



Leveraging next generation imaging capabilities in enterprise applications



Imaging: an often-underutilized source of data

To date, workers outside the four walls have relied heavily on bar code scanning to bring new levels of automation, productivity and accuracy to data capture out in the field. While another form of data capture has emerged — the digital camera — use of images in enterprise applications has remained nearly non-existent, primarily due to the limited functionality. Today's standalone digital cameras offer rich detailed images with point-and-shoot simplicity — however, the cameras that are integrated into enterprise class mobile computers have typically lagged behind in features.

Inflexible, fixed focused and low resolution devices rendered it virtually impossible to capture pictures or documents that contained the details necessary to serve as business-class data. In addition, cellular network speeds did not offer the bandwidth required to quickly transmit a large image file, resulting in transmission delays as well as higher monthly cellular fees. Additionally, previous technology limits on mobile computers typically forced enterprises to choose between a mobile device that offered either a bar code scanner or a digital camera. Given the pervasive use of bar codes throughout the supply chain and enterprise, priority was usually given to bar code scanning. As a result, the digital camera remained an often untapped form of data capture in enterprise field applications.

The MC75: next generation imaging functionality for enterprise applications

The MC75 World Enterprise Digital Assistant (EDA) offers a number of features that enables enterprises to leverage the many benefits of image capture into enterprise applications. Designed to deliver all the features and flexibility required to maximize workforce productivity in a rugged device with a minimum footprint, this EDA sets the bar in image quality for rugged business-class handheld mobile computers by incorporating:

- **A two megapixel autofocus and flash-enabled color camera.** The autofocus feature on this high resolution easy-to-use camera enables users to capture photos and documents with the clarity and detail required to document and offer traceability on everything from condition to a signature or other information on a document.

KEY BENEFITS

The MC75 Worldwide EDA offers a high resolution 2 megapixel auto focus color camera, 3.5G HSDPA or 3G CDMA-EVDO (Rev A) wireless WAN support, GPS and a high resolution display, allowing enterprises to fully leverage a previously untapped data source for field workers. The new capability to capture high quality photographs and documents in the field provides enterprises with a host of benefits:

- Provides indisputable proof of condition, delivery, service and location — all at the click of a button
- Improves productivity by eliminating the need to capture data manually
- Shortens invoicing and claims processing, improving the cash-to-cash and order-to-cash cycle times and general profitability
- Improves employee accountability
- Provides GPS-enabled location information, providing supervisors with better visibility into field operations required to improve staff utilization
- Reduces the number of devices the enterprise needs to purchase and manage, reducing capital and operational expenses

Health and building safety inspectors can fully document all compliant and non-compliant areas at the press of a button... and utility maintenance workers can provide photo evidence of maintenance performed or required on pipelines, power transmission lines and other critical infrastructure.

- **The ability to choose a camera AND a bar code scanner.** The MC75 allows enterprises to choose a high-resolution 2 megapixel flash-enabled color camera in addition to either a 1D laser (for 1D bar code scanning) or 2D imager (for 1D and 2D bar code scanning).
- **Full VGA backlit display.** The easy-to-see display provides easy viewing of high resolution images and video in virtually any lighting condition, enabling workers to easily review and approve image quality prior to transmission.
- **3.5G bandwidth.** Support for 3.5G HSDPA and 3G CDMA-EVDO (Rev A) cellular networks offers the bandwidth required to quickly and easily transmit large image files from the field in minimal time.
- **Integrated GPS.** Autonomous and assisted GPS via the SiRFstarIII GSC3f/LP chipset provides rapid and highly accurate positioning information, even in some of the most challenging environments — such as urban canyons. The reliable availability of the GPS data can augment proof of condition photos with proof of location information (known as geostamping).

Some of the many other features include: 3.5G worldwide wireless simultaneous voice and data services; push-to-talk (PTT) for an instant voice connection to one person or an entire geographically dispersed workgroup; the ability to connect to virtually any wireless LAN for cost-effective voice and data communications inside the four walls and in public hotspots; the rugged specifications required to ensure reliable all-day everyday operation beyond the four walls — including exposure to drops, bumps, spills, dust, heat, cold, rain and snow; Bluetooth support for wireless headsets and wireless connectivity to printers and other business equipment; and the computing power to run virtually any business application.

This all-in-one device provides a true next generation platform for today and tomorrow's enterprise mobility applications. Moving beyond basic data transfer and bar code scanning, the MC75 opens up a whole new world of enterprise application opportunities, providing the feature set needed

for more sophisticated and robust movement of information between workers in the field and your business systems. This new generation of business applications will help maximize field workforce productivity and efficiency, allowing enterprises to get the most out of today's mobile technology.

Improve delivery operations with advanced image capture

The addition of high resolution images in delivery operations enables a new level of efficiency in proof of delivery, proof of content and proof of condition applications. The MC75's 2 megapixel color camera allows delivery drivers to take a high quality snapshot, providing indisputable proof that a package, a large screen TV, refrigerator or copy machine arrived in pristine condition — or that a full shipment of produce was delivered to a convenience store. In addition, drivers can easily document damage, instead of spending valuable time trying to describe the condition on tedious paper forms. Worth a thousand words, a picture provides a clear and instant understanding of the exact extent of any damage, enabling the right corrective action to be taken at the right time to preserve customer service and satisfaction levels.

Enhance field service operations with detailed photo documentation

With the MC75's versatile feature set, field service technicians no longer have to juggle separate cell phones, mobile computers and digital cameras. The MC75 provides equipment service technicians, insurance claims agents, building inspectors and more with the ability to take high quality, high resolution photos, right at the point of work. Insurance agents can provide indisputable proof of condition on a damaged house or vehicle with every claims record. A service repair technician can photograph a photocopier, washer or other appliance requiring service, providing proof that maintenance was performed on the right asset on time. Health and building safety inspectors can fully document all compliant and non-compliant areas at the press of a button. And utility maintenance workers can provide photo evidence of maintenance performed or required on pipelines, power transmission lines and other critical infrastructure.



With its 2 megapixel resolution, autofocus technology and user-controllable flash, the MC75 ensures that users can take high quality images regardless of distance or environment — from a damaged car door in bright sunlight, to faulty plumbing fixtures in an office basement, storm damage to a telephone pole or a close-up of an appliance serial number. And all images are instantly sent to headquarters over the high speed 3.5G network, eliminating the need for workers to spend time uploading the data to business systems after returning to the office. As a result, claims and inspections are processed faster and billing cycles are shortened, improving cash-to-cash cycles and general profitability.

Add proof of location with GPS-enabled geostamps

Enterprise applications can also leverage the integrated GPS feature to further automate photographs with a geostamp, providing proof of location. Ideal for maintenance, repair and inspection activities, a geostamp allows enterprises to associate additional information with a photo, including the exact time the photo was taken, the exact location of the area photographed (via latitude and longitude) and the particular field service worker or inspector performing the job. The automated recording of this information reduces the administrative burden — workers no longer need to bring clipboards of paper forms to document activities or manually enter data into the mobile computer. This automation not only increases field productivity, but also ensures the consistent and accurate documentation of critical business processes. And the MC75 offers the superior GPS sensitivity and tracking capabilities required to

ensure availability of GPS data, even in challenging environments such as urban canyons or areas with dense foliage.

Maximize the value of imaging in your enterprise with the MC75

With its powerful computing platform, 3.5G connectivity, integrated 1D/2D bar code scanning, high-resolution color digital camera and VGA display, the MC75 Worldwide EDA provides the support required for a new generation of enhanced field mobility applications. Armed with the ability to capture and transfer high quality images, field service, delivery, maintenance and inspection personnel can accurately and comprehensively document tasks right on the spot — from verifying proof of condition to providing proof of maintenance. The benefits of this enhanced documentation ripples throughout your organization: productivity is increased; workforce management is improved; and repair, maintenance, billing and claims cycles are shortened. And by merging the functionality of separate devices into one affordable EDA solution, the MC75 significantly reduces capital and operational costs typically associated with mobility — there's just one device to purchase and manage for a wide range of applications.

For more information

For more information on how the advanced data capture options of Motorola's MC75 can benefit your transportation and field service applications, please visit us on the Web at www.motorola.com/mc75, access our global directory at www.motorola.com/enterprise/contactus or contact your local Motorola authorized partner.

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About Motorola Enterprise Mobility Solutions

When you choose Motorola for your mobility solution, you get the peace of mind that comes with choosing an industry leader as your technology partner. Motorola offers the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in virtually every size business in nearly every major industry. Every day, businesses of all sizes all over the world count on Motorola enterprise mobility solutions to maximize employee effectiveness, improve customer service and increase supply chain efficiency.

Our broad technology portfolio and world-class partnerships enable us to offer true end-to-end solutions that offer the simplicity of a single accountable source — regardless of the number of vendors involved. Our comprehensive product offering includes: rugged and enterprise class mobile computers with extensive advanced data capture and wireless communications options; business-class smartphones; rugged two-way radios for always on voice communications; private wide area and local area wireless network infrastructure to deliver wireless connectivity to workers inside and outside the four walls — and to network multiple business locations; a partner channel delivering best-in class applications; software products for central and remote management of every aspect of your mobility solution; and a complete range of pre-and post-deployment services to help get and keep your mobile automation system solution running at peak performance every day of the year.



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