



# MC3400/MC3450 Mobile Computer

Engineered for the toughest environments and today's modern workflows — now with more power, advanced scanning, Wi-Fi 6E and 5G

September 2024

# Agenda

- Why Zebra
- Challenge and Solution
- Unique Benefits
- Zebra DNA
- Zebra Services



# Why Zebra

# Why Zebra

## Extensive Reach


Scalable to meet any enterprise demands

 **\$4.58B**  
Global sales

 **120**  
Offices globally

 **~6.8K** Patents and patent applications worldwide

 **9.75K+**  
Employees worldwide in 55 countries

 **10K+** Channel  
Partners in over 185 countries

 **~11%**  
of sales R&D

## Leader Status

Gartner Magic Quadrant for Indoor Location Services—Global

# #1

## Rugged Mobile Computing

## Data Capture

## Barcode Printing

## Mobile RFID

## Our People Make the Difference



## Channel Accolades







# Challenge and Solution





# You need an edge to compete in today's fast-paced, e-commerce driven economy

Global e-commerce is projected to grow **300%** between 2022 and 2028, reaching **\$58.74** trillion USD<sup>1</sup>

**86%** of warehouse decisions-makers plan to expand their workforce by 2027 to support their increased focus on e-commerce<sup>2</sup>

**85%** of retail decision-makers are increasing the speed and convenience of fulfillment options — from click-and-collect to curbside pick-up and ship-to-home<sup>3</sup>

1. SkyQuest Technology, "Global e-Commerce Market to Hit Sales of \$58.74 Trillion By 2028 | E-commerce Market Has Come a Long Way, Still Need to Overcome Some Challenges," October 31, 2022 2. Zebra Warehousing Vision Study, 2022.  
3. Zebra Shopper Report Vision Study, 2023

# To adapt, warehouses, manufacturers and retailers must...



Accelerate the pace of order fulfillment



Minimize fulfillment errors



Increase inventory accuracy and tracking



Pick and pack more item-level goods



Simplify training for faster onboarding and temporary workers



# What do your stakeholders need in a mobility solution?



Your workers need a device they are familiar with, that's comfortable to use all shift long and works no matter what

Your operations team needs to accelerate the digitization of their operations to support Industry 4.0 implementations

Your IT team needs a device that's simple to manage, deploy and update – and offers the latest security to address breaches

Your business needs a flexible solution that fits a wide range of needs and can adapt to changing workflows with ease

...and all stakeholders need services that deliver maximum device uptime to **maximize TCO, workforce productivity and operational performance.**



# Address it all with the MC3400/MC3450 Mobile Computer

Easy to learn, engineered for the toughest environments and everything you need to keep up with the demands of today's 24x7 economy



# We took the industry's trusted MC3000 Series and made it **faster, tougher, more powerful** and more **ergonomic**



- 2.5x times more processing power
- Wi-Fi 6E and public/private 5G<sup>1</sup>
- Support to Android 18<sup>2</sup>
- 20% longer read range with new SE58 scan engine and high visibility green aimer
- 12% larger keypad for fewer errors and increased productivity
- Camera package (includes front and rear cameras) available in both gun and straight-shooter (brick) form factors
- Identity Guardian for secure personalized access
- Dual: IP67/65 ingress protection with enhanced drop and tumble specs

**...all with a familiar form factor and compatibility with MC3300 Series chargers/batteries**

1. MC3450 only; available Q2 2025. 2. Expanded/Full models only; pending Qualcomm® commitment



# Create the perfect solution for your workflows, workers and budget



## Choose your preferred form factor



## Choose your connectivity

MC3400



MC3450



## Pick the keypad you need



Alpha-Numeric  
(47 key)



Function Numeric  
(38 key)



Numeric  
(29 key)



## Choose your performance level

Tiered memory configurations so you can tailor a solution that's just right for your applications and budget



## Add rear and front cameras

5MP front facing and 13MP rear facing; available in both form factors!



## Select the right scan engine for your needs

Standard range, advanced range or extended range scan engines; with LED or red/green laser aimers



# Vertical Markets and Applications



# Warehouse



- Picking
- Put-away
- Cross-docking
- Shipping

- Receiving
- Inventory control
- Reverse logistics

# T&L: Ports and Yards



- Asset management (rail cars, containers, and cargo)
- Shipment tracking
- Yard management



# Manufacturing



- Put-away
- Line-side replenishment
- Work in Process (WIP)

- Material track and trace
- Quality Control
- Safety testing

# Retail



- Reverse logistics
- Price verification/updates
- Store receiving

- Online order fulfillment
- Backroom inventory management





# Unique Benefits



# Maximize lifecycle and performance with the latest computing platform



## Platform Specifications

- Qualcomm® SDM4490 octa-core; 2.4 GHz
- **Standard:** 4 GB RAM, 64 GB Flash, Upgradeable to Android 15
- **Expanded:** 6 GB RAM, 64 GB Flash, Upgradeable to Android 18<sup>1</sup>
- **Full:** 6 GB RAM, 128 GB Flash, Upgradeable to Android 18<sup>1</sup>

## Take application performance to the next level

2.5x more processing power, 50 percent more RAM, four times the Flash — compared with MC3300 and Qualcomm® SD660

## Power practically any application

Voice and line of business apps, simple 'green screen' legacy apps, apps powered by augmented reality and artificial intelligence — the MC3400/MC3450 can power them all, all at once

## Future Android support – guaranteed

Support for future versions of Android™ provides the peace of mind that the devices you purchase today will support the new features of Android, well into the future

## ARCore certified<sup>2</sup>

Ready to support today and tomorrow's augmented reality applications to boost operational efficiency — such as AR-enabled apps for faster error-free picking and order fulfillment

# Faster, easier and more accurate data entry — even with gloves

## Keyboard is 12% larger than prior generation MC3300 Series

Larger keys and more space between the keys

Data entry is easier — increasing productivity and reducing keying errors



### Three keypad options

Choose the keypad that best suits the type of data your workers need to capture

Alpha-Numeric  
(47 key)

Function Numeric  
(38 key)

Numeric  
(29 key)

# Unmatched ergonomics

Two dedicated form factors, designed by Zebra's award-winning design team, provide all day comfort

## Straight Shooter

Lightweight comfort – optimized for a mix of scanning and manual data entry

**Two concave finger perches**  
Ensure a more secure and comfortable grip



## Gun

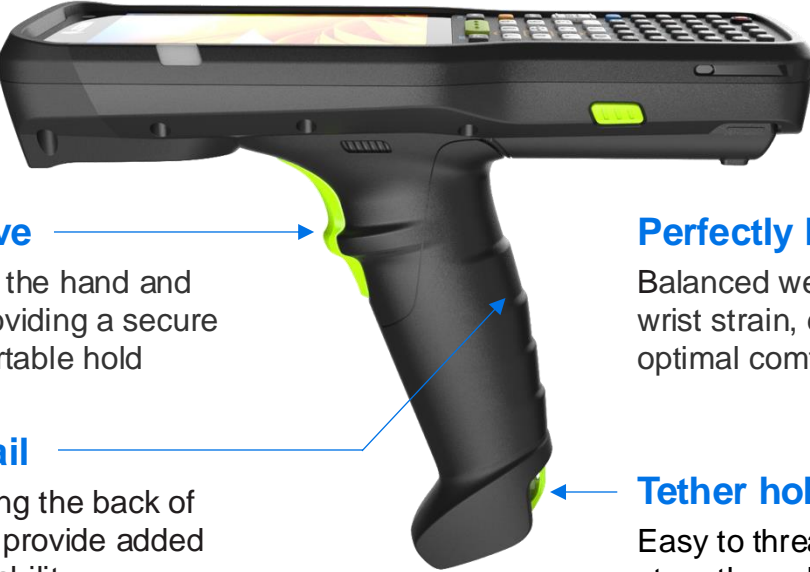
Comfort and a secure grip for the most scan-intensive shifts; added ruggedness with 8 ft (2.4m) drop spec

**Grip curve**  
Aligns with the hand and fingers, providing a secure and comfortable hold

**Grip detail**  
Ridges along the back of the handle provide added grip and stability

**Perfectly balanced**  
Balanced weight reduces wrist strain, ensuring optimal comfort

**Tether hole**  
Easy to thread a strap through





# Advanced wireless technology keeps workers productive wherever they are...



## WWAN 5G support for outdoor connectivity (MC3450)<sup>1</sup>

Supports private and public WWAN 5G data connectivity; extend rugged mobile computing to outdoor environments



## Dual SIM: Nano SIM and eSIM (MC3450)

Supports private and public WWAN 5G connections simultaneously for network redundancy or to deploy different wireless networks in different areas



## Faster, more reliable Wi-Fi

Wi-Fi 6E offers 4x the bandwidth and 75% less latency over Wi-Fi 5; future proofs your network with the capacity to support augmented reality and more



## Advanced Bluetooth connectivity with Bluetooth 5.3

Bluetooth 5.3 improves energy efficiency, minimizes device interference for more reliable connections and enhances security

# Connects to WWAN 5G networks (MC3450)

Support for private and public WWAN 5G wireless data connectivity enables new affordable wireless networking options to expansive outdoor and indoor environments



## Warehouses

Low latency applications like robotic picking, IoT warehouse applications and forklift operations



## Manufacturing

Smart factory / Industry 4.0 applications: like automated guided vehicles, remote machine and robotic control



## Shipyards and Ports

Ensures that everyone and everything stays connected — from docked ships to cranes

## Benefits of Private 5G

- Greater coverage — ideal for expansive sites / campuses
- More consistent outdoor performance — less interference from machinery, metal structure and other networks
- Lower installation costs
- Seamless roaming and handoffs — ideal for forklifts and robots
- Better security — gives companies control over network and data

# High-resolution front and rear cameras

**Optional camera package available on both straight shooter and gun form factors**



## Enable new workflows with 5 MP front-facing camera

- Place a video call to get fast answers to questions to keep the flow of work moving
- Enable biometric facial recognition to let workers log-in to any device with their face

## Capture high resolution photos and documents with 13 MP rear-facing camera

- Document a damaged incoming shipment or return, capture a bill of lading or a return receipt
- Smart software rotates, brightens, crops, de-skews and removes shadows so documents are legible and searchable



**Only device in its class with a front facing camera**



**First MC3000 Series device to support a rear-facing camera on gun form factors**





# Identity Guardian

Secure personalized access

Provide users with streamlined and secure device access via facial biometrics and Single Sign-On integration

Empower administrators with comprehensive accountability for devices used in shared device deployments

Open the door to unique on-device experiences for users, based on role

Ensure total visibility with API integration across Zebra software applications and your ecosystem of applications

# Choose the scan engine that's right for your business

All options deliver split-second, first-time capture of virtually every barcode, regardless of condition



## SE4710

### 1D/2D Standard Range

Wide field of view for capturing large barcodes; captures barcodes over 24 in (60cm) away

## SE4770

### 1D/2D Standard Range

Captures barcodes, photos and documents indoors and outdoors — even in bright sunlight; captures barcodes up to 36 in (91cm) away

## SE55

### 1D/2D Advanced Range with IntelliFocus™ technology

Versatile near-far scan engine captures barcodes in-hand to over 40 ft (12.2m) away; green laser aimer is up to seven times more visible than a red laser

## SE58

### 1D/2D Extended Range with IntelliFocus™ technology

Sets a new industry standard for extended range scanning; in hand to over 100 ft (30.5m) away; green laser aimer is up to seven times more visible than a red laser

# Extend your reach with Zebra's unmatched scanning range

Achieve new levels of productivity in warehouses, outdoor yards and ports with Zebra's SE58 1D/2D Extended Range scan engine

## Industry-best range – from in hand to over 100 ft (30.5m) away

- Reach barcodes faster: shave time from each task for peak productivity
- Improve worker safety with less climbing and crouching
- Boost workflow versatility: do more with a single device

## Instant, intelligent barcode capture near and far

- Exclusive IntelliFocus™ technology ensures flawless scanning across the entire scanning range

## Easier, more accurate aiming outdoors and inside

- Green laser aimer with a wide cross hair pattern is up to 7x more visible than a red aimer dot
- Easier to accurately target barcodes at a variety of distances and lighting conditions





# More rugged, More reliable, More uptime

## The most rugged MC3000 Series device yet



### Higher 8 ft (2.4m) drop specification<sup>1</sup>

8 ft (2.4m) to concrete at (+23C/+73F)<sup>1</sup>; 6 ft (1.8m) to concrete across temperature range (-20C to +50C/-4F to +122F) exceeding MIL-STD-810H



### Tougher 4,000 3.3 ft (1m) tumble specification

Punishing tumble test simulates a real-life random 3.3 ft (1m) fall followed by a roll; meets and exceeds IEC tumble spec



### Dust-proof and waterproof

Dual IP65/IP67 ingress protection; can handle being submerged in water and hosed down



### Wide operating temperature range

Rated for -4F to +122F (-20C to +50C)



### Over-mold Bumpers

Bumpers are always the touch points no matter how the device is set down or lands on the ground



# Triple-shift battery power

## Larger capacity battery

7000 mAh battery is standard on every model; more battery power means fewer battery changes and easier battery management

## Optional BLE-enabled battery

7000 mAh battery with BLE beacon; enables device tracking when devices are powered down or the battery is depleted<sup>1</sup>

## Superior battery performance

PowerPrecision+ batteries are designed and manufactured to deliver superior performance, reliability and safety

## Hot swap battery mode

Change batteries on the fly without losing your wireless connections or your data with temporary session persistence

## Advanced battery management

Real-time battery statistics make it easy to spot and replace batteries that can no longer hold a full charge, protecting productivity

1. Requires optional Device Tracker license

# An easy migration

Get maximum productivity gains with minimal disruption



## Familiar look and feel

Full physical keyboard provides the same familiar data entry experience your workers have today, eliminating training



## Seamless deployment with your WMS

Every device is equipped with two of the most popular Terminal Emulation software solutions for a quick and seamless deployment with your WMS<sup>1</sup>



## Easy upgrade path to modern touch apps

Touchscreen paves the way to migrate your TE app to a touch-based application for faster data entry and improved worker productivity



## Reuse your existing accessories

The MC3400/MC3450 is backward compatible with existing MC3300 Series charging accessories and batteries — saving time and money!





# Better collaboration with Workcloud Enterprise Collaboration Suite

## Fully-scalable enterprise collaboration tools, including push-to-talk secure text and task management



Simplify communications by sending instant alerts of new priorities and broadcasting messages to your entire team at once



Prioritize safety with critical real-time alerts and alarm notifications, such as Drop Detection and duress signals<sup>1</sup>



Enable employees to quickly and accurately answer questions at the press of a button



Make it easy for dock managers and pickers to stay in touch using quick and reliable communication



Automatically divide tasks equally among workers – or send a task to the best person based on location or skill set



Give workers the ability to work in multiple roles via profiles preloaded with task lists, protocols and more

## The Workcloud Suite

### Workcloud Communication PTT Premium

Instant PTT calling and role selection over Wi-Fi and cellular; advanced PTT features; role section with Profile Manager; 1-to-1 and group calls: text and voice

### Workcloud Communication Profile Manager

Share devices with multiple employees and automatically configure each to match the individual worker's role and needs; give workers the flexibility to work across roles and departments

### Workcloud Communication PTT Express

Simple PTT communications over Wi-Fi; Group calls with group/private response

### Workcloud Task Management

Ready-to-use task management solution; prioritize and send tasks to the right workers in real time

# No more lost devices

With the optional BLE battery and Device Tracker license, you can easily track and find missing devices

## Advanced tracking technology

Optional BLE Beacon battery allows users to locate missing devices — even if they are turned off or low in power; GPS locates devices beyond the four walls

## Geiger-counter style proximity locator

Easily guides users to a missing device's precise location

## Grows with your organization

Supports up to 100,000 devices at up to 5,000 sites

## Improve accountability

Track who has checked out each device, device status and location

...protect your investment, data and productivity by easily tracking lost or misplaced devices



# Process automation made easy with Zebra's OCR Tools

## Free-Form OCR

- Digitize any printed text
- Eliminate manual data entry
- Reduce errors
- Automates exception management
- Works on many surfaces
- Easy as 1-2-3
  - 1 Capture an image
  - 2 Position and re-size the on-screen box over the text you want to capture
  - 3 View and approve the text

## OCR Wedge

- Automatically capture six specific types of data<sup>1</sup>
- Fine-tuned to capture only the specific data type
  - 1 Shipping Container
  - 2 Identification Numbers
  - 3 Identification Documentation
  - 4 Vehicle Identification Numbers (VINs)
  - 5 Tire Identification Numbers (TINs)
  - 6 Meter Reading
  - 7 License Plates

## Picklist + OCR

- Capture a barcode or the printed text that appears with a barcode
- Switch between barcode and printed text mode on the fly
- Ideal for damaged barcodes
- Eliminates manual data entry for exceptions
- Works on many surfaces





# Broad accessory ecosystem

Backwards compatibility with MC3300 Series chargers and batteries preserves your existing accessory investment



Multi-slot charge only cradle with and without Battery charger  
**Shared MC33/MC34**



Multi-slot Ethernet cradle with and without Battery charger  
**Shared MC33/MC34**



20-slot Battery charger  
**Shared MC33/MC34**



Single-slot cradle  
**Shared MC33/MC34**



7000mAh STD and BLE batteries  
**Shared MC33/MC34**



4-Slot Battery charger  
**Shared MC33/MC34**



Hand strap for Gun  
**Shared MC33/MC34**



Soft holster for Gun/Straight Shooter (Brick)  
**Shared MC33/MC34**



Protective boot for Gun/Straight Shooter (Brick)



Rigid holster



Hand strap for Straight Shooter (Brick)



Screen protector

## New Accessories for MC3400/MC3450



Zebra DNA

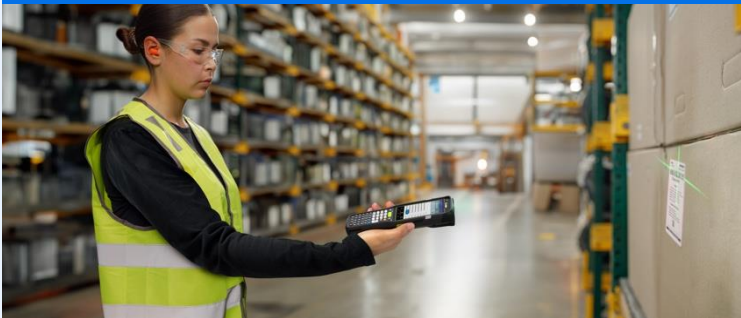


# Empower Your Workforce. Drive Results.

## With the hassle-free, simple-to-use embedded intelligence inside every Zebra device

Get the simplicity you need with Zebra DNA, the software powering Zebra's devices that empowers your workforce with continuous visibility across your entire operation, provides optimal uptime and ensures fast adaptability to changing workflows when needed.

### Continuous Operation Visibility



that provides the insight and foresight you need to enhance your processes, preempt problems, increase productivity and improve your ROI.

### Optimal Uptime



ensured by simplified deployment and management, together with enterprise-grade control and security tools that reduce delays and downtime.

### Flexible Workflow Performance



to adapt workflows to your evolving needs and swiftly respond to changing market dynamics, regulatory demands, internal processes or emergencies.



# Zebra DNA for Mobile Computers

## Set Up. Secure. Manage. Optimize.

### Set Up



**DataWedge:** Easily capture data and send to your host applications without programming



**Enterprise Mobility Development Toolkit (EMDK):** Develop powerful customized enterprise applications with less time and effort



**Enterprise Browser:** Create cost-effective web-based applications optimized to work on Zebra Android devices



**StageNow:** Stage a handful or thousands of devices with the scan of a barcode or tap of an NFC tag



**Zebra DNA Cloud:** Intuitive unified interface to easily deploy, manage and support your Zebra DNA tools



**Zebra Zero Touch:** Helps automate the setup of devices into your third-party management system

### Secure and Manage



**Device Diagnostic Tool:** Instantly test and diagnose hardware operability to determine system health



**GMS Restricted Mode:** Gain data control and enhance security by controlling Google Mobile Services



**LifeGuard for Android:** Protect devices from potential threats and access new features with regular updates and patches



**Device Tracker:** Easily locate and recover missing devices to protect your investment.



**Mobility Extensions:** A layer of enterprise features that are not available in off the shelf Android



**Wireless Fusion:** Enables seamless connectivity, and enhances the mobile operation and efficiency of Wi-Fi™



**Enterprise Home Screen:** Control the user interface, including access to applications and settings



**RxLogger:** Capture system and application logs to identify problems and avoid sending no-failure found devices for repair



**Identity Guardian:** Simple, secure and personalized access to shared devices with multifactor biometric facial login



**OEM Config:** Day one support for all device features in Mobility Extensions (Mx) via your EMM



**Wireless Insights:** Real-time visibility of wireless network performance to troubleshoot and optimize connectivity

### Optimize



**TekTerm:** Adapt your devices to your workflows by easily migrating Windows CE applications to Android



**All Touch Terminal Emulation:** Drive better productivity by converting legacy green screens to a modern, all touch UI



**OCR Wedge:** Boost productivity with optical character recognition that works on TIN, VIN, SSN licenses, plates and more



**Wireless Analyzer:** Comprehensive network diagnostics for rapid identification and resolution of connectivity issues



**Device Central:** Simplified pairing, unpairing, locating and troubleshooting with Bluetooth® accessories



**NG Simulscan:** Fast and accurate data capture from multiple barcodes. Capture text, signature, images and documents



**Enterprise Keyboard:** Customized keys and layouts for specific workflows



**Zebra Services**

# Added value with a full portfolio of Services

Increase operational efficiency, reduce costs and enhance overall business performance with Zebra Services

## Zebra OneCare Select

Increase device uptime and utilization – benefit from fewer workflow disruptions, lower repair costs and greater operational efficiency

3- or 5-year protection covering device functional failure, normal wear and tear, and accidental damage

Like new device shipped same day with next business day delivery<sup>1</sup>

Devices are delivered fully commissioned, ready to work out of the box

LifeGuard™ for Android™ provides extended security support, predictable periodic security updates and legacy security support when transitioning to a new OS

Access to VisibilityIQ™ OneCare<sup>2</sup> dashboard to manage your contracts and track the status of your repairs

Optional Battery Maintenance or Proactive Battery Replacement service to meet your needs and help you avoid downtime



## Professional Services

Focus on your core business while relying on Zebra to ensure your devices are updated and operating at peak performance

Gold Build ensures your devices operate at their peak performance by successfully designing user profiles

Save valuable time in your operation with Zebra Staging by aligning consistency on operating system version, security features and application loading

Let us help you put together the device and accessories and/or printed collateral into individual or site boxes

## VisibilityIQ Foresight™

Cut Zebra device management costs nearly in half!



### Informed decision making

Cloud-based dashboard to view fleet insights and make decisions based on analytics across your entire device fleet



### Proactive maintenance

Address potential device issues before they impact your business, and uncover opportunities for cost-cutting, right-sizing inventory and reducing lost or stolen assets



### Resource optimization

Better visibility helps you more efficiently allocate resources, so your devices are always used to their fullest potential





Thank you!

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