -30C	$50.00

Rhino Pricing *Ultra-Rugged value at a Rugged Price Point (same as legacy Zebra)*

Accessories and cables

Part Number	Description	List Price
CBA-RF3-C09ZAR	Cable - RS232: DB9 Female Connector, 9ft. (2.8m) Coiled, Power Pin 9, TxD on 2, True Converter, -30C	$80.00
CBA-RF2-C09ZAR	Cable - RS232: DB9 Female Connector, 9ft (2.8m) Coiled, Power Pin 9, -30C	$60.00
CBA-RF1-C09PAR	Cable - RS232: DB9 Female Connector, 9ft. (2.8m) Coiled, TxD on 2, 12V (requires 12V Power Supply), Low Temp -30C	$65.00
CBA-RF0-S07PAR	Cable - RS232: DB9 Female Connector, 7 ft. (2m) Straight, TxD on 2, 12V (Requires 12V Power Supply), -30C	$60.00
BTRY-36IAB0E-00	SPARE BATTERY, 36XX FAMILY	$ 75.00
SAC3600-4001CR	4 SLOT BATTERY CHARGER FOR 3600 SERIES BATTERIES, INCLUDES POWER SUPPLY	$ 295.00
STND-AS0036-07	ADJUSTABLE INTELLISTAND - 36X8 (TWILIGHT BLACK)	$ 75.00
50-15400-031	Tool Balancer Pulley (existing accessory)	$ 143.00
21-52612-01R	Fork lift holder (existing accessory)	$ 125.00
BRKT-MM0036W-00	Vibration dampening Mounting Plate for STB or FLB	$ 75.00
PWRS-14000-148R	PWR SPLY: 100-240 VAC,12VDC,4.16A	$ 58.00
23844-00-00R	AC line cord for above supply (N. Amer)	$ 10.00
PWRS-14000-251	PWR SPLY: 18-75VDC,12VDC,HIGH	$ 325.00
PWRS-14000-252	PWR SPLY: 9-30VDC,12VDC,LOW	$ 325.00
CBL-36-452A-01	Power Supply Adapter Cable for -251,252 Supplies	$ 30.00
CBL-DC-451A1-01	DC cable for 3600 series with Filter for Level 6 Power supply	$ 20.00
CBL-36-452A-01	Filter Adapter cable for use w/ 3600 series cables U42 & UF0	$ 15.00

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Objection Handlers: Why do I need an 8ft. Drop Spec?

- Because scanners built to withstand drops from 8 ft/2.4 m will last longer than scanners built to withstand drops from 6.5 ft / 2m, yielding a lower TCO over the life of the scanner/fleet

Objection Handlers: Why is IP67 important?

- Because water and electrical components don’t mix, and sometimes water resistant just isn’t good enough for rugged environments. 3600 series scanners are water ***proof***

Objection Handlers: Why do I need 30% more working range?

- 30% more working range will increase workforce efficiency and help maximize productivity

Objection Handlers: Why does battery capacity matter?

- Because more battery capacity translates to more scans per shift, which means more up time and more worker productivity