



MK SERIES PARTNER BRIEF

EXECUTIVE SUMMARY

In today's fast-paced world, information is omnipresent, never farther away than a few clicks of a mouse or mobile phone display. As a result, customer satisfaction and retention often hinges on providing access to instant service — a capability that can help businesses to not only provide differentiating service, but also strengthen customer relationships and loyalty.

Provide the ultimate in self-service with on demand information for customers and employees

The Motorola Micro Kiosk Series empowers your customers to deliver personalized service and on-the-spot access to information to their customers — when and where it's needed. Intuitive, on-demand rich multimedia applications can be used in a multitude of service-driven industries. On the retail sales floor, shoppers can check pricing, verify gift card balances, order a product from the store website, print out personalized coupons and more without waiting for assistance. In airports, car rental offices, stadiums and theme parks, Motorola kiosks help speed customers through check-in without a long line at the gate or counter. In the hotel lobby, the kiosk serves as a personal electronic concierge, helping guests with

check-in/check-out, restaurant reservations, turndown service and more. And patients in a hospital or clinic can use the friendly self-service kiosk to check in for a doctor's appointment or schedule an appointment.

In addition, this series can also double as an employee tool, allowing businesses to truly maximize an investment in a Motorola Micro Kiosk. Employees can use the Micro Kiosks to punch in and out, view their schedules, learn about new inventory and review current promotions.

A portfolio to meet your customer's performance, price and application needs

This robust micro kiosk portfolio allows your customers to select the performance, size and price that best meet their application and budget needs. The MK4000 features the largest screen and best display resolution (12.1 in./ 30.7 cm SVGA), making it ideal for highly interactive, multimedia applications for both customers and employees alike. The mid-size MK3100 offers an 8 in./20 cm WVGA screen with full screen video support and a best-in-class feature set to support rich multimedia applications for customers and employees. The compact MK500 (3.5 in./8.9 cm QGVA) provides affordable basic self-service and digital advertising for retail and enterprise customers.

Scanning performance your customers can count on — on virtually any bar code

At the heart of many self-service applications is the ability to scan a bar code. All three kiosks feature Motorola's signature patented scanning technology, so end users are sure to experience first-time scanning success on any type of bar code. Your customers can choose the scanning solution that will best accommodate the symbologies in use in their environment today — either Motorola's advanced imaging engine that provides stellar performance on 1D, 2D and PDF bar codes or Motorola's leading laser engine for aggressive performance and accurate capture of even damaged and poor quality 1D bar codes. Since our Micro Kiosks are capable of reading bar codes displayed on the screens of mobile phones, your customers can keep up with the latest trends in marketing and CRM by offering fun and innovative mobile coupons, mobile gift cards/gift card balances, mobile loyalty programs and mobile ticketing.

All the features required for fast cost-effective mounting and everyday management

Motorola Micro Kiosks offer some of the thinnest profiles in their respective product categories, enabling easy mounting on shelves, walls, tables, end caps and more. Wireless connectivity eliminates the need to run network cabling to each kiosk. Standard Windows CE environment easily integrates into your customer's existing technology environment and makes it easy to develop interactive applications that are fun and intuitive for users of all ages and technology expertise. And Motorola's mobile device management solutions further lower the total cost of ownership by substantially reducing the time associated with deployment and day-to-day monitoring of this self-service technology.

AT A GLANCE: THE MOTOROLA MICRO KIOSK SERIES

From a technical standpoint, each Motorola Micro Kiosk offers the power and platform to support most self-service applications. However, when it comes to kiosks, display real estate truly determines the end user experience — whether the end user is a customer, patient or employee. As a result, each model is ideally suited for specific types of customer- and employee-facing applications:

MK500: Basic self-service customer-facing applications

The value-priced compact MK500 is ideal for basic customer self-service options, such as a price check, as well as basic advertising. These mini kiosks can be affordably installed throughout the customer environment to ensure that help is never more than a few steps away.

MK3100: Mid-sized multimedia micro kiosk optimized for video

The mid-size MK3100 features an 8 in./20 cm WVGA with a powerful platform to support the most complex multimedia applications. It supports full screen video for superior display of video content — from how-to product demonstrations and training videos for employees to video advertisements. The MK3100 offers maximum flexibility when it comes to customizing this solution — three USB ports plus Bluetooth enable the easy addition of a wide range of wireless and wired peripherals, from a keyboard and mouse to a printer, magnetic stripe reader, handheld scanner and more. And the MK3100 supports applications created with Motorola's groundbreaking RhoMobile Suite, right out of the box. RhoMobile applications are operating system (OS) agnostic, freeing developers from the operating system constraints and enabling the most intuitive and engaging applications possible.

MK4000: Largest and highest resolution display with dual use for customers and employees

The MK4000 offers the largest and highest resolution touchscreen display (12.1 in./30.7 cm). The device is built to handle a complete range of sophisticated self-service applications for customers, patients and employees in any environment, such as interactive product catalogs and gift registries, employee training modules, task management and scheduling. With a cost-effective connection to back-end systems and three USB ports for customization, this versatile device takes self-service to the next level and helps ensure a rapid return on investment.

THE MOTOROLA MICRO KIOSK SERIES



MK4000

2.43 in./6.17 cm profile
12.1 in./30.7 cm display



MK3100

2.17 in./5.5 cm profile
8 in./20 cm display



MK500

1.7 in./4.2 cm profile
3.5 in./8.9 cm display

AT A GLANCE: MICRO KIOSK FAMILY SPECIFICATIONS

FEATURE	MK4000	MK3100	MK500
Display	12.1 in./30.7 cm color SVGA LCD touch screen	8 in./20 cm color WVGA touch screen with 4 programmable buttons	3.5 in./8.9 cm color QVGA touch screen with 3 programmable buttons
Dimensions	Slim 2.43 in./6.17 cm profile	Slim 2.17 in./5.5 cm profile	Slim 1.7 in./4.2 cm profile
Processor	XScale™ 624 MHz	TI OMAP4 1GHz processor	XScale™ 520 MHz
Memory	128MB SDRAM/64MB Flash and up to 32GB via MicroSD slot	1 GB RAM/8 GB Flash and up to 32GB via MicroSD slot	64MB SDRAM/64MB Flash and up to 32GB via MicroSD slot
Operating system	Microsoft® Windows® CE	Microsoft® Windows® Embedded Compact 7.0	Microsoft® Windows® CE
Bar code scanning	Choice of 1D laser or 2D advanced imager; supports mobile bar codes	2D advanced imager; supports mobile bar codes	Choice of 1D laser or 2D advanced imager; supports mobile bar codes
Communication	802.11a/b/g wireless, wired Ethernet and Power over Ethernet	802.11a/b/g/n wireless, wired Ethernet and Power over Ethernet	802.11a/b/g wireless, wired Ethernet and Power over Ethernet
Mounting	Compliant with standard VESA brackets for easy mounting	Compliant with standard VESA brackets for easy mounting	Compliant with standard VESA brackets for easy mounting
Customization	Three USB ports for simultaneous support for up to 3 third party peripherals — printers, MSRs, keyboards, etc.	Bluetooth 2.1; three mini USB 2.0 ports for simultaneous support for up to 3 third party peripherals — printers, MSRs, keyboards, etc.	Mini USB port for support for 1 third party peripheral
App development environment	IE 6.0, Symbol PocketBrowser, Visual Studio .Net 2005, SMDK for C, .NET and JAVA	RhoMobile Suite for web development; IE 7.0, Symbol PocketBrowser, Visual Studio .Net 2005, SMDK for C, .NET and JAVA	IE 6.0, Symbol PocketBrowser, Visual Studio .Net 2005, SMDK for C, .NET and JAVA
Multimedia support	Stereo speakers, microphone and headset jack	Stereo speakers, microphone and headset jack	Stereo speakers

THE MARKET OPPORTUNITY

Following is an assessment of the total available market, as well as the product positioning by market application, company size and more.

What the experts are saying: consumers are embracing self-service technology

In the past decade, the trend toward self-service technology has increased significantly as businesses work to keep pace with today's customer-centric culture. North American retailers, hospitality operators and healthcare providers spent more than \$2.8 billion in 2008 on self-service solutions, and spending is expected to grow 15.3 percent annually through 2013. A recent study by the IHL Group projects that transactions at self-service kiosks will surpass \$607 billion in North America in 2011, while almost tripling to more than \$1.7 trillion by 2012.

Consumers are undeniably embracing kiosks and other self-service devices. A 2009 consumer survey sponsored by Self-Service and Kiosk Association found that an overwhelming majority (almost 90 percent) opt to use self-service "sometimes" or more frequently (Figure 1).

Interestingly enough, when the survey broke down the responses by age, they found that generational differences are beginning to erode, and respondents over 51 were nearly as likely to use the technology as their younger counterparts.

The survey then explored consumers' reasons for using self-service technology (Figure 2). Speed is the dominant driver behind consumer adoption, as self-service is considered the best means to obtain the fastest service. Motorola's high performance kiosk platforms and intuitive menu-driven applications ensure consumers receive just what they're looking for from their self-service experience — speed.

Additionally, the survey compared usage of kiosks over time and concluded that consumer adoption of self-services devices is on the rise — 80 to 90 percent of the respondents said they have used self-service "much more" or "somewhat more" over the past five years, and 80 percent said they plan on using self-service more over the next five years than they do today (Figures 3 and 4).

WHEN YOU HAVE A CHOICE BETWEEN FULL-SERVICE PROVIDED BY A PERSON OR USING A SELF-SERVICE DEVICE, HOW OFTEN DO YOU CHOOSE THE SELF-SERVICE OPTION?

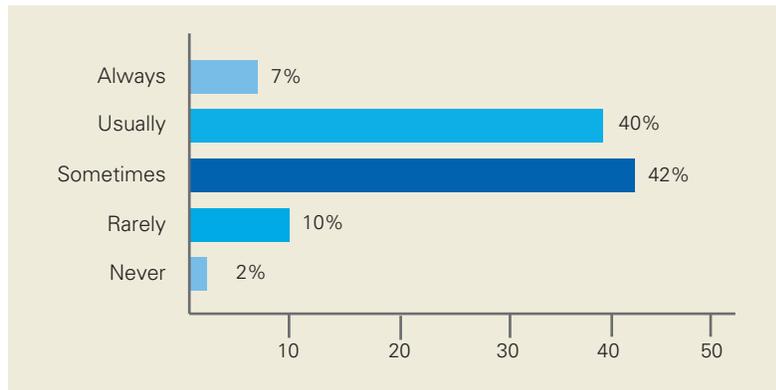


FIGURE 1
SOURCE: 2009 CONSUMER SELF-SERVICE SURVEY, SELF-SERVICE & KIOSK ASSOCIATION

WHEN YOU USE A SELF-SERVICE DEVICE, WHAT ARE YOUR TOP THREE REASONS FOR DOING SO?

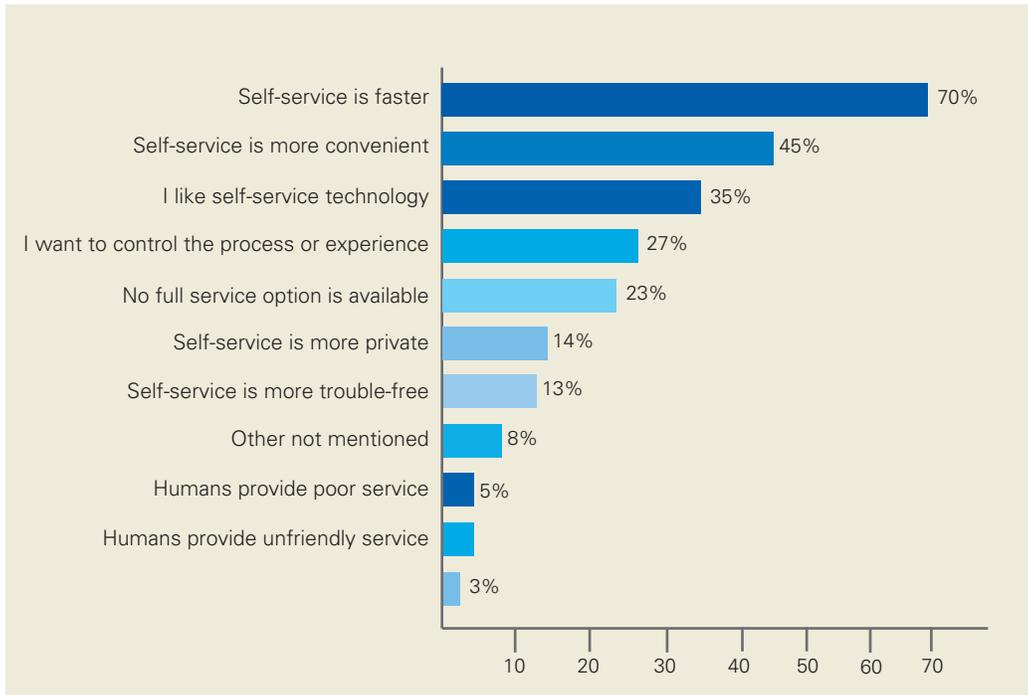


FIGURE 2
SOURCE: 2009 CONSUMER SELF-SERVICE SURVEY, SELF-SERVICE & KIOSK ASSOCIATION

DO YOU USE SELF-SERVICE DEVICES MORE OR LESS THAN YOU DID FIVE YEARS AGO?

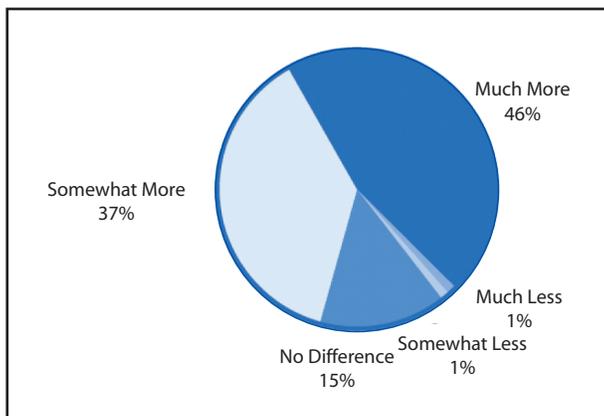


FIGURE 3
SOURCE: 2009 CONSUMER SELF-SERVICE SURVEY, SELF-SERVICE & KIOSK ASSOCIATION

IN FIVE YEARS, DO YOU BELIEVE YOU WILL USE SELF-SERVICE DEVICES MORE OR LESS THAN YOU DO NOW?

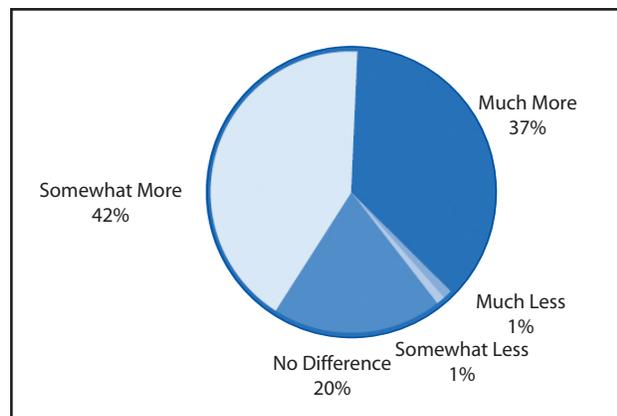


FIGURE 4
NOTE: CHART ADDS UP TO 101%, AS WRITTEN IN SOURCE REPORT
SOURCE: 2009 CONSUMER SELF-SERVICE SURVEY, SELF-SERVICE & KIOSK ASSOCIATION

A WIDE VARIETY OF APPLICATIONS IN A WIDE VARIETY OF MARKETS

Self-service in retail

The retail vertical is the undeniable leader in self-service adoption. The 2009 Self-Service and Kiosk Association survey shows high usage levels by consumers — 85 percent of respondents have used a price scanner in a store, 85 percent have used a self checkout lane in a grocery or retail store, 33 percent have used a gift registry kiosk and 13 percent have used a product information kiosk (for other than price). While usage rates are already high in some areas, there are still strong opportunities for retailers to expand their self-service technology beyond pricing and checkout with differentiated, fun and enhanced applications.

VDC projects a 9.3 percent CAGR in retail kiosk revenue between 2009 and 2014, reaching 740 million dollars in 2014 [Figure 5].

Self-service in travel

The airline industry has widely adopted self-service tools to meet consumers' definition of service quality — convenience, speed of service and control over their experience. Initially, airlines used the web as a tool for self-reservations, ticketing and check-in. Now many airlines provide access to kiosk applications (either at the airport or a central location in some larger cities) to offer a faster experience when checking in or changing a reservation. When the 2009 Self-Service and Kiosk Association survey respondents were asked to name the self-service devices used in the past six months, 43 percent answered airline check-in kiosks.

However, there's still plenty of growth left in the travel industry. For example, airports are starting to explore self-service applications for visitor information, and government agencies are beginning to use kiosks

for international travelers at Customs. In addition, experts believe that car rental kiosks will be the next major move in this vertical and predict that friendly, self-service check-in options to help travelers bypass the rental car counter will become just as pervasive as check-in kiosks for flights.

Self-service in hospitality

The same factors that make self-service popular in other industries apply to hospitality — consumers want shorter lines, faster service, more privacy and more control over their experience. For example, hotels could improve a guest's experience by making it faster and easier to check in or out using a self-service kiosk.

A 2010 survey conducted on behalf of Hospitality Technology found that consumers are growing increasingly comfortable with self-service technology in hospitality settings. In 2009, 40 percent of consumers surveyed said they would be more likely to choose a Quick Serve Restaurant (QSR) or hotel because it offered a self-service option. In the 2010 survey, these percentages rose dramatically: 54 percent for QSRs and 59 percent for hotels.

Self-service in healthcare

Self-service technology turns healthcare consumers from 'passive patients' to 'engaged participants'. People are already familiar with blood pressure machines in drug stores, and the industry is looking at ways to put more self-service health screening kiosks in retail settings. Additionally, self-service stations at hospitals and doctor's offices can give people greater speed, convenience and privacy when checking in for an appointment, scheduling a new appointment, viewing lab results or checking available services and recommended tests. And beyond check-in and appointment scheduling, kiosks let patients pay their medical bills and co-payments.

Figure 5: Global Shipments of Retail Based Kiosks Segmented by Region
(Millions of dollars)

	Historical	Base Year	Forecast					CAGR
	2008	2009	2010	2011	2012	2013	2014	2009-2014
Americas	\$308.3	\$244.8	\$264.8	\$288.4	\$316.5	\$350.3	\$391.2	9.8%
EMEA	\$177.9	\$135.3	\$143.8	\$153.6	\$165.2	\$178.9	\$195.3	7.6%
Asia-Pacific	\$111.5	\$94.5	\$102.0	\$111.0	\$122.2	\$136.2	\$153.9	10.2%
TOTAL	\$597.6	\$474.6	\$510.5	\$553.1	\$604.0	\$665.5	\$740.4	9.3%

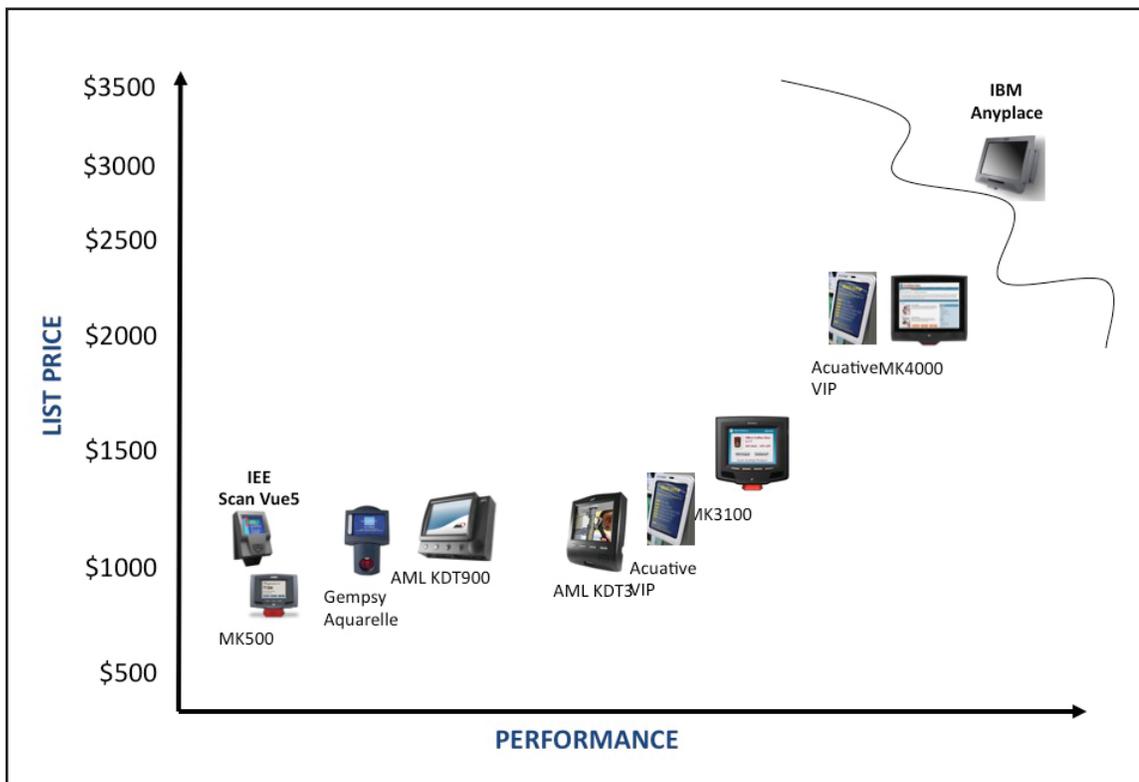
MARKET POSITIONING

The Motorola Micro Kiosk Series surpasses competitive products with function and price alternatives. Our multimedia kiosk portfolio is the strongest in the industry and gives your customers the right solution for their specific application needs.

Competitive highlights include:

- **The MK4000** features the largest display in our micro kiosk family. The kiosk is more affordable than other devices in its product category and offers a feature set that rivals that of much higher-priced full kiosks — including a high performance platform, large display, Motorola’s signature scanning performance and enterprise manageability.
 - **The MK3100** far outpaces the competition in power, offering the most robust processing speed in this class, nearly twice the RAM and over 30 times the
- Flash of the nearest competitor. It is the only one that offers a WVGA display for superior display of video content — competitive device displays offer a 4:3 aspect ratio, while only the MK3100 offers an aspect ratio of 5:3. And the MK3100 offers maximum flexibility when it comes to customizing this solution — three USB ports plus Bluetooth enable the easy addition of a wide range of wireless and wired peripherals, from a keyboard and mouse to a printer, magnetic stripe reader, handheld scanner and more.
- **The MK500** outperforms its competition in terms of functionality, performance and platform. At a similar price point to competitive offerings, your customers can benefit from the MK500’s enhanced versatility and feature set — including the solution’s high performance hardware architecture, Motorola’s signature scanning performance, slim profile, enterprise manageability and more.

Figure 6: Price Performance Comparison



VERTICAL AND HORIZONTAL MARKETS

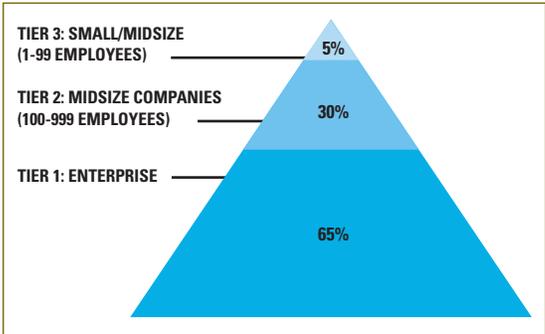
MARKET /APPLICATION	MK500	MK3100	MK4000
RETAIL			
Price Look-up	•	•	•
Inventory Check	•	•	•
Loyalty & Gift Card applications	•	•	•
Gift registry creation and lookup		•	•
How-to videos for customers		•	•
Call Box ("Ring the bell to page someone")		•	•
In-store pickup of web-based orders	•	•	•
Mobile bar code support/mobile coupons	•	•	•
Coupon printing	•	•	•
Large ticket item sales support	•	•	•
Audio Listening Station/CD preview		•	•
Digital advertising/signage	•	•	•
Forms - Application Form Entry			•
Electronic catalogue		•	•
Guided selling		•	•
Merchandise locator/store maps		•	•
TASKFORCE MANAGEMENT (HORIZONTAL MARKET)			
Time clock	•	•	•
Work schedules		•	•
Task management		•	•
Training videos for employees		•	•
HOSPITALITY			
Hotel Guest Portal and Check-in		•	•
Electronic concierge		•	•
Hotel maps		•	•

MARKET /APPLICATION	MK500	MK3100	MK4000
TRANSPORTATION, TRAVEL AND ENTERTAINMENT			
Boarding/self check-in		•	•
E-ticket purchase/pick-up	•	•	•
HEALTHCARE			
Patient self check-in		•	•
Patient Portal — i.e. upcoming appointments		•	•
Patient Room management		•	•
Medication administration		•	•
Patient administration		•	•
Procedure information		•	•

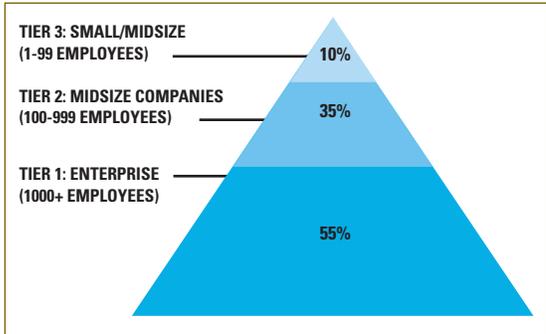
Market opportunity by company size

The primary targets for the MK Series are:

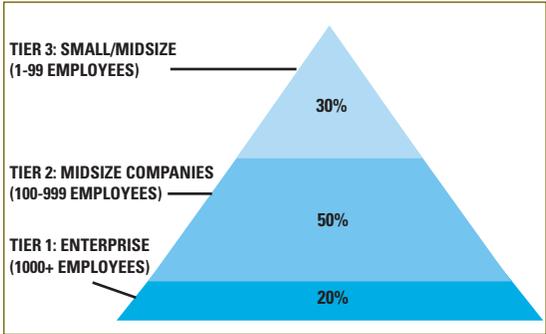
MK4000



MK3100



MK500



Target customer: prospect titles

During the sales process for the Micro Kiosk Series, you can expect to interact with several key decision makers. Following is a list of those decision makers and their major concerns:

- Customer Service Business Line VP or Director
 - Customer service, satisfaction and retention levels
- Operations Business Line VP or Director
 - Operational efficiency, cost containment/reduction, staff utilization
- Director of IT, CIO and CTO
 - Ease and speed of integration, cost of deployment, manageability
- RFP Project Manager/Purchasing Director

BUSINESS PROPOSITION

This section outlines the investment required to sell the Micro Kiosk Series, the revenue opportunities associated with hardware and accessories, as well as the incremental revenue opportunities associated with software application development and enhanced services.

Your investment

The initial investment required to sell the MK Series is minimal and summarized below. In large part, a partner’s initial investment is limited to the purchase of a single (or multiple) demo unit(s). Motorola offers an attractive discount for demo unit purposes; please visit the Partner Hallway or contact your preferred distributor for detailed information.

INITIAL PARTNER INVESTMENT	
DESCRIPTION	APPROX. COST TO PARTNER
Motorola Sales Tools	Available at no cost
Certification Costs	Not required
Cost for Demo Units	Available for purchase

THE MANY REVENUE OPPORTUNITIES

Hardware revenue: MK Series hardware configurations

The following charts list the available MK Series configurations. For a complete and up-to-date list of all available Micro Kiosk configurations and accessories, please refer to Solution Builder.

Software revenue

Application development and solution integration provide an additional revenue opportunity for our partners. Many customers will require new applications to be developed or existing applications to be integrated with their Motorola Micro Kiosk solutions. Whether it’s a merchandise locator application or a customer loyalty tool, there will be opportunities for partners to incorporate their application with the MK Series. Further, partners that have integration capabilities can generate incremental revenue by introducing these services to a customer.

Integration and enhanced services revenue

Augmenting your services portfolio with Motorola’s Enterprise Mobility Services as part of the complete solution provides you with a significant opportunity to earn more revenue, increase your profit margin and protect your customer’s Motorola investment. From providing fast, reliable equipment repair to around-the-clock global support, Motorola’s flexible, channel-ready services help customers keep their systems and equipment running at peak performance so they derive the most value from their investment in our technology.

As you know, your own experience, coupled with industry research shows that customers are more likely to select service plans when they’re bundled up front with a hardware quote as part of a complete solution. As our partner in selling Motorola products, it can benefit you, as well as your customer, to include Motorola’s exceptional services into each sale. There’s no better way to give your customers total service peace of mind by helping to ensure their investment is protected.

MK4000 Configurations

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
MK4900-A30PZ0GWTWR	MK4000 with SE4500 Imager, Ethernet communications and 802.11 a/b/g radio, touch screen	1A	\$2,000.00
MK4000-A30PZ0GWTWR	MK4000 with SE4500 Imager, Ethernet communications, touch screen	1A	\$1,925.00
MK4900-AU0PZ0GWTWR	MK4000 with SE955 Laser, Ethernet communications and 802.11a/b/g radio, touch screen	1A	\$1,925.00
MK4000-AU0PZ0GWTWR	MK4000 with SE955 Laser, Ethernet communications, touch screen	1A	\$1,850.00

MK3100 Configurations

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
MK3190-030BG4EBTWW	MK3190 with Imager, Ethernet communications, Power over Ethernet, Bluetooth, 802.11a/b/g/n radio and resistive touch screen	1A	\$1,500.00
MK3100-030BG4EZZWW	MK3100 with Imager, Ethernet communications, Power over Ethernet and resistive touch screen	1A	\$1,375.00

MK500 Configurations

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
MK500-A0U0DB9GWTWR	MK500 with Laser, Ethernet communications, touch screen	1A	\$800.00
MK590-A0U0DB9GWTWR	MK500 with Laser, Ethernet communications and 802.11a/b/g radio, touch screen	1A	\$875.00
MK500-A030DB9GWTWR	MK500 with Imager, Ethernet communications, touch screen	1A	\$875.00
MK590-A030DB9GWTWR	MK500 with Imager, Ethernet communications and 802.11a/b/g radio, touch screen	1A	\$950.00

KEY SELLING POINTS

In this section, we take a look at the key product differentiators and questions that can help you qualify a Motorola Micro Kiosk sales opportunity.

Differentiators

The Micro Kiosk Series offers a number of family and product-specific differentiators, including:

MK Series Differentiators

- **Comprehensive product family:** Our multi-function, multimedia-capable kiosks incorporate all the features your customers need to reinvent the self-service experience with engaging applications designed to serve virtually any end-user need — from simple information requests to complex interactive applications. A full product family lets your customers choose the right technology solution and display size that meets their application needs and budget.
 - **Comprehensive bar code symbology support:** With the ability to read 1D, 2D and PDF417 codes, Motorola Micro Kiosks support all the bar codes your retail and enterprise customers need today... and tomorrow. Your customers can easily capture virtually any kind of bar code — from 1D codes on product tags to 2D codes on drivers' licenses and other identification cards.
 - **Support for mobile bar codes:** Our Micro Kiosks are capable of reading the bar codes on mobile devices (2D imaging engine option only), so your customers can keep up with the latest trends in marketing and CRM by offering fun and innovative mobile coupons, mobile gift cards/gift card balances, mobile loyalty programs and mobile ticketing. Motorola's superior scanning performance handles reflective surfaces with ease, ensuring first time scanning success for mobile bar codes. As a result, your customers won't have to worry about the frustration and hassle when the scanner can't read the bar code on a shopper's, traveler's or patient's mobile phone.
 - **Choice of Motorola's advanced imaging or signature laser technology:** Your customers can choose between an advanced imaging engine for 1D, 2D and PDF bar codes or a laser engine for 1D scanning.* Either way, they benefit from Motorola's industry-leading performance. (* Note: MK3100 supports advanced imaging engine only)
- Motorola's advanced imaging engine delivers true laser-like performance on 1D, 2D and PDF bar codes, with a patented illumination system that enables omni-directional scanning — increasing ease of use by eliminating the need to align bar code and scanner.
 - Motorola's signature laser scanning technology delivers aggressive performance and accurate capture of even damaged and poor quality 1D bar codes. The patented Liquid Polymer scan element provides superior durability and reliability.
- **Industry-standard platform:** Based on Microsoft® Windows® CE, with integrated support for Internet Explorer, Visual Studio .Net, EMDK for C, .NET and Java, Motorola Micro Kiosks let your customers easily develop highly intuitive applications for any application and target age group.
 - **Standard VESA mount:** Each of our Micro Kiosks is thoughtfully designed for easy installation in the retail or enterprise environment, giving your customers the freedom to deploy kiosks wherever they will best serve their customers and employees. Compliance with standard VESA brackets enables easy mounting on walls, shelves, tables, end caps and more.
 - **Easy and cost-effective deployment:** Motorola Micro Kiosks easily connect to any existing wired or wireless network.
 - Wireless connectivity (MK4000 and MK500: 802.11a/b/g; MK3100: 802.11a/b/g/n) eliminates the time and cost required to run network cabling to each kiosk and enabling businesses to easily move kiosks on the fly to better meet customer or seasonal needs.
 - Support for both 802.3af and 802.3at Power-over-Ethernet (PoE), eliminates the need for a power outlet by every device — power can be supplied through the Ethernet connection, greatly reducing deployment time and cost.
 - **Support for Motorola's mobile device management solutions** for unprecedented simplicity in day-to-day device management: Customers can remotely provision, monitor, upgrade and troubleshoot kiosks from a centralized location — dramatically simplifying and reducing the costs associated with deployment and day-to-day management.

- **Investment protection:** Enterprise Mobility Services are one of the top differentiators of Motorola products. Customers rely on Motorola to keep their businesses running. Now they can rely on the most complete service programs that Motorola has ever offered. Motorola Micro Kiosks are eligible for Service from the Start, a prepaid Service Center Support program that delivers multiple years of seamless coverage, priority technical telephone and e-mail support, and rapid turnaround times for products in need of repair. It also entitles customers to the technical software support and software downloads they need to help keep their devices operating at peak performance levels — true business value.

MK4000 Differentiators

- **Compact form factor:** The MK4000 requires very little real estate. In fact, the Micro Kiosk offers one of the thinnest profiles in its product category (less than 2.5 in./6.35 cm deep). As a result, it can be easily placed in strategic locations throughout the store, lobby, entertainment venue, hospital and more.
- **High performance architecture:** The MK4000's high-performance architecture powers demanding applications — including highly interactive, multimedia programs.
 - XScale™ 624 MHz processor
 - 128 MB SDRAM/64 MB Flash
 - Micro SD slot up to 32 GB for more robust memory
 - Two integrated speakers and microphone for more dynamic applications
 - 12.1 in./30.7 cm SVGA touchscreen display
- **Superior multimedia experience:** The MK4000 features a large 12.1 inch/30.7 cm high-resolution SVGA touchscreen, stereo speakers, microphone and headset jack — to deliver a superior end user experience with engaging graphics and voice/ audio-enabled applications. In addition, the kiosk's impressive audio-visual capabilities are an ideal fit for digital signage applications, enabling the MK4000 to double as a promotional tool to display ads for new products and upcoming events.

- **Support for sophisticated employee applications:** With its large display size, the versatile MK4000 puts a variety of workforce management tools right on the sales floor, hotel lobby or other venue. For example, employees can access their work schedule, punch in and out for shifts and breaks, and confirm task completion on any MK4000 — without wasting time to walk to the backroom or centralized time clock. As a result, this single device can help your customers achieve multiple business objectives — from improved customer retention to better workforce productivity — for an extremely rapid ROI.
- **Digital signage:** Your customers can use digital signage to draw attention to the self-service devices and promote usage inside their establishment. For example, retailers can customize digital signage to promote a recent mailing campaign, so customers know exactly where they can scan their mailer the moment they walk in the store.
- **Three USB ports:** With three USB ports, the MK4000 can easily be customized to meet the needs of your customer. Add memory for demanding applications, a printer for gift receipts or registries; a magnetic stripe reader for self-checkout and payments; and a keyboard for simpler data entry.

MK3100 Differentiators

- **Compact form factor:** With its slim profile (2.17 in./5.5 cm), the MK3100 is easy to mount on shelves, walls, tables, end caps and more — so your customers can add self-service functionality without sacrificing crucial facility footage.
- **Best-in-class performance architecture:** Supporting multimedia requires a powerful machine — and the MK3100 delivers with the most powerful platform in its class. Its high-performance architecture provides plenty of power for the most demanding multimedia self-service applications.
 - 1 GHz processor
 - 1GB RAM/8GB Flash (nearly twice the RAM and over 30 times the Flash of its nearest competitor)
 - Micro SD slot up to 32 GB for more robust memory

- Two integrated speakers for more dynamic applications
- Touchscreen with four programmable buttons — enables more interactive applications with menu navigation and item selection
- **Full screen video support:** Nothing tells a story as quickly and succinctly as a video. The MK3100 enables shoppers, guests, travelers and employees to view rich video-based information. A retailer can provide how-to videos and product demonstrations. Hotels can offer video spots sponsored by local businesses that benefit everyone — guests can find out about special offers, local businesses can get more out of local ads and the hotel can charge for the service, providing additional revenue. In travel and entertainment, a video promoting additional events can play while customers are purchasing tickets. And healthcare providers can play videos to help educate the public, for example, why and where to get your flu shot.
- **The most customization flexibility:** No competitive device offers as many options to connect peripherals. With three user-accessible USB ports and integrated Bluetooth, the MK3100 can support the peripherals required to enable virtually any self-service application — including wired and wireless printers for receipts, gift registries and more; magnetic stripe readers and a handheld scanner for self-checkout; as well as a keyboard and mouse for simpler data entry. In addition, there are four programmable buttons on the front of the MK3100 that can bring one-button simplicity to a wide variety of actions within applications.
- **Support for the most intuitive applications on the planet:** The MK3100 supports applications created with Motorola's groundbreaking RhoMobile Suite, right out of the box. RhoMobile applications are operating system (OS) agnostic, freeing developers from the operating system constraints and enabling the unfettered application design required to create sophisticated and easy to use consumer-style interfaces for the most intuitive and engaging applications possible. In addition, one version of an application will run on any device, regardless of operating system, greatly reducing

the cost of developing and maintaining applications. Since RhoMobile applications are built on HTML5, they are web-based — they reside on enterprise servers, where they are easy to deploy and maintain. And with RhoMobile Suite's comprehensive toolset, the need to purchase and maintain testing platforms for each OS is eliminated and integration of however many data sources are required is easy.

MK500 Differentiators

- **Compact form factor:** With its compact size and slim profile (5.6 in. x 5.1 in. x 1.7 in./ 14.2 cm x 12.9 cm x 4.2 cm), the MK500 can be deployed virtually anywhere in your customer's store — from aisle end-caps to shelves, poles and walls.
- **High performance architecture:** The MK500's high-performance architecture powers even the most demanding applications — including highly interactive, multimedia programs that are fun and easy to use for shoppers of all ages and technology expertise.
 - XScale™ 520 MHz processor
 - 64MB SDRAM/64MB Flash
 - Micro SD slot up to 32 GB for more robust memory
 - Two integrated speakers for more dynamic applications
 - Touch screen with three programmable buttons — enables more interactive applications with menu navigation and item selection
 - 3.5 in./8.9 cm diagonal color QVGA touch screen
- **Mini USB:** With the MK500's USB connectivity, your customers can easily build on this solution by adding third-party peripherals, such as printers, magnetic stripe readers, keyboards and more.
- **Marketing and signage flexibility:** Built-in signage mounts allow for easy attachment of signage, enabling retailers to draw attention to the MK500. For example, retailers can customize signage to promote a recent mailing campaign, so customers know exactly where they can scan their mailer the moment they walk in the store.

QUALIFYING YOUR CUSTOMER

The following questions will help uncover underlying needs that can be addressed with a Motorola Micro Kiosk:

Uncover the business problem:

- What business problem are you looking to solve through the use of self-service technology — such as competitive pressures, long checkout lines or the need for more effective promotions?
- Is customer service an important differentiator in your marketplace?
- Do you need or want to increase customer satisfaction and revenue without having to hire additional employees?

Questions for retail opportunities:

- Do long checkout lines lead to customer frustration — or lost sales?
- When customers request assistance, how long do they generally wait before their question is answered?
- Do your sales associates spend too much time handling routine customer requests like price checks or availability? Could their time be better spent on other tasks?
- Will you have increased throughput (and shorter lines) at your POS with separate price verification capability?
- Do you find yourself struggling to successfully assist your customers due to high employee turnover and unseasoned associates?
- Are you interested in a self-service kiosk that can also be utilized for employee applications such as time clock and attendance?
- Would productivity improve if associates could clock in and out, or check the day's task list, right from the sales floor?
- Are you interested in increasing sales by up-selling and cross-selling products/services?
- Are you interested in increasing sales with how-to videos and product demonstrations?

Questions for travel opportunities:

- Would you like to increase throughput at the gate/check-in through self-service?
- Does your staff spend too much time handling routine customer questions, such as seat requests?
- Would your guests appreciate helpful travel information (such as highlights on their destination) while waiting to board?
- Are you interested in increasing sales by up-selling services (such as meals or first-class) or promoting featured destinations and travel specials?

Questions for hospitality opportunities:

- Does your property experience bottlenecks and long lines at the front desk during peak check-in/check-out times?
- Generally how long do guests need to wait to request assistance in the lobby?
- Would your guests appreciate personal electronic concierge service — with restaurant recommendations, reservations, activity planning and more?
- Are you interested in increasing sales by up-selling services or promoting a sister property?
- Are you interested in creating additional revenue streams by offering sponsored video spots to local and other businesses?

Questions for event/entertainment opportunities:

- Would you like to increase throughput at the gate/entrance through self-service?
- Are you interested in increasing sales by promoting upcoming events?

Questions for healthcare opportunities:

- Would you like to increase the throughput of patient check-in?
- Does your hospital and desk staff spend too much time handling routine patient questions — such as appointment check-in or appointment scheduling?
- Could a convenient kiosk improve efficiency and accuracy in patient room management?

- Could a kiosk help improve accuracy and accountability when administering medications?
- Are you interested in a self-service kiosk that can also be utilized for employee applications such as time and attendance?
- Are you interested in a kiosk that can also play community awareness and educational videos — such as why and where to get your flu shot?

Service-related questions:

- What level of post-sales service and support do you expect?
- How long can you afford to be without your product? Is turnaround time flexible?
- What is the impact of downtime on your business?
- If we could offer you a service plan that covers your Micro Kiosk investment for a one-time upfront cost, would you be interested?
- Do you regularly download software updates for your devices?
- Is your IT staff overburdened with supporting your current base of scanners: software updates, provisioning, troubleshooting? Are your scanners installed across multiple locations?

ENTERPRISE MOBILITY SERVICES OPPORTUNITY

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes Enterprise Mobility Services.

Selling services up front with the product results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

Motorola's flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Enterprise Mobility Services benefit your customers' businesses by:

- Providing expert product repair and telephone technical support
- Helping to ensure they get the most value from their Motorola investment
- Protecting their investment in our technology

The following example will help you understand why your customers should purchase a service agreement upfront, versus relying on warranty or flat rate repair service. While the pricing in the following chart is specific to the MK3000, the benefits are the same for the entire Micro Kiosk product line.

Support Services for the Micro Kiosk Series

Motorola's Support Practice includes the complete customer services portfolio of traditional "break/fix" services, including Service from Start with Device Management through the newer software support programs.

The following services are available to keep the Micro Kiosk Series products operating at peak performance throughout their lifecycle:

You have an excellent opportunity to upsell services with the Motorola Micro Kiosk Series. Service from the Start programs provide enhanced support for your customers' critical mobility operations. Customers can pay "a little now" for extended services or pay "a lot later" in the event of a repair and lost downtime.

Service Decision Tree: MK3100



Did the customer purchase a service agreement with the **MK3100 Micro Kiosk**?

Yes

Service from the Start – Bronze
\$103 list price
for three years
SSB-MK3XXX-30

- Your customer is covered**
- Three-day depot repair turnaround time
 - Covers normal wear and tear
 - Includes all materials, parts and labor
 - Telephone technical support included
 - Software support included
 - Three years of coverage
 - No additional costs
 - Fixed, budgeted costs known upfront

\$103 list price for three years of coverage

No

Entitled to warranty support only

- One-year product warranty
- Covers manufacturing defects only
- 10-day turnaround time for product repair
- Support for Core Product Software releases (maintenance releases and patches) not included

- Customer-owned and managed spares or flat rate repair — considerations**
- Customer purchases/manages spare
 - Additional costs incurred:
 - **\$1,500 list price per device**
 - **Requires personnel to manage**
 - If repair needed via Motorola service center to replenish spares pool:
 - **Flat rate repair costs — \$499 for major repairs**
 - **Additional charges may apply for extensive damage**
 - If customer requires software support, an additional software support contract is required (additional \$30 per device for one year)
 - **Note: software support is included in hardware support contracts**

Unknown, unbudgeted costs

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Support Services for the MK Series

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
Service from the Start — Bronze	<ul style="list-style-type: none"> • Multiple years of seamless coverage at a one-time cost • Covers normal wear and tear • Includes all materials, parts and labor • Bronze-level service delivers depot repair with 3-day in-house turnaround time • Gold-level service includes advance device replacement and the Commissioning service • Technical software support and rights to download software releases • Automatic application of engineering changes 	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	MK500 SSB-MK5XX-30
				MK3100 SSB-MK3XXX-30
Service from the Start — Gold				MK4000 SSB-MK4XXX-30
				MK500 SSG-MK5XX-30
				MK3100 SSG-MK3XXX-30
				MK4000 SSG-MK4XXX-30

Support Services for the MK Series, continued

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
<p>Service from the Start — Bronze with Device Management (U.S. and Canada only; minimum of 500 devices required)</p>	<ul style="list-style-type: none"> Multiple years of seamless coverage at a one-time cost Covers: <ul style="list-style-type: none"> Normal wear and tear Internal and external components damaged through accidental breakage Select accessories that ship together with the MK3000 Includes styluses, screen protectors, hand straps and battery doors (where applicable) 	<p>Up front with the hardware (prepaid) or within 30 days thereafter</p>	<p>Three years</p>	<p><u>MK500</u> MSSBE-MK5XX-30</p> <p><u>MK3100</u> MSSBE-MK3XXX-30</p> <p><u>MK4000</u> MSSBE-MK4XXX-30</p>
<p>Service from the Start — Gold with Device Management (U.S. and Canada only; minimum of 500 devices required)</p>	<ul style="list-style-type: none"> Depot repair with 3-day in-house turnaround time for Bronze-level service Advance device replacement for Gold-level service Automatic application of engineering changes Full access to technical support resources Rights to download and use software releases and supporting documentation Remote diagnostics/remote control Software management – rollout planning and deployment Operational management and analytics Device security; profile lockdown; remote wipe Device management reporting 			
<p>Service Center Support — Bronze</p>	<ul style="list-style-type: none"> Seamless coverage, renewable in one-year increments Covers normal wear and tear Includes all materials, parts and labor Bronze-level service delivers depot repair with 3-day in-house turnaround time Gold-level service includes advance device replacement and the Commissioning service Technical software support and rights to download software releases Automatic application of engineering changes 	<p>Any time</p>	<p>One year Three years</p>	<p><u>MK500</u> SCB-MK5XX-10 SCB-MK5XX-30</p> <p><u>MK3100</u> SCB-MK3XXX-10 SCB-MK3XXX-30</p> <p><u>MK4000</u> SCB-MK4XXX-10 SCB-MK4XXX-30</p>
<p>Service Center Support — Gold</p>				<p><u>MK500</u> SCG-MK5XX-10 SCG-MK5XX-30</p> <p><u>MK3100</u> SCG-MK3XXX-10 SCG-MK3XXX-30</p> <p><u>MK4000</u> SCG-MK4XXX-10 SCG-MK4XXX-30</p>
<p>Enterprise Mobility Software Support</p>	<ul style="list-style-type: none"> Full access to technical support resources Rights to download and use software releases and supporting documentation 	<p>Any time</p>	<p>One year</p>	<p>SWS-EMHW-0250-10 SWS-EMHW-1000-10 SWS-EMHW-5000-10</p>
			<p>Three years</p>	<p>SWS-EMHW-0250-30 SWS-EMHW-1000-30 SWS-EMHW-5000-30</p>

SALES TOOLS

This section details the product classification, where you can find additional information, available training and certification programs, and dates of availability.

Key dates

MK4000: Available for order

MK3100: Product Launch: January 10, 2013

FCS: March 28, 2013

MK500: Available for order

Sales and reference materials

For the latest information and sales support materials, please visit the following resources:

Partner Hallway:

<https://partnerselecthallway.motorola.com>

Product Homes:

MK4000: www.motorola.com/mk4000

MK3100: www.motorolasolutions.com/mk3100

MK500: www.motorola.com/mk500

Enterprise Mobility Services:

Public: <http://www.motorolasolutions.com/enterprise/services>

Partners: https://partnerselecthallway.motorolasolutions.com/product_services/services/index.aspx

Solution Builder:

<https://solutionbuilder.motorolasolutions.com>

Developer Tools:

<https://devcentral.motorola.com/>

Product classification

MK4000: Class 3

MK3100: Class 3

MK500: Class 3

Training and certification

Training and certification are not required to sell the Motorola Micro Kiosk Series.

WHY MOTOROLA SOLUTIONS

When it comes to delivering mobility solutions your customers can depend on, turn to the company chosen by enterprises around the world in nearly every industry — Motorola Solutions. Every day, companies of nearly every size — from a majority of the Fortune 500 companies to small to medium size organizations — count on Motorola Solutions to streamline processes and maintain a competitive edge. When you choose Motorola enterprise mobility solutions, you choose a leader that offers over 80 years of experience in bar code scanning, mobile computing and wireless infrastructure technology development and deployment — including a long history of industry firsts. When you choose Motorola Solutions mobility solutions, you give your customer the power to drive inefficiencies out of business operations — and productivity and profitability in.

For more information on how Motorola Micro Kiosks and other Motorola enterprise mobility solutions can help your customers, please contact us at [1.800.722.6234](tel:18007226234) or [+1.631.738.2400](tel:+16317382400), or visit us on the web at: <http://www.motorola.com/microkiosks>

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