DC/POS IM.tec

The knowledge advantage:
Further education at the DC/POS Academy

Motorola Wireless Systems:
Creating a connected learning environment

Zebra ZT400 Series:
Customer feedback drives innovation
Extensions (Mx) was created to address this issue. Mx adds a layer of features on top of the standard Android operating system — features that enable the creation of Android-based mobile computers that are truly enterprise-ready. Mx infuses Motorola Android-based mobile computers with a complete enterprise feature set — features that are missing in mobile devices that run standard Android: robust enterprise-class security and manageability, enterprise-class data capture features and business-class Wi-Fi connections that provide workers with a superior wireless experience.

For more information on this and all other Motorola products, visit the Motorola Solutions website on www.motorolasolutions.com

Mx by Motorola Solutions
Dear Partner

Welcome to the latest edition of IM.tec, the magazine that showcases solutions available from Ingram Micro Data Capture/POS. This time the focus is on education, both as a concept within our industry and as a vertical market.

“There is only one thing in the long run more expensive than education: no education.” So said John F. Kennedy over 50 years ago and it’s as true today as it was then.

In our industry, as technology change continues to accelerate, staying abreast of developments is vitally important to both personal and corporate success. Ingram Micro is unique in its field in having its own DC/POS Academy that exists to assist our reseller community in winning the qualifications required to reap maximum benefits from our vendor partners.

Putting our money where our mouth is, we also invest considerable time in ensuring that our own sales and support teams have the necessary technical and product knowledge to provide very much more than an order taking service; I believe that we have the best people in the business, something that the loyalty of our customers appears to support.

As a market sector, education has a wealth of opportunities for resellers of auto ID, data capture, enterprise mobility and POS products: wireless LAN infrastructure, asset tracking, access control, student and staff ID, cashless payment, POS printing, library management – indeed, any part of the organisation that can benefit from increased accuracy and efficiency and reduced costs.

At the risk of stirring up controversial memories, perhaps there was some value to that oft-quoted mantra: Education, education, education!

I wish you continued success and prosperity

Mark Cheetham
Director Ingram Micro DC/POS EMEA
For RFID solutions, Ingenico Healthcare/e-ID offers the Baracoda orKan. This mobile terminal (Bluetooth, scanner) is available as a pure RFID Version (ISO14443 and ISO15693 – Mifare, iCode, NFC etc.) and as a combination variant (RFID + 1D/2D bar codes). The RFID orKan is intended for use in applications such as access controls and ticketing, and has been tried and tested in field service areas such as security, service technicians and the healthcare sector (patient movements within the hospital, inventories of special materials and so on).
Honeywell Scanning & Mobility has appointed Ingram Micro as EMEA distributor, leveraging the specialist expertise of Ingram’s Data Capture/POS teams in over 20 dedicated sales offices. Honeywell is unique in the AIDC/mobility sector in offering products in all three principal categories: barcode reading, rugged mobile computing and thermal label printing. Now the reseller community can source this complete suite from under one roof, together with their wider technology requirements.
At work we are constantly learning, mostly from day-to-day experience, but also through purpose-designed study. We do this in order to be more effective and of greater value to our employers. This enhances not only our careers, but also the performance of the employing organisation. In business, this leads to greater competitiveness and improved profits.

By learning from day-to-day experience, it is sometimes easy to imagine that we know all that we need to in order to perform the job to a satisfactory level. In 1709, English poet Alexander Pope wrote the line: A little learning is a dangerous thing. This saying is now commonly used to suggest that a small amount of education may be more damaging than none at all. The truth is that there is always room for improvement, by learning both new things and better ways of doing things.

Changing landscape
In the fast-changing world of IT, it is particularly important to stay abreast of current developments, technologies and practices.
Without effective IT solutions, modern organisations cannot function. It’s no surprise therefore that the IT industry is one of the most dynamic, with colossal amounts of money being made. What is perhaps surprising is the way that the channel landscape keeps changing; not massive or frequent

The knowledge advantage: further education at the DC/POS Academy

There is an old English proverb: Soon learnt, soon forgotten. What it means is that something that can be learned quickly may also be forgotten quickly. A thorough education is not completed in an instant; it’s an ongoing process, whether it takes place in school, at work or in life generally.
changes – Ingram Micro has been leading in technology solutions for decades! – but a gradual shifting in the league tables of vendors, distributors and resellers.

Ingram Micro’s Data Capture/POS division is a good example of channel change. In 2005 in Europe, IM didn’t operate at all in this sector of IT. Now, through a mixture of acquisitions and start-ups in over 20 territories, IM DC/POS has reached the top, the only broadliner to see success in this specialist adjacency.

To underline the respect that the DC/POS division commands in Europe, it is qualified to deliver certification training courses to the reseller community’s technical and sales personnel. Most importantly, the DC/POS Academy is a Motorola Solutions Authorised Training Centre (ATC), helping the market-leading vendor’s reseller partners to achieve the qualifications necessary to gain and retain the most beneficial status levels within Motorola’s PartnerEmpower scheme.

Resellers that wish to have unrestricted access to Motorola’s product portfolio must first gain membership of PartnerEmpower. Different levels of achievement – measured on sales revenues, the number of sales and technical specialists and the certificates earned in exams – win the resellers access to different product ca-
“A little learning is a dangerous thing”

Alexander Pope

Categories, discount scales and other benefits, including market development funds and sales leads.

Excellent reputation

While restricting non-PartnerEmpower resellers might at first seem to be counter-productive, there is logic behind it. Motorola does not wish to be “represented” by resellers who are not competent in delivering effective solutions. If a Motorola-based application fails to do what it should, it reflects poorly on the hardware. Similarly, if the Motorola product is not configured correctly for the solution, that is the fault of the reseller, not the vendor. By ensuring that its partners demonstrably are able to design and deliver successful solutions, Motorola retains its excellent reputation among end-users.

In order to prepare for Motorola’s certification exams, partner personnel must first undertake a mix of online and instructor-led training courses, without which they are unlikely to meet the required level of knowledge. Now these preparatory courses are available from the DC/POS Academy, in locations throughout Europe and in a variety of languages.

Trainees learn how to define customers’ requirements, then to design and deploy solutions. There are three technology tracks: mobile computing, radio and wireless networking. There are also three levels of individual certification and three levels of partner specialisation. The training includes hands-on use of current Motorola products and associated management tools. Heiko Cichosz, head of the DC/POS Academy, explains: “By focusing on both sales and technical aspects, we aim to provide reseller staff with a confident manner as well as certified technical competence.”

Ingram Micro Data Capture/POS
See page 19 for locations and contact details within EMEA
www.ingrammicro-dcpos.eu

For further information about the DC/POS Academy visit:
www.ingrammicro-dcpos.eu/academy
or contact Heiko Cichosz on +49 5407 8343-83.
Running an efficient field team

Rugged computers help AVC’s engineers complete 30,000 installs/repairs a week.

THE AVC GROUP
The AVC Group is the sole business partner for BSkyB installations and service in the UK. Its 1,500 engineers visit 30,000 homes weekly. The AVC Group uses Alternative Logic’s Field-Logic platform to plan schedules, distribute jobs to engineers and track performance in real time.

Engineers accessed Alternative Logic’s applications using Personal Digital Assistants (PDAs). However, the devices were fragile and broke regularly – at any time 15 percent were not working. Also as they were consumer products, the models changed around every six months. So the AVC Group had a mixed estate of handheld devices that was expensive to maintain. Also, Alternative Logic had to write patches to ensure its software could work on all devices.

With these issues in mind, the AVC Group moved to deploy one type of device to its engineers for a three-year period, standardising on Motorola Solutions’ MC55/65 rugged handheld computers. The devices are providing the reliable operations AVC needs to support its engineers, deliver great service, and reduce costs.

Customer Profile:
Organisation: THE AVC GROUP
Location: United Kingdom
Industry: Broadcast installations
Partner: Alternative Logic

Motorola Solutions’ products
- 400 MC55 rugged handheld computers
- 1,100 MC65 rugged handheld computers
- Mobility Services Platform – for remote device management
- Service from the Start (Bronze)

For additional information please contact your local Ingram Micro Data Capture/POS sales office or visit the Motorola Solutions website:
www.motorolasolutions.com
Basingstoke College of Technology (BCOT) is an award-winning college offering a wide range of full-time and part-time courses, including short training programmes for people at work, professional and management courses, apprenticeship training, and recreational adult education courses.

CUSTOMER PROFILE
- BCOT Basingstoke, UK
- Industry: Further education

Motorola Products
- Two Motorola RFS7000 switches
- 90 Motorola AP300 Access Points

Partner
- React Technologies

The challenge: optimising the learning environment
BCOT’s principal, Anthony Bravo, has the vision to make the college a recognised leader in the application of technology to enhance learning. Critical to this drive according to Adam Johns, eConfidence Manager, is the provision of versatile high-speed internet access to students, staff, and visitors. He says: “Providing freely available broadband access would underline our commitment to embedding technology into teaching and learning. It would advance collaboration for staff and students, enable provision of online services and resources, and it is of course critical for effective research. With these benefits in mind, we published a tender to find the right technology and partner to deliver high-speed data access across our sites.”

The solution: Motorola’s wireless broadband network
Several wireless systems were reviewed as were a number of IT companies with a track record of deploying wireless networks. The search led BCOT to select REACT Technologies to install Motorola’s wireless networking equipment. Says Adam Johns: “Finding the right partner is the key to success in IT projects and we trusted REACT Technologies for several reasons. They’ve deep expertise of wireless networking. More importantly, they’ve a wealth of expertise gained through implementing similar technology in the education sector. It helps too that they’ve a very close working relationship with Motorola.”

Motorola was closely involved in the tender, with BCOT attending its wireless labs in Basingstoke. Says Adam Johns: “The Motorola technology appealed because it’s easy to install and maintain. It also delivers strong performance in terms of coverage, data speed, and security, while being one of the more affordable options we reviewed. In fact once it’s installed it should pay for itself over time as there are no license fees. Add to this the fact that we can support other applications in future, and we believed that Motorola was the best option and REACT commenced system installation.”

The network’s configuration is built around two RFS7000 switches. The switches support thousands of simultaneous users so there are never capacity issues. Also, if one switch has a problem, the other can take over, providing the surety of continuous service. Local connections around the college campuses are enabled by 90 AP300 access points. The network includes built-in encryption and secure log-in using SSID to ensure a high level of security. Filtering is
applied to prevent access to unsuitable websites.

Benefits:
- Enhanced research opportunities, improved staff collaboration, and better services for students (e.g. filing assignments online)
- A flexible learning environment: Music students can easily load their creations onto compact devices and upload this for staff review using wireless connectivity
- Students can use their own netbooks, laptops, and smartphones on-campus
- College visitors can easily access the internet using their own wireless devices
- Support for new applications and services such as Voice over IP (VoIP) to lower call costs between staff, the affordable addition of wireless CCTV, and secure keyless entry using swipe cards

The business benefit: enhancing learning
The network provides staff, students, and guests with internet access anywhere in the college. Staff can access the web through their own wireless-enabled devices or college-provided PCs. Students can log-in using their unique password provided by BCOT and use the college’s PCs or netbooks in the computer rooms as well as their own smartphones, and computers. Visitors can connect using guest passwords.

In classrooms, the service supports flexible tuition. For instance, staff can be teaching while students are able to review supporting materials using netbooks. Says Adam Johns:

“Staff can access college resources easily, we can provide remote learning too, and we’re putting more services online for students such as electronic submission of assignments. It’s easy for students to connect and research anywhere in the college and the network is supporting more advanced applications too. Music students can load their work onto MP3 devices and easily stream this over the college network for staff to review. We want students to be using as many devices as possible; the more we can expose them to new forms of communications, the better prepared they’ll be for life in the connected world.”

Moving forward, Adam Johns plans to invest in more devices including iPads and netbooks for the campus to extend opportunities for structured learning in classrooms as well as ad hoc internet access. The network can provide additional services which are being evaluated by the college including voice-over-IP (VoIP), which Adam Johns is expecting to install to reduce call costs across the campus. Security is also to be improved through the introduction of wireless CCTV cameras and keyless swipe card entry to buildings using the wireless system to authenticate the cards.

Assessing the overall impact of the deployment Adam Johns says: “The technology improves research opportunities, supports innovative teaching and allows us to put more college services online. Commercially, the technology is affordable and will pay for itself, especially as we integrate CCTV, secure entry systems, and VoIP on the network. But perhaps the most important benefit is the fact that we’ve universal always-on internet access across the college. It’s a valuable sign of investment in our infrastructure and it’s right that a college like ours shows leadership in embracing new ways to enhance learning.”

REACT Technologies is at the forefront of secure mobile networking, server virtualisation, and storage area networks. The company assists in all aspects of system deployment: from initial consultancy and design, through to testing, commissioning, and subsequent maintenance. Its scalable solutions, optimised for performance and security, produce unprecedented return on investment and growth into the next generation of networking.
Take Retail Operations to New Heights

Today’s demanding retail environment forces retailers to find new ways to compete. Ever-tighter margins demand more cost-efficient and productive ways to manage inventory and information flow, from supplier to point of sale. Intermec solutions ensure that retailers can meet these challenges head-on and obtain significant competitive advantage.

Maximise retail operations — shorten turnover, speed up restocks, and increase store profitability

Today’s demanding retail environment forces retailers to find new ways to compete. Ever-tighter margins demand more cost-efficient and productive ways to manage inventory and information flow, from supplier to point of sale. Intermec solutions ensure that retailers can meet these challenges head-on and obtain significant competitive advantage.

Intermec’s broad line-up of rugged and versatile mobile computers, bar code scanners, printers, media, RFID systems and services deliver improved inventory visibility, lower operating costs and reduced out-of-stocks. We ensure you have the goods your customers want, when and where they want them.

Assisted selling, mobile POS and line-busting are no longer the wave of the future. These technologies are being deployed by Intermec with leading retailers right now. Using Intermec mobile handheld computers sales associates and store managers can quickly look up detailed product information and feature comparisons, locate inventory in other stores or the distribution centre and finalise customer orders - all without leaving the customers’ side.

By adding our portable Bluetooth® enabled printers, mobile point-of-sale (POS) and line/queue busting solutions can be used to address peaks in traffic and speed up the checkout process, eliminating long lines and boosting customer satisfaction.

Optimise every facet of in-store operations

With high employee turnover, poor knowledge of products and procedures is a real concern. Intermec wireless handheld computers can provide immediate answers to employees’ questions, while on-demand training modules enable them to learn in quiet times without leaving the sales floor.

Intermec’s mobile computers with Voice over Internet Protocol (VoIP) allow voice conversations over the wireless network. VoIP allows workers to talk to anyone on the network, whether in the same store, across town, or in the warehouse, without additional walkie-talkies or phones, improving service and response times.

Intermec by Honeywell products and solutions are used in a wide range of in-store operation applications, including:

- Inventory management and stock visibility
- Receiving, put away, returns and transfers with mobile computers
- RFID receiving and tracking with fixed and handheld readers and tags
- Shelf stocking, replenishment and order picking with mobile computers
- Merchandising, assisted selling, employee training and customer service
- Task execution and management with mobile computers
- Point of sale activities
- Line busting and mobile POS with secure communications and printers
- Price verifications, markdowns and shelf edge labelling
- Mobility lifecycle services, including mobile device management (MDM)

The time is now. The technologies are here. Only Intermec brings together the rugged products, industry alliances and deep experience you need. Imagine the possibilities.

For additional information please contact your local Ingram Micro Data Capture/POS sales office or visit the Intermec website:

www.intermec.com
Ingram Micro and Intermec help you to boost your business in the vertical markets, such as retail, transport and logistics.

- Increase your turnover in vertical markets
- Use your PartnerNet Demo Discount for low-cost demo products
- Purchase complete solution packages and download free application software demos
- Offer your customers investment assurances thanks to Intermec
- Empower your sales team with "vertical energy"!

To learn more please contact your local DC/POS sales office!
Customer Feedback Drives Innovation: Introducing the ZT400 Series

The newly launched ZT400 Series will mark the end of the road for the existing ZM400™ and ZM600™ printers. So why replace something that Zebra customers love?

The popularity of the existing Z Series® printers has provided Zebra with a constant stream of feedback from customers. Now we are using that knowledge to design a printer that retains the strongest properties of the ZM400 and ZM600 and advances printing and technology capabilities to better meet customer needs.

“One of the huge takeaways from the feedback that we received was that industrial customers require ease of installation and use. This requirement to do more with less, combined with consumer expectations having moved into commercial expectations, is influencing our printer design,” said Jim Ringbloom, Zebra’s global product marketing manager.

Consumers now expect the ability to connect a device and have it instantly recognised by a computer. That expectation has moved to the workplace, and many commercial end users expect printers to be just as easy to integrate. Customers also voiced their expectation for network connectivity.

That was the catalyst for the ZT400 Series. The ZT400 series includes the ZT410™ and ZT420™ printers, which blend the reliability and durability of previous models with advanced features that give users the flexibility to grow with their evolving business needs. The primary difference between the two printers in the series is the print width; ZT410 prints at widths of 4 inches and ZT420 at 6 inches, and maximum print resolution, 600 dpi and 300 dpi, respectively.

The ZT400 Series features “quad-connectivity,” or the ability to connect to a company’s existing network in four ways: standard USB, Serial, Ethernet and Bluetooth®.

And, critical to today’s simplified interfaces, the ZT400 Series has an icon-based LCD menu, which allows users to engage with the printer in a more intuitive manner.

If a company grows its business and wants to enable greater tracking capabilities, it can simply upgrade its ZT400 printers on site and install an RFID encoder.

The new ZT400 series printers include Link-OS to ease integration and management. The Link-OS environment is an operating system that includes a Multiplatform Software Development Kit (SDK) and software apps that allow users to easily integrate, monitor and manage their printers from any location.

“Zebra’s Link-OS environment is the next generation of device management,” said Jim Ringbloom. “And, we’re dealing with customers who have dozens or hundreds of printers to manage.”

For additional information please contact your local Ingram Micro Data Capture/POS sales office or visit the Zebra website:

www.zebra.com
THE NEXT GENERATION PRINTERS FOR THE CONNECTED CUSTOMER

INTRODUCING THE ZT400

Engineered for years of performance in the most demanding of manufacturing environments, Zebra’s new ZT400 Series printers are easy to integrate, manage and maintain from any location.

- ADVANCED INDUSTRIAL PRINTING.
- RUGGED DURABILITY.
- LOADED WITH FEATURES.

Find out more, or see the range at www.zebra.com/zt400

GAIN MOBILITY
Edit and manage all your printers from any location.

RELY ON SECURITY
Access print applications with the ultimate cloud protection.

EXPERIENCE HIGH PERFORMANCE
Run a wider range of media faster than ever before.

USE DATA TO INNOVATE
Use our open architecture to support and analyse your user requirements.

SHIFT TO THE CLOUD
With the Zebra Link-OS environment you can enjoy simpler printing and device management.
Designed for retail applications: the compact mobile computer Memor™ X3

The new mobile computer Memor X3 has been specially designed for use in retail, in areas such as inventories, shelf-stacking and price management. Thanks to its lightweight and compact design, it fits in every shirt or trouser pocket and is therefore the perfect companion on the shop floor.

The Memor X3 mobile computer provides excellent ergonomics for single-handed use with rugged construction to survive unintentional drops and exposure to water and dust. Its robust design means it can withstand repeated falls from a height of 1.2m and it is easy and intuitive to operate via its keypad or touchscreen.

Despite its small size, the Memor X3 still has all the technical features for speeding up and performing mobile processes: its 806 MHz processor ensures fast transmissions and it communicates with every host system in real-time via Wi-Fi 802.11a/b/g/n. Memor supports security protocols such as WPA™ and WPA2 and allows you to transfer data through wired standards like USB, RS-232 or Ethernet via Cradle as well.

It leverages industry standard operating systems, a large on-board memory and a user accessible SD card slot to backup data and manage large databases. Available as an imager, laser scanner or linear imager, the different model variants of Memor X3 also offer flexibility. A full set of software tools including Pal application library and Wavelink® Avalanche™ make the Memor mobile computer ready to deploy. Every Memor comes with a power supply and mini-USB cable to be up and running out of the box.

**Its benefits at a glance**

- Real-time communication via Wi-Fi IEEE Standard 802.11 a/b/g/n
- Long-lasting batteries means it can be used throughout an entire shift
- Visual good-read feedback for quiet environments using the patented ‘Green Spot’ technology
- Ready-to-use immediately, with standard battery, USB cable and mains adapter included
- Application-specific selection of models: Laser, Wide Aspect 2D Area Imager and Linear Imager
- Two entry-level models available as a Batch and Wi-Fi version

Find out more about the Memor™ X3 at www.datalogic.com
Price checking and mark downs on over 23,000 products worldwide every day, with eyes closed.

Regardless of how many stores, how many products you stock, or how many employees you have, Datalogic can help you achieve more. Memor X3: Superior performance in a pocket-size device
Our vendor partners

**Mobile Computing**

- **Motorola Solutions**
- **Datalogic**
- **Intermec by Honeywell**
- **Socket Mobile**
- **Honeywell**

**Advanced data capture**

- **Motorola Solutions**
- **Datalogic**
- **Intermec by Honeywell**
- **Socket Mobile**
- **Honeywell**

**Bar code label, receipt, wristband and ID card printers**

- **CognitiveTPG**
- **Bixolon**
- **SII**
- **Intermec by Honeywell**
- **Epson**
- **Zebra Technologies**
- **Datamax-O'Neil**

**Wireless networking**

- **Motorola Solutions**
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TC55 TOUCH MOBILE COMPUTER

BUSINESS WITH A PERSONAL TOUCH

To get the job done, your field workers need a rugged, reliable device to provide remote access to real-time data. They also need a device that is easy to use. Introducing the TC55, the pocket-sized, all-touch mobile computer that has it all. The TC55 Touch Computer marries rich enterprise features with smartphone usability and form factor. For example, workers can capture practically any type of data - from bar codes and signatures to photos, videos and NFC. The screen is optimized for Enterprise viewing, helping ensure the battery lasts a full shift. And with a drop, tumble and environmental sealing specification you can count on, it has the durability required to serve your field workers for years.

For more information on this and all other Motorola products, visit the Motorola Solutions website on www.motorolasolutions.com

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