

**Global Products Group  
Mobile Computing Division  
Product Marketing Bulletin**



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Urgency Level	Regions PMB applies to:	Published for viewing by:
Immediate	<input checked="" type="checkbox"/> The Americas <input checked="" type="checkbox"/> EMEA <input checked="" type="checkbox"/> Asia Pacific	<input checked="" type="checkbox"/> Associates <input checked="" type="checkbox"/> Associates and Partners

**Subject:** MC50: The Enterprise Digital Assistant

Symbol Technologies' Mobile Computing Division is pleased to announce the new MC50 Series of Enterprise Digital Assistants. Designed for real-time VoIP and data capture capabilities that ultimately improves worker productivity, customer service and enterprise profitability.

Overview:

- The MC50 is the first in a new family of Symbol enterprise digital assistant (EDA) products specifically designed for business use in an enterprise environment.
- Targeting the growing mobile enterprise market, the new Symbol MC50 enables mobile workers to capture, move and manage information at the point of business activity in order to increase productivity and efficiency, while improving customer responsiveness and satisfaction.

Target Audience:

- Examples of mobile enterprise professionals who would use the MC50 include: retail managers, sales professionals, IT managers and supply chain management professionals.
- The MC50 is ideal for any professional who is mobile and not sitting at a desk, but needs a durable device to work as they walk. For instance, a store manager at a large clothing store can be out on the retail floor with his employees retrieving information in the back room in order to assist customers, or help get information on inventory, clothing sizes, etc. to associates – all in real-time.

Business and Technology Benefits:

- MC50 is ideal for professional who are not working at a desk or stationary location. It gives them real time access to people and information in a device that is durable and capable of being "on the move."

- The Symbol MC50 allows customers to better manage and deploy mobile devices with its MSP software solution. It is one of the only mobile devices today that has the capability to be managed within a network.
- The MC50 is a fully secure, manageable device ideal for organizations who are using mobile CRM, supply chain and other applications which contain confidential information and intellectual property.
- Symbol's Global Services Division has the expertise and services necessary to maximize uptime and meet the support requirements of mobile products in the enterprise.
- The MC50 is optimized for in-facility, real-time communication, advanced data capture and VoIP telephony enabling on-the-spot decision making at the point of activity—helping to increase customer satisfaction and productivity.
- Because the MC50 is being rolled out to support robust, mission-critical applications in a process that is overseen by the organization's IT department, the demand on IT staff for personalized support and administration is lessened
- The MC50 is in the process of being certified for numerous enterprise applications, such as customer relationship management (CRM), sales force automation (SFA) and enterprise resource planning (ERP) solution.

Please refer to the tables below for exact product and services configuration/order numbers:

The following products will be sold under the new **K3** discount category:

<u>Order Number</u>	<u>Description</u>	<u>List Price (US\$)</u>
MC50-SP10	MC50: WLAN, PPC2003, 64/64, PIM Key, Linear CMOS 1D w/ 1560 mAh batt.	\$ 1,050.00
MC50-SQ10	MC50: WLAN, PPC2003, 64/64, QWERTY Key, Linear CMOS 1D w/ 1560 mAh batt.	\$ 1,050.00
MC50-IP10	MC50: WLAN, PPC2003, 64/64, PIM Key, Imager 1D/2D w/ 1560 mAh batt.	\$ 1,200.00
MC50-IQ10	MC50: WLAN, PPC2003, 64/64, QWERTY Key, Imager 1D/2D w/ 1560 mAh batt.	\$ 1,200.00
MC50-SP20	MC50: WLAN, PPC2003, 64/64, PIM Key, Linear CMOS 1D w/ 3600 mAh batt.	\$ 1,125.00
MC50-SQ20	MC50: WLAN, PPC2003, 64/64, QWERTY Key, Linear CMOS 1D w/ 3600 mAh batt.	\$ 1,125.00
MC50-IP20	MC50: WLAN, PPC2003, 64/64, PIM Key, Imager 1D/2D w/ 3600 mAh batt.	\$ 1,275.00
MC50-IQ20	MC50: WLAN, PPC2003, 64/64, QWERTY Key, Imager 1D/2D w/ 3600 mAh batt.	\$ 1,275.00
11-67289-01	STYLUS:STD REPLACEMENT,3/PK	\$ 30.00
21-67292-01	HOLSTER/CASE:RIGID BELT MNT W/SWIVEL	\$ 20.00
21-67294-01	HOLSTER/CASE:SOFT	\$ 8.00
21-69024-01	HEADSET	\$ 8.00
25-69474-01	CBL ASSY:USB	\$ 35.00
50-14000-147	POWER SUPPLY FOR SINGLE SLOT CRADLE	\$ 35.00
50-14000-148	POWER SUPPLY FOR SACX000-4000C (MULTI BATTERY CHARGER)	\$ 45.00
ADP5000-00	CABLE CUP ADAPTER: MC50	\$ 60.00
BTRY-MC50EAB00	ASSY: BATTERY PACK, STD CAP	\$ 50.00
BTRY-MC50EAB02	ASSY: BATTERY PACK, EXTD CAP	\$ 125.00
CRD5000-1000U	SINGLE SLOT DESKTOP CRADLE	\$ 50.00
MSR5000-00	MSR ADAPTER: MC50	\$ 150.00
SACX000-4000C	4 SLOT BATTERY CHARGER: MC50 AND MC3000	\$ 200.00
VCA5000-12	CBL ASSY: VEHICLE CHARGER	\$ 40.00

\* Please note: localized versions will be released on a weekly basis through Q4. A separate PMB will be released providing target release dates for each language. List prices will not change from the base configurations listed below.

The following products will be sold under **KN** discount category:

<u>Order Number</u>	<u>Description</u>	<u>List Price (US\$)</u>
21-32665-44	UBC ADAPTER: MC50	\$ 95.00
50-16000-182	LINE CORD FOR SINGLE SLOT CRADLE	\$ 5.00
CBL-8800-100-DEX	CBL ASSY:DEX,PPT88XX / MC50XX	\$ 35.00
CBL-8800-100-ON1	CBL ASSY:O NEIL,PPT88XX / MC50XX	\$ 35.00
CBL-8800-100-PAX	CBL ASSY:PAX,PPT88XX / MC50XX	\$ 35.00
CBL-8800-100-ZEB	CBL ASSY:ZEB,PPT88XX / MC50XX	\$ 35.00
KT-67525-01	SCREEN PROTECTOR 3/PACK	\$ 35.00

In addition, the following Service products are available under category G4;

<u>Order Number</u>	<u>Description</u>	<u>List Price (US\$)</u>
SSB-MC5040-30	TASS – SRV CTR BRONZE 3YR – SERVICE FROM THE START	US \$199
SSG-MC5040-30	TASS – SRV CTR GOLD 3YR – SERVICE FROM THE START	US \$249
SSB-MC5040-31	EMEA – SRV CTR BRONZE 3YR – SERVICE FROM THE START	Euro 179
SSG-MC5040-31	EMEA – SRV CTR GOLD 3YR – SERVICE FROM THE START	Euro 229
SSB-MC5040-32	APAC – SRV CTR BRONZE 3YR – SERVICE FROM THE START	Aus \$279
SSG-MC5040-32	APAC – SRV CTR GOLD 3YR – SERVICE FROM THE START	Aus \$349

Links:

Ordering information is available to Symbol associates and partners via Solution Builder at <http://sb.symbol.com/>.

Product information is available at: [www.symbol.com/mc50](http://www.symbol.com/mc50)

Thank you.

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