Running a small business is hard work. Now there’s a tool to make it easier.

It takes more than a smartphone to run your store.
- You need instant answers to customer questions.
- You need to find a specific item — fast.
- You need to know what to order right now to prevent out of stocks.
- And you need to keep the items your customers want on your shelves — not in the backroom.

Now, there’s a tool that does it all — the TC20.

The TC20 is loaded with features to help you do business better, smarter and faster:
- A real barcode scanner that delivers real time savings.
- A walkie-talkie to reach whoever you need to get the job done.
- A unique PowerPack for constant battery power.
- Accessories that make it easier than ever to tackle tasks.
- Affordable service to keep your TC20 up, running and in your hands.
...And much more.

THE TC20. THE SMALL BUSINESS TOOL DONE RIGHT.

For more information, please visit www.zebra.com/tc20
Zebra’s Touch Computer Portfolio Positioning

DETERMINING WHICH ZEBRA TOUCH COMPUTER IS RIGHT FOR YOUR CUSTOMER

The following charts will help you easily see the difference between Zebra’s touch computers and understand the typical customer portfolio that is right for each product.

<table>
<thead>
<tr>
<th>ZEBRA TOUCH COMPUTER PORTFOLIO</th>
<th>Understanding the Value Tier Use Case</th>
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<tbody>
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<td>Specifications</td>
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<tr>
<td><strong>TC2x</strong></td>
<td>4.3&quot; Display</td>
</tr>
<tr>
<td>Cost</td>
<td>$</td>
</tr>
<tr>
<td>Durability</td>
<td>Durable — 4 ft. Drop</td>
</tr>
<tr>
<td>Battery</td>
<td>Internal battery (not user replaceable)</td>
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<tr>
<td>Camera</td>
<td>8MP rear camera</td>
</tr>
<tr>
<td>Operating System</td>
<td>Android GMS</td>
</tr>
<tr>
<td>Lifecycle</td>
<td>3 year Lifecycle +3 years support after end of sale</td>
</tr>
<tr>
<td>VoIP Support</td>
<td>No VoIP support</td>
</tr>
<tr>
<td>Service/Support</td>
<td>Non-comprehensive support offering</td>
</tr>
<tr>
<td>PTT</td>
<td>Push-to-Talk capable</td>
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<tr>
<td>Wi-Fi</td>
<td>Standard-grade Wi-Fi</td>
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<tr>
<td>Scanning</td>
<td>Light-medium duty scanning</td>
</tr>
<tr>
<td>Mobility DNA</td>
<td>Limited support</td>
</tr>
</tbody>
</table>

**LEGEND**

- ○ Standard
- ◇ Premium

**Understanding the Value Tier Use Case**

**When to sell the TC20**
- Target customer: small-medium business (SMB)
- Competition: low-end/consumer devices
- 3+3 Lifecycle acceptable
- Smaller screen real estate
- Limited durability requirements
- Limited Mobility DNA tools
- Limited peripherals needed

**When to sell the TC5X/TC7X**
- Target customer enterprise
- Competition: standard enterprise competitors
- Improved lifecycle (4+4 or 5+5)
- Longer shifts/battery requirements
- Bigger screen required
- Premium enterprise Wi-Fi
- Stronger software differentiation
- Tougher environments