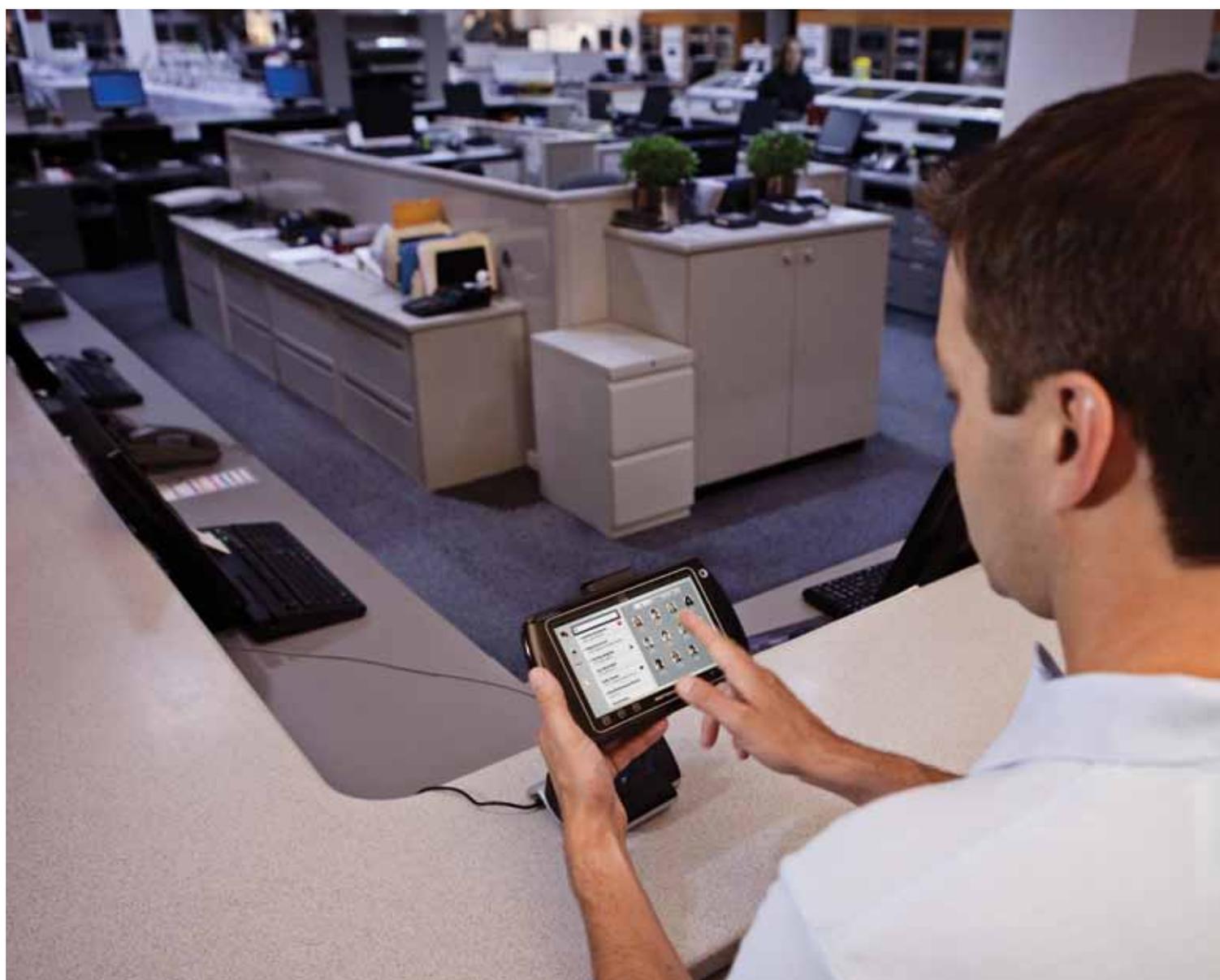# THE MOTOROLA ET1 ENTERPRISE TABLET
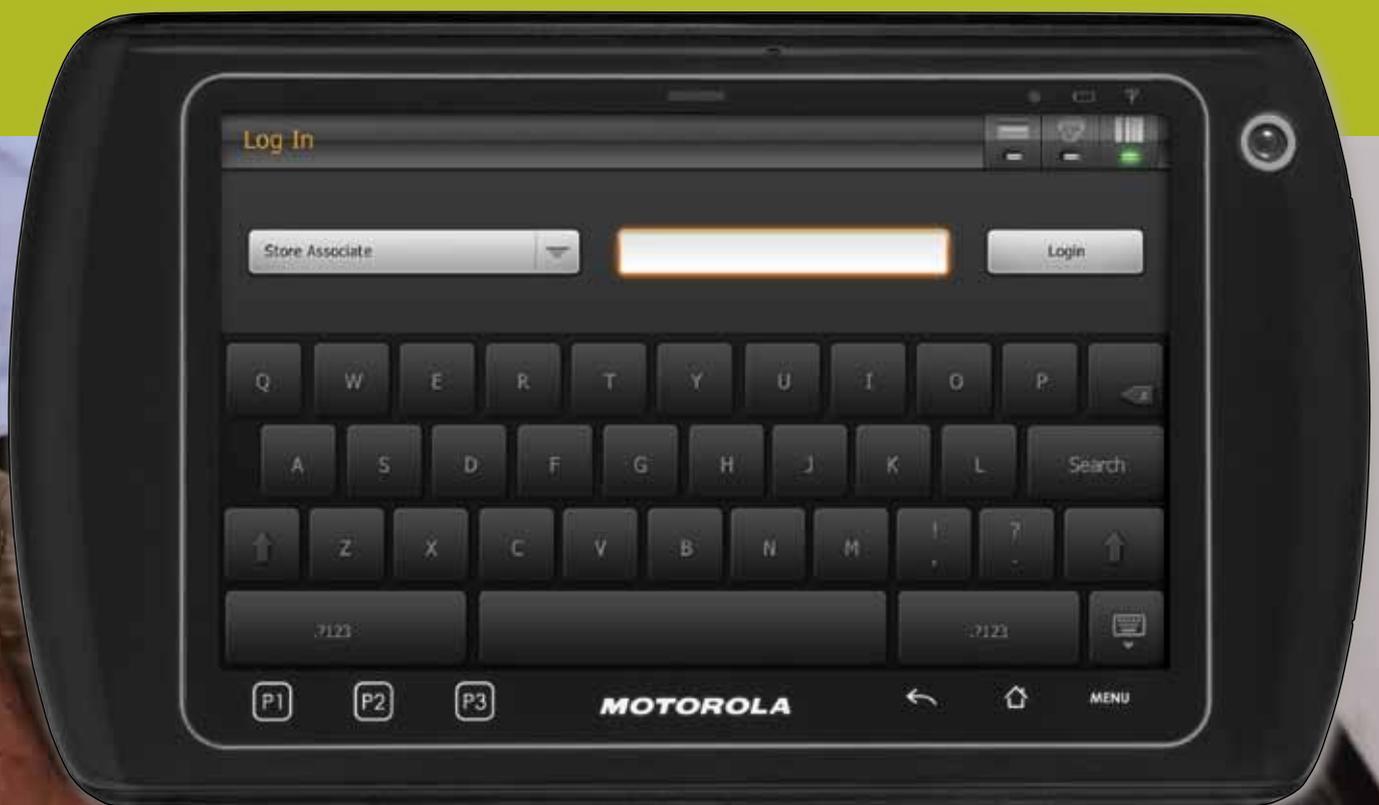
THE ONLY RETAIL TABLET THAT IS FLAT-OUT ENTERPRISE

MULTIPLE USERS PER TABLET? NO PROBLEM.

WITH MULTI-USER LOG-ON, ANY WORKER CAN USE ANY TABLET, YET ONLY GAIN ACCESS TO THE APPLICATIONS AND FEATURES REQUIRED TO DO THEIR JOB.

LOOKING FOR A TABLET THAT TAKES RETAIL TO A NEW LEVEL?

GET REAL.

REAL ENTERPRISE FUNCTIONALITY.

Introducing the MOTOROLA ET1 — the only retail tablet that's flat-out enterprise.

Only the ET1 provides the unique combination of hardware and operating system features that truly meet the needs of both the user and the enterprise. With the ET1 you have what it takes to successfully and cost-effectively deploy tablets in your store. You get real enterprise durability. Real enterprise manageability. Real enterprise lifecycle. Real enterprise security built into the Android operating system. Real cross-platform application portability. Real Wi-Fi compatibility. A battery you can change for real, full shift, power. And a form factor that our award winning industrial design team made easy-to-use — and a joy to hold.

So if you're searching for the right tablet for your managers and retail staff, you've just found it.

The Motorola ET1 — the enterprise-class tablet built for your business.

MANAGER DASHBOARD:
EVERYTHING YOUR MANAGERS NEED TO KEEP YOUR STORE RUNNING SMOOTHLY IS ALWAYS AT THEIR FINGERTIPS.

BEAUTY, BRAINS AND BRAWN

While the ET1 offers the sleek styling of consumer tablets, it is all business, ready to enable next-generation customer service, staff productivity and manager efficiency. Every aspect of the device, inside and outside, has been designed to create a truly enterprise class tablet. Outside, the ET1 has been engineered to handle all day, everyday business use, from the housing itself, to the type of glass used in the display. And inside, we've added support for enterprise-class security features, remote management, enterprise peripherals, out-of-the-box scanning and more. The result is business-class form and function, delivering:

REAL ENTERPRISE DURABILITY

The ET1 delivers enterprise durability. The ET1 can take whatever your employees dish out — including the inevitable drops, spills and bumps. Need to use the tablet outdoors where it might be cold or extremely hot? No problem for the ET1. We have also fortified one of the most important and most vulnerable parts — the display — with ultra strong Gorilla™ Glass. Since Gorilla Glass can flex with without shattering or scratching, it is practically impervious to damage. And with deep chemical strengthening, most scratches are virtually invisible.

REAL ENTERPRISE MANAGEABILITY

Device management is a challenge inside the retail store. Devices need to be readied for initial use, there are ongoing operating system patches and updates to software and configurations. Device issues need to be resolved quickly to keep devices up, running and in service. In addition, many different users performing different tasks, might use the same device throughout the workday — from staff helping shoppers to department and store managers overseeing everyday operations.

Two features address these business challenges. First, our Mobility Services Platform,* substantially reduces the single largest cost associated with

any mobile solution — day-to-day management. From a single centralized location, IT can stage devices and their peripherals for initial use; update devices as required; keep devices in compliance with pre-set policies; monitor devices to detect and address issues before users are impacted; and troubleshoot and resolve issues when devices, their peripherals or installed applications malfunction.

Second, and this is a feature you won't find on any consumer-oriented tablet, addresses the fact that many workers will use the same device. Multi-user log on allows any worker to use any tablet. Whilst gaining access to only the applications and features required to do their job. Multi-unit charging stations make it easy to keep device batteries charged and ready to go for each shift. A smaller pool of devices can now easily support a larger number of users, driving hardware investment and management costs down. And since you can prevent access to unauthorized applications, you can prevent workers from downloading unauthorized applications that could diminish productivity.

REAL ENTERPRISE SECURITY

Security is crucial in every business — but it is especially critical in retail, where sensitive credit card data requires compliance with Payment Card Industry (PCI) regulations. With the extra security measures in the

ASSISTED SELLING:
GIVE YOUR CUSTOMERS ALL THE INFORMATION THEY NEED TO MAKE THAT BUYING DECISION — RIGHT NOW.

ET1, in seconds, you can configure the ET1 to encrypt not only the data resident on the tablet itself, but also on any media card in the external media card slot. If devices are lost or stolen, you can choose to automatically lock or wipe the device to prevent unauthorized use of your data and your business applications.*

REAL ENTERPRISE EXPANDABILITY

Add new functionality, as you need it. With both Bluetooth™ wireless and an integrated expansion port, you can easily connect peripherals to your ET1 — from a magnetic stripe reader (MSR) to a portable printer or CAC card reader. We also added something the standard version of Android doesn't offer — support for enterprise peripherals at the kernel level of the Android operating system, making it easy to program peripheral functionality into your applications.

REAL HIGH-PERFORMANCE CROSS-PLATFORM APPLICATIONS — DEVELOP ONE APPLICATION, RUN IT ON DIFFERENT DEVICES WITH DIFFERENT OPERATING SYSTEMS

To help you manage a multiple operating system environment, Motorola created RhoElements. With this HTML5 application development framework, you can say goodbye to the increasing confusion and complexity of developing and managing multiple versions of the same application, and say hello to ease of deployment, functional depth and cost savings. You can write an application once that runs on different mobile devices, regardless of screen size or whether Motorola devices are based on Windows Mobile, Windows CE or Android. Unlike other cross-platform application development frameworks, these OS-agnostic applications look, feel and act identically on every device. You can easily incorporate all the features of your mobile devices into your applications. Applications can run online or offline, protecting productivity by ensuring availability even if users occasionally wander outside of coverage of the wireless LAN. And when it comes to performance, RhoElements applications help improve worker productivity, with screen draws that take place in a fraction of the time typical of today's mobile applications.

The result? A dramatic reduction in application development and support costs. The freedom to choose the device that best meets the needs of your users. And since RhoElements will support more devices and more operating systems in the near future, you get future-proofed application with an extraordinary lifecycle — and an outstanding return on investment.

REAL FULL-SHIFT POWER

While all tablets have rechargeable batteries, in the enterprise, you need more. To keep devices in service every minute of the workday, you need a battery capable of holding enough power for a full shift — plus the ability to swap batteries when required. The ET1 has it all. If a battery is depleted during a shift, the memory backup battery gives users 15 minutes to replace the battery, preserving application states and data entry in process during that time. In addition, the integrated accelerometer automatically maximizes battery cycle time. The ET1 powers down to sleep mode when the device is placed face down or remains untouched for a pre-defined period of time. And when motion is detected, the ET1 automatically resumes exactly where it left off.

REAL EASE OF USE

Tablets are among the largest handheld mobile devices available today. But thanks to Motorola's award winning Industrial Design team, your users won't feel that way. The ET1 is specially designed to feel light in the hand, very balanced and very easy to hold for long periods of time — without causing fatigue. A sensor automatically detects the level of available light and adjusts the backlight, so as users move between areas with different lighting, they can easily see the screen without adjusting the settings. If an application is easier to use or view in landscape instead of portrait orientation, all the users have to do is rotate the ET1.

MOBILE POS:
LET YOUR CUSTOMERS PAY ON THE SPOT, THE MOMENT THE PURCHASE DECISION HAS BEEN MADE. NO NEED TO STAND IN LINE AND RISK A LOST SALE.

REAL ENTERPRISE-CLASS VOICE FUNCTIONALITY — CROSS-COMMUNICATIONS BETWEEN DIFFERENT TYPES OF DEVICES ON DIFFERENT NETWORKS

In your retail store, you most likely have different types of mobile devices that may even run on different networks. Compatibility with Motorola's TEAM solution** allows push-to-talk calls between workers with the ET1 and any other TEAM-enabled device including two-way radios, mobile computers, smart phones and customer kiosks. The result? You have the freedom to select an Android-based device without creating an island of users that cannot reach or be reached by the rest of your team, or your customers.

REAL ENTERPRISE LIFECYCLE

Consumer and enterprise tablets appear and disappear as fast as mobile phones. We know that anything less than a three-year lifecycle can wreak havoc on your operations, translating into more models and versions to deploy and support. With the ET1, as with all Motorola enterprise devices, you get the peace of mind that you can buy the same device for three full years from the date it is first available for purchase, plus an additional three years of support available after the product is discontinued.

REAL ENTERPRISE SUPPORT

No matter what help your business might need, we have a service that delivers. We can provide assistance at every stage — from planning and assessment through design, deployment, and ongoing management and support. For example, Service from the Start with Comprehensive Coverage is an all-inclusive service that covers normal wear and tear, internal and external components damaged through accidental breakage for both device and selected accessories, as well as operating system issues.

For further peace of mind and the ability to focus resources on other priorities, Motorola's Managed Device Service (MDS) provides end-to-end management of your installed base of devices – helping to improve the availability, performance and visibility of your asset base.

Motorola's MDS help desk provides a first point of contact, and is manned by technicians who can take remote control of the ET1 tablet to identify and resolve issues with minimal user involvement. Other components include real-time asset tracking, device usage profiling and proactive device monitoring to identify and correct device issues before users are impacted.

All this all combines with Motorola's expert repair services – keeping the ET1 up, running and in the hands of your users.

TURBOCHARGE YOUR MANAGERS AND STAFF TODAY WITH THE ANDROID TABLET THAT IS FLAT-OUT ENTERPRISE — THE MOTOROLA ET1.

To find out how, visit www.motorolasolutions/ET1 or access our global contact directory at www.motorola.com/enterprisemobility/contactus

THE MANY WAYS YOU CAN PUT THE ET1 TO WORK IN YOUR RETAIL STORE

The versatile ET1 can perform many jobs in the retail store. With just a few taps on the screen, the same device can provide: staff with the information they need to best serve customers — and the tools they need to better manage inventory; managers with the dashboard information they need to better manage the overall business; customers with new services, such as in depth product information, inventory, price checks and more.

Applications include:

GUIDED/ASSISTED SELLING	MOBILE POS	MANAGER'S ELECTRONIC DASHBOARD
PLANOGRAM MANAGEMENT	TASK AND WORKFORCE MANAGEMENT	ITEM LOCATOR
SPECIAL/CUSTOM ORDERS	TRAINING	

VIDEO TRAINING:
MAKE SURE YOUR STAFF ARE READY TO TELL CUSTOMERS ABOUT NEW PRODUCTS AND TODAY'S PROMOTIONS.

ABOUT MOTOROLA SOLUTIONS

On any given day, every moment matters to someone, somewhere. And every moment, Motorola Solutions' innovations, products, and services play essential roles in people's lives.

We help firefighters see around buildings and police officers see around street corners. We make supply chains visible to retailers and entire power grids visible to utility workers. We provide the situational awareness first responders need when a moment brings catastrophe. And we help companies deliver shipments at the moment they're promised.

We do this by connecting them to seamless communication networks, applications and services, by providing them with real-time information, and by arming them with intuitive, nearly indestructible handheld devices.

WE HELP PEOPLE BE THEIR BEST IN THE MOMENTS THAT MATTER. THIS IS OUR PURPOSE.

* All features are not supported with initial release; some features will be available in the near future. See your Motorola Solutions salesperson for detailed feature information and timing.

** Support available in the near future.

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