



STYLED TO IMPRESS YOUR CUSTOMERS — WITH BUSINESS-CLASS DURABILITY AND FEATURES

# MC40 MOBILE COMPUTER

**Today, it's important to provide an experience that will impress demanding and technology savvy customers.**

**Put the pocket-sized MC40 in the hands of your associates, and you will.** With this sleek customizable device, your associates have everything they need to serve your customers — right at their fingertips. They can scan an item bar code to look up price, inventory availability or item location; ring up the sale; look up product information or a gift registry; present a comparison of multiple products; call others in the store for help with a question; and even complete a loyalty card application — anywhere in your store, without ever leaving the customer. Technology with an impressive look that can be customized in almost limitless ways becomes an extension of your brand, plus customers can readily identify your associates on the sales floor.

When associates are not assisting customers, the MC40 can be used to execute the many tasks required to keep your store at its best for your customers, such as price audits, markups and markdowns or replenishing store shelves. And while the MC40 offers the cool customizable look you want on the outside, you get the durability, data security and centralized management needed to achieve a true enterprise-class lifecycle — and low total cost of ownership.



#### **Real business-class durability**

You get the durability that Motorola Solutions is famous for — the MC40 simply works, even if your employees drop it, bump it, use it in a dusty backroom or spill a beverage on it.

#### **Advanced scan technology**

Associates can accurately scan 1D and 2D bar codes printed on paper or displayed on the screen of a customer's mobile phone — first time every time; Omni-directional scanning delivers point-and-shoot simplicity — no need to align the device and bar code.

#### **Comprehensive and secure payment processing**

The integrated magnetic stripe reader, allows associates to scan a credit, gift or loyalty card. And with an encrypted head, information is never visible, aligning with PCI regulations.

#### **Rich photographic intelligence**

The high-resolution camera allows associates to easily document planogram and promotion compliance and more with the quick press of a button.

#### **A powerful voice connection to nearly any other mobile device in your store**

With our unique integrated voice solutions, the MC40 is push-to-talk (PTT) ready right out of the box, easily connecting to other PTT-enabled Motorola mobile computers as well as two-way radios.\*

#### **User replaceable battery for guaranteed availability — all shift, every shift**

With a battery that provides 8 to 10 hours of operation on a single charge, devices never need to be out of service due to a dead battery, nor do devices need to be sent to a service depot for a battery change.

#### **Easily manage your devices — from anywhere**

With our device management solution, Mobility Services Platform (MSP), you can remotely stage, update, monitor and troubleshoot your all your mobile devices (Motorola and non-Motorola), driving the single largest mobility cost — everyday management — to an all-time low.

#### **A large 4.3 inch touch-only display**

Provides the screen real-estate to support information-intensive applications, such as product comparisons that provide customers with more in depth information and answers to their questions.

#### **Android fortified for the enterprise**

A series of new features help transform Android into an enterprise-class enterprise-secure OS.

#### **Customize with your brand**

Pick the color for the bezel and add your logo to promote your brand and enable customers to instantly identify your associates.

**BETTER SERVE CUSTOMERS, IMPROVE ASSOCIATE EFFICIENCY AND PROMOTE YOUR BRAND.  
THE MC40 — DELIVERING THE NEXT PHASE OF RETAIL PRODUCTIVITY.**

**PRODUCT PREVIEW SHEET**  
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\* Motorola Solutions devices require the complementary TEAM Express client from Motorola; third party mobile devices require Motorola's Unified Retail Communications client; two-way radios require Motorola's Radio Link server.

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