ZEBRA CAPTURE YOUR EDGE

ET40/ET45

Enterprise Tablets

SELLING GUIDE

June 13, 2022

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The Opportunity

ET40/ET45

The right-priced rugged tablets that have it all — right out of the box

Increase penetration in the value tier tablet market
Cost-effective price point to compete with consumer-grade, line of business tablets

Consumer styling that is business tough
Zebra's thinnest enterprise tablet; rugged right out of the box

Integrated barcode scanner
Choice of three Zebra enterprise-class scanners

A multi-year lifecycle
Same device will be available for three years with six years of service and support

Advanced wireless connectivity
Fastest Wi-Fi and cellular speeds with support for Wi-Fi 6 and 5G (ET45)

Software differentiators
Complimentary Zebra Mobility DNA Professional tools and optional Mobility DNA Enterprise

Unlocking the value tier

With the ET40/ET45, Zebra is penetrating the lower cost value tier tablet market, which has been almost exclusively served by consumer tablets

Before…

Enterprises purchased seemingly inexpensive and good-looking consumer tablets because they're **"good enough"** for the job

But they end up paying more in the long run because…

$ Devices fail with frequent bumps and drops

$$ An additional rugged boot or scanning sled is needed to make the solution work

$$$ Service and support are insufficient

$$$$ Workers are stuck performing enterprise tasks with minimal enterprise-grade functionality

Now…

There's no need to compromise. The ET40/ET45 offers…

Affordability and sleek consumer styling

Plus

- Enterprise functionality
- Rugged design out of the box
- Enterprise lifecycle, service and support
- Low total cost of ownership (TCO)

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Why “good enough” isn’t good enough

Your customers shouldn’t have to settle or try to force fit a consumer device into an enterprise job

ET40 / ET45 tablet

Consumer tablet

Does it have an integrated scanner?

Is it rugged right out of the box?

Does it have a long device and support lifecycle?

Can I get all the accessories I need from one vendor?

ET40/ET45 vs. consumer tablets

	Zebra ET40/ET45	A consumer tablet
Durability	Rugged design out of the box. Zebra rugged boot available for even more demanding environments	May lack drop spec and sealing out of the box; requires a third-party rugged boot accessory to add any durability
Barcode scanning	Integrated enterprise-class scan engines from the world leader in barcode scanning	Lacks integrated barcode scanning. Customers either need to: 1. Purchase a third-party scanning sled: increases overall cost, adds bulk/weight, lowers rugged specs and adds management complexity 2. Rely on the camera for barcode scanning: requires a separate software license
Hardware lifecycle	Three years	One or two years – Enterprises may need to purchase a different model when expanding their fleet or replacing devices. These mixed-model deployments are more complicated and time-consuming to manage
Support	Support provided for six years from purchase date; enterprise-class maintenance plans	Support may end at EOS
Security	LifeGuard for Android™ extends security support for the life of the device; provides updates as frequently as every 30 days!	Security support may stop after 4 years. Update patches provided less frequently – may result in security risks
Battery	Power that's made for the enterprise; user replaceable batteries and an optional hot-swappable secondary battery eliminate downtime from a dead battery; can power back-to-back shifts on a single charge	Batteries may not be user-replaceable; workers will need to search around for a charge cable when the battery is low

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ET40/ET45 vs. consumer tablets (continued)

	Zebra ET40/ET45	A consumer tablet
Voice solutions	Get out of the box collaboration with Zebra's Push-to-Talk Express, Workforce Connect PTT Pro and Workforce Connect Voice*	Customers must rely on third party applications to enable staff PTT, secure text messaging and PBX functionality. These apps require testing and validation.
Accessories	Comprehensive enterprise-class accessory ecosystem – all developed, sold and supported by Zebra	Limited enterprise accessories; customers must research, evaluate and purchase third party accessories
Wireless connectivity	Count on the latest and fastest wireless connections, including 5G and Wi-Fi 6	Consumer tablet may not support the latest wireless connectivity — none of the ET4x 10-inch primary competitors currently support 5G or Wi-Fi 6
Wi-Fi performance	Enterprise-grade Wi-Fi radios; support for more Wi-Fi protocols; advanced tools and technology for unsurpassed Wi-Fi connectivity (with optional Mobility DNA Enterprise)	No comparable Wi-Fi tools; customers get a standard consumer smartphone Wi-Fi radio; Wi-Fi issues will be harder to troubleshoot and can impact productivity

* Workforce Connect available Q4 2022

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Target Markets

Target Markets

Retail

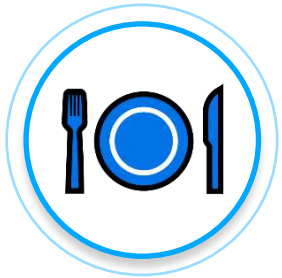
Improve store operations and enhance the customer experience with faster, easier checkouts

Target users

Store associates, Store managers

Key use cases:

- Assisted selling – inventory lookup, price checking
- Line busting – pull people out of long lines during peak times and check them out remotely
- Point of sale – leverage Workstation Connect* in different areas throughout the store to check out shoppers; POS at curbside pickup
- Inventory management – back of store
- Staff management and communication



Hospitality

Improve operations and enhance the guest/ customer experience with faster service

Target users

Hotel check-in, restaurant hostess and wait staff

Key use cases:

- Check-in – check in at hotel front desk or restaurant hostess stand
- Ordering food in restaurant
- Line busting – pull people out of long lines during peak times and complete their orders remotely
- Point of sale – leverage Workstation Connect* in different areas throughout the store to check out guests; POS at curbside pickup or drive-through
- Staff management and communication

Transportation & Logistics

Improve operations and keep drivers connected; speed up delivery times and increase customer satisfaction

Target users

Delivery drivers

Key use cases:

- Routing and dispatch
- Proof of pickup and delivery – signature capture and image capture
- Invoicing and Mobile Point of Sale
- Inventory management
- Parcel track and trace
- Staff management and communication

While core target markets include retail, hospitality and T&L, the ET40 and ET45 are ideal in any market where businesses need a low-cost tablet with enterprise features and are considering line of business tablets

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* Workstation Connect will be available 2H 2022

Portfolio Positioning

Tablet Portfolio

12"
10"
8"

ET4x

ET5x

L10 / L10ax

ET8x

Operating System

Android	Android / Windows	Android / Windows	Windows

Features

Right-price rugged tablets that are built for the enterprise

- 8 in. and 10 in. models
- Thinnest and lightest Zebra tablets
- Integrated scanner with choice of three Zebra scan engines
- Z-Backs add functionality; additional power and payment modules
- Advanced wireless communications
- Rugged boot option increases durability

Surprisingly rugged, thin and lightweight for everyday business use

- 8 in. and 10 in. models
- Z-Backs add functionality; additional power, scanning and payment modules
- 8 in. integrated scanner option
- Rugged boot option increases durability

Seriously rugged to the core, incredibly versatile

- Three 10 in. form factors:
  - XSlate – Classic form factor
  - XPad – Rugged integrated handle
  - XBook – with KickStrap and keyboard
- Built-in barcode reader option – XPad
- Advanced wireless communications and processor (L10ax Windows)
- Rugged specs that outperform in the harshest conditions

Uncompromised rugged mobility

- True 12 in. 2-in-1 tablet with detachable friction hinge keyboard
- Rugged, yet surprisingly thin and lightweight for a 12 in. tablet
- Advanced wireless communications and processor
- Universal docking solution – desktop and vehicle

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Zebra ET4x/ET5x Rugged Tablet Portfolio Comparison

Feature	ET40/ET45 8-inch	ET40/ET45 10-inch	ET51/ET56 8-inch	ET51/ET56 10-inch	ET51 with Integrated Scanner
Physical characteristics					
Dimensions*	213.9 mm x 134.8 mm x 11.4 mm	257.9 mm x 162.9 mm x 11.4 mm	228 mm x 150 mm x 12.7 mm	269 mm x 181 mm x 12.7 mm	246 mm x 164 mm x 27 mm
Weight*	1.07 lbs./485 g	1.52 lbs./690 g	1.26 lbs./570 g	1.69 lbs./765 g	1.6 lbs./740 g
Display (Viewing)	8 in. 1280 x 800 500 Nits Daylight viewable Corning Gorilla Glass	10 in. 1920 x 1200 500 Nits Daylight viewable Corning Gorilla Glass	8.4 in. Supports up to 2560x1600 720 Nits Daylight viewable Corning Gorilla Glass	10.1 in. Supports up to 2560x1600 540 Nits Daylight viewable Corning Gorilla Glass	8.4 in. Supports up to 2560x1600 720 Nits Daylight viewable Corning Gorilla Glass
Display (Touch)	Capacitive multi-touch	Capacitive multi-touch	Capacitive multi-touch	Capacitive multi-touch	Capacitive multi-touch

* ET51/ET56 dimensions and weight can vary slightly depending on OS. Please refer to the model's specification sheet for the exact dimensions and weight.

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Zebra ET4x/ET5x Rugged Tablet Portfolio Comparison

Feature	ET40/ET45 8-inch	ET40/ET45 10-inch	ET51/ET56 8-inch	ET51/ET56 10-inch	ET51 with Integrated Scanner
Performance characteristics					
Operating System	Android 11 (upgradeable through Android 14)	Android 11 (upgradeable through Android 14)	Android 11 (upgradeable through Android 14) Windows 10 IoT Enterprise	Android 11 (upgradeable through Android 14) Windows 10 IoT Enterprise	Android 11 (upgradeable through Android 14) Windows 10 IoT Enterprise
Processor	Qualcomm 6375 octa-core 2x 2.2 GHz + 6x 1.8 GHz	Qualcomm 6375 octa-core 2x 2.2 GHz + 6x 1.8 GHz	Android: Qualcomm Snapdragon 660 octa-core 2.2 GHz Windows: Intel Atom E3940 quad core 1.6 GHz (Turbo Frequency = 1.8 GHz)	Android: Qualcomm Snapdragon 660 octa-core 2.2 GHz Windows: Intel Atom E3940 quad core 1.6 GHz (Turbo Frequency = 1.8 GHz)	Android: Qualcomm Snapdragon 660 octa-core 2.2 GHz Windows: Intel Atom E3940 quad core 1.6 GHz (Turbo Frequency = 1.8 GHz)
Memory and Storage	4GB or 8GB RAM/ 64GB or 128GB UFS Flash	4GB or 8GB RAM/ 64GB or 128GB UFS Flash	Android: 4 GB LPDDR4 SDRAM Discrete /32 GB MLC eMMC Flash Windows: 4 GB LPDDR4 RAM; 64 GB eMMC Flash	Android: 4 GB LPDDR4 SDRAM Discrete /32 GB MLC eMMC Flash Windows: 4 GB LPDDR4 RAM; 64 GB eMMC Flash	Android: 4 GB LPDDR4 SDRAM Discrete /32 GB MLC eMMC Flash Windows: 4 GB or 8GB LPDDR4 RAM; 64 GB or 128 GB eMMC Flash
Expandable Storage	No	No	Micro SDXC (up to 2TB)	Micro SDXC (up to 2TB)	Android: Micro SDXC (up to 256GB) Windows: Micro SDXC (up to 200GB)

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Zebra ET4x/ET5x Rugged Tablet Portfolio Comparison

Feature	ET40/ET45 8-inch	ET40/ET45 10-inch	ET51/ET56 8-inch	ET51/ET56 10-inch	ET51 with Integrated Scanner
Wireless Connectivity					
WLAN	802.11 a/b/g/n/ac/d/h/i/r/k/v/w/mc/ax Dual band 2x2 MU-MIMO	802.11 a/b/g/n/ac/d/h/i/r/k/v/w/mc/ax Dual band 2x2 MU-MIMO	Android: 802.11 a/b/g/n/d/h/i/k/r/ac Windows: 802.11 a/b/g/n/ac/r/k/v Dual band 2x2 MIMO	Android: 802.11 a/b/g/n/d/h/i/k/r/ac Windows: 802.11 a/b/g/n/ac/r/k/v Dual band 2x2 MIMO	Android: 802.11 a/b/g/n/d/h/i/k/r/ac Windows: 802.11 a/b/g/n/ac/r/k/v Dual band 2x2 MIMO
WWAN	ET45: 5G (data only)	ET45: 5G (data only)	ET56: Global LTE (data only) North America LTE (data only): AT&T and Verizon	ET56 Windows only: Global LTE (data only); North America LTE (data only): AT&T and Verizon	No
CBRS (U.S. only)	ET45: Yes	ET45: Yes	No	No	No
Bluetooth	BT 5.1 (Bluetooth LE)	BT 5.1 (Bluetooth LE)	Android: V5.0 / 2.1+EDR (Bluetooth LE) Windows: V4.2 (Bluetooth LE)	Android: V5.0 / 2.1+EDR (Bluetooth LE) Windows: V4.2 (Bluetooth LE)	Android: v5.0 / 2.1+EDR Class 2 (Bluetooth LE) Windows: Bluetooth v4.2 (Bluetooth LE)
GPS	ET45: A-GPS, Galileo, GNSS, BeiDou	ET45: A-GPS, Galileo, GNSS, BeiDou	ET56: GPS, Galileo, Glonass, A-GPS	ET56: GPS, Galileo, Glonass, A-GPS	No

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Zebra ET4x/ET5x Rugged Tablet Portfolio Comparison

Feature	ET40/ET45 8-inch	ET40/ET45 10-inch	ET51/ET56 8-inch	ET51/ET56 10-inch	ET51 with Integrated Scanner
Data Capture Options					
Barcode Scanning	Integrated SE4100 1D/2D SE4710 1D/2D SE55 1D/2D Advanced Range Scan Engine with IntelliFocus™ technology (Premium)	Integrated SE4100 1D/2D SE4710 1D/2D SE55 1D/2D Advanced Range Scan Engine with IntelliFocus™ technology (Premium)	SE4710 1D/2D or SE4750 1D/2D available via expansion back	SE4710 1D/2D or SE4750 1D/2D available via expansion back	Integrated Android: SE4710 1D/2D Windows: SE4710 1D/2D or SE4750 1D/2D
Rear Camera	13 MP	13 MP	Android: 13 MP Windows: 8 MP	Android: 13 MP Windows: 8 MP	Android: 13 MP Windows: 8 MP
Front Camera	5 MP	5 MP	Android: 5 MP Windows: 2 MP	Android: 5 MP Windows: 2 MP	Android: 5 MP Windows: 2 MP
Power					
Battery	23.61 Whr Optional hot swap: 25.84 Whr	29.41 Whr Optional hot swap: 25.84 Whr	25 Whr Optional hot swap: 24.4 Whr	38 Whr Optional hot swap: 24.4 Whr	24.4 Whr Optional hot swap: 24.4 Whr

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Zebra ET4x/ET5x Rugged Tablet Portfolio Comparison

Feature	ET40/ET45 8-inch	ET40/ET45 10-inch	ET51/ET56 8-inch	ET51/ET56 10-inch	ET51 with Integrated Scanner
Rugged Specifications					
Sealing	IP65	IP65	IP65	IP65	IP65
Drop Spec	Standard: 4 ft./1.2 m to concrete With optional rugged boot: 5.1 ft./1.5 m to concrete MIL-STD-810H	Standard: 4 ft./1.2 m to concrete With optional rugged boot: 5.1 ft./1.5 m to concrete MIL-STD-810H	Standard: 3.3 ft./1 m to concrete With optional rugged boot: 5.9 ft./1.8 m to concrete MIL-STD-810G	Standard: 3.3 ft./1 m to concrete With optional rugged boot: 5.9 ft./1.8 m to concrete MIL-STD-810G	Android: 4 ft./1.2 m to concrete or 5 ft./1.5 m to plywood Windows: 3.28 ft./1 m to concrete With optional rugged boot: 5.9 ft./1.8 m to concrete MIL-STD-810G
Operating Temp.	-4° F to 122° F -20° C to 50° C	-4° F to 122° F -20° C to 50° C	-4° F to 122° F -20° C to 50° C	-4° F to 122° F -20° C to 50° C	-4° F to 122° F -20° C to 50° C

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Customer Engagement Questions

Customer Engagement Questions: 1 of 3

- Have you deployed or are you considering equipping your workers with line of business tablets. If so, are you concerned about:
  - Device durability out of the box?
  - Product lifecycle and support?
  - Data capture performance and the added cost/complexity of purchasing a third-party scanning sled?
  - Available accessories and the added complexity of purchasing third-party accessories?
- Would you prefer a purpose-built enterprise tablet that fits your budget?
- How often do workers need to scan barcodes?
  - Is scanning performance important – such as scanning speed and the ability to accurately capture damaged barcodes?
  - Do workers ever have trouble capturing a barcode with their tablet's camera and does this impact productivity or data accuracy?
  - Do you need to manage a separate scanning sled with your current tablet solution?
  - Could you improve productivity with the versatility to quickly capture barcodes in hand or across the room? (*If the answer is yes, position the SE55 scan engine)*

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Customer Engagement Questions: 2 of 3

- Are you currently using hard-wired workstations for employee training, assisted selling or other use cases? Would you like your tablet to double as an on-demand workstation? (*If the answer is yes, position the ET40/ET45 with Workstation Cradle*)*
- Would you like to create an on-demand hybrid POS complete with a large display, scanner, receipt printer, payment terminal, keyboard and mouse? (*If the answer is yes, position the ET40/ET45 with Presentation Stand and Point of Sale hub*)*
- Have you deployed or are you planning to deploy Wi-Fi 6 in the future? Would you like a tablet that's ready to take advantage of the faster speeds, reduced latency and greater bandwidth of Wi-Fi 6?
- Would you like to give workers access to the fastest cellular speeds?
- Is battery life a factor? Would having a hot-swappable battery be valuable, allowing your tablets to perform over multiple shifts on a single charge? (*If the answer is yes, position the secondary battery with expansion back accessory)*
- Would working with the leader in Android for the enterprise allow you to more confidently deploy Android devices in your business?

* Workstation Connect, Workstation cradle, POS Hub and Presentation stand available 2H 2022

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Customer Engagement Questions: 3 of 3

Questions to uncover the need for the Mobility DNA Enterprise License

- Do you need enterprise-quality VoWiFi solutions, such as: push-to-talk communications to keep your workforce connected over Wi-Fi or cellular connections? Do you want your devices to also function as fully-featured PBX handsets to reduce the number of devices for you and your workers to manage?*
- Would you like a tool that can help you rapidly identify, analyze and troubleshoot issues on your Wi-Fi network, before workforce productivity is impacted?
- Would you like to boost productivity with the ability to capture up to 100 barcodes, even on multiple labels, with a single scan? Or to detect signature presence and ensure a form was signed?
- Would you like a simple utility that would make it easier for workers to use and manage their Bluetooth accessories, and for IT to centrally control Bluetooth capabilities?
- Would you like to give your workers a soft keypad that is best suited to simplify the type of data your workers need to enter?

* Workforce Connect available Q4 2022.

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8-inch Global Competitors

Fight Sheets

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Samsung Tab Active Pro 3 10-inch

Key weaknesses

- Shorter device and support lifecycle – customers may need to juggle a more complex mixed model deployment
- Inferior software ecosystem – Samsung's software ecosystem is significantly limited compared with Mobility DNA
- No 5G or CBRS support
- Inferior Wi-Fi – no MU-MIMO, consumer Wi-Fi radio
- No integrated scan engine – customers must either purchase a third-party sled (adds cost and bulk, lowers rugged specs) or third-party software (add costs, inferior performance)
- Lacks 8GB RAM option (4GB max) – less future proof
- Less rugged drop spec out of the box: 4 ft./1.2 m drops **to tile** over concrete
- Lower capacity battery and no hot swap support
- Voice solutions require third-party application (needs testing and validation)
- Limited accessory ecosystem – most accessories are from third party vendors

Key strengths

- Lighter and thinner (although barcode scanning is not included out of the box; a scanning sled will add weight and bulk)
- Higher resolution display
- IP68 sealing
- Expansion card slot

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Apple iPad Mini

Key weaknesses

- Shorter device and support lifecycle – customers may need to juggle a more complex mixed model deployment
- No software ecosystem – Apple does not offer any kind of software ecosystem like Mobility DNA
- Inferior Wi-Fi – no MU-MIMO, consumer Wi-Fi radio
- No CBRS support
- No integrated scan engine – customers must either purchase a third-party sled (adds cost and bulk, lowers rugged specs) or third-party software (add costs, inferior performance)
- No rugged specs out of the box – customers must buy a third-party rugged case (adds cost and bulk)
- Battery is not removable – devices must be taken out of service to charge
- Lacks 8GB RAM option (4GB only) – less future proof
- No programmable keys for easy access to key features/applications
- Voice solutions require third-party application (needs testing and validation)
- Limited accessory ecosystem – most accessories are from third party vendors

Key strengths

- Lighter and thinner (although does not include barcode scanning or ruggedness out of the box; scanning sled and rugged case will add weight and bulk)
- Higher resolution display

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Honeywell ScanPal EDA71

Key weaknesses

- Older Android version (10) and inferior roadmap support
- No software ecosystem – not compatible with Honeywell's Mobility Edge
- 84% thicker and 13% heavier
- Inferior wireless – no 5G, no Wi-Fi 6, no MU-MIMO, no CBRS, older BT standard
- Lacks 8GB RAM option (4GB only) – less future proof
- FlexRange imager has less range than Zebra's SE55; Honeywell's red laser aimer is harder to see
- No front-facing camera for video calls
- No hot swap support
- No programmable keys for easy access to key features/applications
- Voice solutions require third-party application (needs testing and validation)
- No Point of Sale solutions

Key strengths

- None identified

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Feature Comparisons

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Physical Characteristics					
Thickness	0.45 in./11.4 mm	0.39 in./9.9 mm	0.25 in./6.3 mm	0.83 in./21 mm	While the ET40/ET45 is not thinner or lighter than consumer tablets, it is lightweight, easy to carry and offers all the sleekness of a consumer device. It's important to note that Samsung and Apple tablets do not include an integrated scan engine and Apple offers no ruggedness without a protective case – adding a third-party scanning sled or case will significantly increase the overall weight and bulk of the solution. An Apple/Samsung tablet may be sleek out of the box, but becomes bulky once it's made enterprise ready.
Weight	1.07 lbs/485 g	15.09 oz./427.8 g	10.48 oz./297 g	19.40 oz./550 g	
Display	8 in. WXGA (1280 x 800) 500 NITs	8 in. WQXGA (1920 x 1200) 480-700 NITs	8.3 in. Retina (2266 x 1488) 500 NITs	7 in. (1280 x 720)	While not a competitive advantage compared with consumer devices, the ET40/ET45's display is bright and crisp enough for easy viewing indoors and outside.
Programmable buttons	Three	One	No	No	Three programmable buttons provide instant access to commonly used applications or device features – making workflows more efficient.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Wireless Communication					
Wi-Fi	WiFi-6 (802.11 ax) 802.11 a/b/g/n/ac/d/h/i/r/k/v/w/mc/ax 2x2 MU-MIMO; Wi-Fi™ certified	WiFi-6 (802.11 ax) 802.11a/b/g/n/ac/ax MIMO	WiFi-6 (802.11ax) MIMO	WiFi-5 (802.11ac) 802.11 a/b/g/n/ac 2x2 MIMO	The ET40/ET45, iPad Mini and Galaxy Tab Active 3 all support Wi-Fi 6. However, the ET40/ET45 offers several key advantages: • Only device to support 2x2 Mu-MIMO, which boosts Wi-Fi network capacity, speed and range • The ET40/ET45 supports more Wi-Fi protocols such as 802.11mc for locationing applications • Zebra offers superior Wi-Fi radio firmware that takes the quality and reliability of Wi-Fi connections to a new level (requires optional Mobility DNA Enterprise); with Samsung and Apple you get a consumer Wi-Fi radio
Cellular	5G (ET45; data only)	4G LTE	5G	4G LTE	Only ET45 and iPad Mini support 5G — giving workers access to faster cellular speeds and providing a more future-proof platform.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Wireless Communication (continued)					
CBRS	Yes (ET45)	No	No	No	*Relevant for US only:* The ET45 can connect to private LTE CBRS networks in the U.S, enabling cost-effective wireless connectivity in large indoor and outdoor facilities.
Bluetooth	BT 5.1	BT 5.0	BT 5.0 Secondary Bluetooth Low Energy (BLE) for beaconing	BT 4.2	The ET40/ET45 supports a newer Bluetooth standard than Samsung and Apple. Note that ScanPal EDA71 supports a significantly older standard which results in inferior BT speeds and range.
GPS	A-GPS, Galileo, GNSS, BeiDou (ET45)	A-GPS, Galileo, GNSS, BeiDou	A-GPS, GNSS (WAN SKUs only)	A-GPS, Galileo, GNSS, BeiDou	The ET45 offers comprehensive GPS support for global deployments.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Data Capture					
Barcode Scanning	Integrated Choice of: SE4100 1D/2D SE4710 1D/2D SE55 1D/2D Advanced Range Scan Engine with IntelliFocus™ technology (Premium)	No integrated enterprise scan engine option	No integrated enterprise scan engine option	Integrated Choice of: N3601 or N6703 Flex Range	These line of business tablets do not offer an integrated scan engine. Customers either need to purchase a third-party scanning sled (adds cost, lowers rugged specs and is more difficult to manage) or rely on the camera for barcode scanning (requires software license, inferior performance, particularly with challenging barcodes). Zebra's SE55 is superior to Honeywell's FlexRange imager in terms of expected working range and performance trigger to beep time. Zebra's green laser aimer is 7x more visible than Honeywell's red aiming, making it easier to scan from distances and in challenging lighting conditions.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Data Capture (continued)					
Rear Camera	13MP	13MP	12MP	13MP	A 13MP rear camera can capture highly detailed photos and videos for proof of service, proof of condition, proof of compliance and more.
Front Camera	5MP	5MP	12MP	No	A 5 MP front camera offers more than enough resolution and detail for video calling. There's no known enterprise use case that requires more than 5MP resolution for the front-facing camera.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Performance Characteristics					
Operating System	Android 11 upgradeable through Android 14	Android 10	iPadOS 15	Android 10, published support through Android 10 only	Zebra's superior Android roadmap extends device lifecycle.
Processor	Octa-core QC 6375 2x 2.2 GHz + 6x 1.8 GHz	Octa-Core Exynos 9810 4x 2.7 GHz + 4x 1.7 GHz	Quad Core A15 Bionic	Octa-Core QC SDM450 1.8 GHz	The ET40/ET45 provides enough processing power for demanding enterprise applications.
Memory	4GB or 8GB	4GB	4GB	2GB or 4GB	Only the ET40/ET45 offers an 8GB option; with higher RAM it's able to support future upgrades and memory intensive applications with ease.
Storage	64GB or 128GB UFS Flash	64GB or 128GB	64GB or 256GB	32GB or 64GB	UFS (Universal Flash Storage) improves performance and battery consumption. UFS speeds up any task requiring memory access.
Expandable Storage	No	microSDXC up to 1 TB	No	MicroSD up to 128GB	The ET40/ET45 does not offer a user accessible expansion slot.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Environmental					
Drop Specification	Standard: 4 ft./1.2 m to concrete With optional rugged boot: 5.1 ft./1.5 m to concrete MIL-STD-810H	Standard: 4 ft./1.2 m to tile over concrete With optional exoskeleton: 5.1 ft./1.5 m to tile over concrete MIL-STD-810H	No drop spec without third-party rugged case	4 ft./1.2 m to concrete at room temp.	The ET40/ET45 passes a more stringent drop test than the Galaxy Tab Active 3: drops to concrete vs. tile over concrete. iPad Mini has no rugged drop spec out of the box.
Sealing	IP65	IP68	No sealing rating without third-party rugged case	IP64	With IP65 sealing, the ET40/ET45 is fully dust tight and protected against jetting water (low pressure wash downs) and rain. Samsung's IP68 sealing protects against submersion in water, which won't be necessary in the majority of use cases and environments. iPad Mini has no sealing rating out of the box.
Operating Temperature Range	-4° F to 122° F -20° C to 50° C	Not specified	32° F to 95° F 0° C to 35° C	14° F to 122° F -10° C to 50° C	The ET40/ET45 supports the widest published working temperature range; it can be used (or left in a vehicle) in both extreme heat and extreme cold.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Power					
Battery Capacity	6100 mAh Removable	5050 mAh Removable	5124 mAh NOT removable	Standard: 4000 mAh Extended: 8850 mAh Removable	The ET40/ET45 offers the highest capacity standard battery in this group. While it doesn't have an extended battery option, its hot-swappable secondary battery provides around-the-clock power. Since the iPad Mini's battery is not removable, devices must be taken out of service to charge when the battery is low or dead.
Hot Swap	Yes Optional hot swappable 3400 mAh secondary battery, for use with expansion back accessory	No	No	No	Only the ET40/ET45 offers hot swap capability – ideal for supporting multiple shifts with one device.
Fast Charge	Yes	Yes	Yes	No	Fast charging support protects productivity as devices are ready to go in less time.
Battery Metrics	Yes PowerPrecision	No	No	No	Zebra offers the most comprehensive collection of real-time battery metrics for better battery management.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Voice Solutions					
PTT over WLAN	Yes, supported with optional PTT Express*; Ready-to-use and tested	Requires third-party application	Requires third-party application	No	The ET40/ET45 offers Zebra's Push-to-Talk PTT Express for instant PTT walkie-talkie style calls inside the four walls. Not only does it work right out of the box, since it's a Zebra application, Zebra can provide superior technical support.
PTT over Cellular	Yes, supported with optional PTT Pro*; Ready-to-use and tested	Requires third-party application	Requires third-party application	No	The ET40/ET45 offers optional Workforce Connect PTT Pro subscription service for walkie talkie-style communications over cellular and Wi-Fi networks.
PBX handset	Yes, supported with optional Workforce Connect Voice*; fully customizable interface makes it easy for workers to use complex advanced telephony features	No	No	No	Without a comparable solution to Workforce Connect Voice, competitive devices require customers to purchase and maintain separate PBX handsets for PBX communications.

* Workforce Connect available Q4 2022.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Software					
Software Ecosystem	Mobility DNA Professional Mobility DNA Enterprise (optional)	Limited, and many software tools are proprietary unlike Zebra's standard-based approach	No	No, Not compatible with Honeywell's Mobility Edge	No other vendor offers such a **comprehensive ecosystem of software** to support rugged Android devices in the enterprise. Zebra has invested more than $300 million in Mobility DNA and continues to invest, refining tools through multiple OS versions and thousands of deployments. Our time-tested expertise offers customers unique value with built-in utilities, applications and end-to-end enterprise solutions.

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Competitive Comparison: Global

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

Feature	Zebra ET40/ET45 8-inch	Samsung Galaxy Tab Active 3	Apple iPad Mini	Honeywell ScanPal EDA71	Why it matters
Accessories					
Charging accessories	Multi-slot charge cradles Multi-slot battery chargers Desktop charge cradle Wall chargers	USB-C charger Other charging accessories may be available through third-party vendors	USB-C charger Other charging accessories may be available through third-party vendors	Multi-slot charge cradles Multi-slot battery chargers Desktop charge cradle Wall chargers	The ET40/ET45 offers a comprehensive range of charging accessories, from low cost single slot charge only or communication cradles to multi-slot charge and communication cradles to simplify the backroom. Unlike line of business tablets, the ET40/ET45's charging accessories are developed, sold and supported by Zebra
Rugged accessories	Rugged boot increases drop spec to 5 ft./1.5 m	Available through third-party vendors	Available through third-party vendors	No	Unlike line of business tablets, the ET40/ET45's rugged boot is developed, sold and supported by Zebra.
POS accessories	Point of Sale hub* Presentation stand*	Available through third-party vendors	Available through third-party vendors	No	Only Zebra offers a complete, single vendor solution for Point of Sale applications.
Other accessories	Workstation cradle Hand straps Stylus VESA Mount adapter	Book covers S Pen USB-C headphone jack adapter	Folio covers Apple Pen	Hand straps Rotating hand strap Shoulder strap RAM mount	Zebra offers a comprehensive enterprise-class accessory ecosystem – all developed, sold and supported by Zebra.

* POS Hub and Presentation stand available 2H 2022

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8-inch Regional Competitors

Fight Sheets

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NA/LA: Sonim R80

Key weaknesses

- Older Android version (10); doesn't publish roadmap
- No software ecosystem – Sonim does not offer any kind of software ecosystem comparable to Mobility DNA
- 31% thicker and 39% heavier
- Inferior wireless – no 5G, no Wi-Fi 6, no MU-MIMO, no CBRS, older BT standard
- Lacks 8GB RAM option (4GB max) – less future proof
- No advanced range scanning option
- Does not publish specifics of drop testing
- No hot swap support
- Voice solutions require third-party application (needs testing and validation)
- No high density charging solutions; no Point of Sale solutions

Key strengths

- Higher resolution display

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EMEA: Crosscall Core T4

Key weaknesses

- Older Android version (9); doesn't publish roadmap
- No software ecosystem – Crosscall does not offer any kind of software ecosystem comparable to Mobility DNA
- 23% thicker and 26% heavier
- Inferior wireless – no 5G, no Wi-Fi 6, no MU-MIMO, no CBRS, older BT standard
- No integrated scan engine – customers must either purchase a third-party sled (adds cost and bulk, lowers rugged specs) or third-party software (add costs, inferior performance)
- Lacks 8GB RAM option (3GB max) – less future proof
- Does not publish specifics of drop testing
- Battery is not removable, but you can add a power bank to the back for additional power
- Voice solutions require third-party application (needs testing and validation)
- No high density charging solutions; no Point of Sale solutions

Key strengths

- 5 ft./1.5 m drop spec out of the box; IP68 sealing

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APAC/LA: Chainway P80 Industrial

Key weaknesses

- Older Android version (9); doesn't publish roadmap
- No software ecosystem – Chainway does not offer any kind of software ecosystem comparable to Mobility DNA
- 31% thicker and 44% heavier
- Inferior wireless – no 5G, no Wi-Fi 6, no MU-MIMO, no CBRS, older BT standard
- Lacks 8GB RAM option (4GB max) – less future proof
- Battery is not removable – devices must be taken out of service to charge
- Voice solutions require third-party application (needs testing and validation)
- No high density charging solutions; no Point of Sale solutions

Key strengths

- 5 ft./1.5 m drop spec out of the box

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Feature Comparisons

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Physical Characteristics					
Thickness	0.45 in./11.4 mm	0.59 in./15 mm	0.55 in./14 mm	0.59 in./15 mm	The ET40/ET45 is thinner and lighter than these regional competitors — it's easy to carry, comfortable to hold and offers the sleek styling of consumer devices.
Weight	1.07 lbs/485 g	1.48 lbs/673 g	1.34 lbs/610 g	1.54 lbs/700 g	
Display	8 in. WXGA 1280 x 800 500 NITs	8 in. 1920 x 1200	8 in. WXGA 1280 x 800 500 NITs	8 in. Standard:1280 x 800 Optional: 1920 x 1200	While not a competitive advantage, the ET40/ET45's display is bright and crisp enough for easy viewing indoors and outside.
Programmable buttons	Three	Two	Two	No	Three programmable buttons provide instant access to commonly used applications or device features – making workflows more efficient.

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Wireless Communications					
Wi-Fi	WiFi-6 (802.11 ax) 802.11 a/b/g/n/ac/d/h/i/r/k/v/w/mc/ax 2x2 MU-MIMO; Wi-Fi™ certified	WiFi-5 (802.11ac) 802.11a/b/g/n/ac/e/i/r	WiFi-5 (802.11ac) 802.11 a/b/g/n/ac	WiFi-5 (802.11ac) 802.11 a/b/g/n/ac/d/e/h/i/k/r/v	The ET40/ET45 offers superior Wi-Fi connectivity: • Only device in this group to support Wi-Fi 6, which offers higher throughput and lower latency • Only device to support 2x2 Mu-MIMO, which boosts Wi-Fi network capacity, speed and range • Supports more Wi-Fi protocols such as 802.11mc for locationing applications • Zebra offers superior Wi-Fi radio firmware that takes the quality and reliability of Wi-Fi connections to a new level (requires optional Mobility DNA Enterprise)
Cellular	5G (ET45, data only)	4G LTE	4G LTE	4G LTE	Only the ET45 supports 5G — giving workers access to faster cellular speeds and providing a more future-proof platform.

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Wireless Communications (continued)					
CBRS	Yes (ET45)	No	No	No	*Relevant for US only:* The ET45 can connect to private LTE CBRS networks in the U.S, enabling cost-effective wireless connectivity in large indoor and outdoor facilities.
Bluetooth	BT 5.1	BT 4.2 BLE	BT 4.2	BT 4.2	These regional competitors support a significantly older standard which results in inferior BT speeds and range.
GPS	A-GPS, Galileo, GNSS, BeiDou (ET45)	A-GPS, Galileo, GNSS, BeiDou	A-GPS, Galileo, GNSS, BeiDou	A-GPS, Galileo, Glonass, BeiDou	The ET45 offers comprehensive GPS support for global deployments.

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Data Capture					
Barcode Scanning	Integrated Choice of: SE4100 1D/2D SE4710 1D/2D SE55 1D/2D Advanced Range Scan Engine with IntelliFocus™ technology (Premium)	Integrated 1D/2D	No	Integrated Choice of: Zebra SE4710 1D/2D SE4850 1D/2D Extended Range Scan Engine with IntelliFocus technology	While Chainway OEMs Zebra scan engines, the ET40/ET45 supports the newer SE55 Advanced Range engine for premium performance. Crosscall does not offer an integrated scan engine. Customers either need to purchase a third-party scanning sled (adds cost and bulk, lowers rugged specs and is more difficult to manage) or rely on the camera for barcode scanning (requires software license, inferior performance).
Rear Camera	13MP	13MP	13MP	13MP	A 13MP rear camera can capture highly detailed photos and videos for proof of service, proof of condition, proof of compliance and more.
Front Camera	5MP	5MP	5MP	5MP	A 5 MP front camera offers more than enough resolution and detail for video calling.

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Performance Characteristics					
Operating System	Android 11 upgradeable through Android 14	Android 10	Android 9	Android 9	Zebra's superior Android roadmap extends device lifecycle.
Processor	Octa-core QC 6375 2x 2.2 GHz + 6x 1.8 GHz	Octa-core QC MSM8953 Pro 2.2 GHz	Octa-core QC SD450 1.8 GHZ	Octa-core QC 1.8 GHz	The ET40/ET45 provides enough processing power for demanding enterprise applications.
Memory	4GB or 8GB	4GB	3GB	3GB or 4GB	Only the ET40/ET45 offers an 8GB option; with higher RAM it's able to support future upgrades and memory intensive applications with ease.
Storage	64GB or 128GB UFS Flash	64GB	32GB	32GB or 64GB	UFS (Universal Flash Storage) which improves performance and battery consumption. UFS speeds up any task requiring memory access.
Expandable Storage	No	MicroSD up to 256GB	MicroSD up to 512GB	MicroSD up to 128GB	The ET40/ET45 does not offer a user accessible expansion slot.

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Environmental					
Drop Spec	Standard: 4 ft./1.2 m to concrete With optional rugged boot: 5.1 ft./1.5 m to concrete MIL-STD-810H	MIL-STD-810G	5 ft./1.5 m MIL-STD-810G	5 ft./1.5 m to concrete across the operating temp. range	The ET40/ET45 does not have the highest drop spec of this group out of the box, as it balances rugged design with ergonomics. If a drop specification is important to your customer, position the optional rugged boot which adds a 5 ft./1.5 m drop spec.
Sealing	IP65	IP67	IP68	IP65	With IP65 sealing, the ET40/ET45 is fully dust tight and protected against jetting water (low pressure wash downs) and rain. Crosscall's IP68 sealing protects against submersion in water, which won't be necessary in the majority of use cases and environments.
Operating Temp.	-4° F to 122° F -20° C to 50° C	-4° F to 131° F -20° C to 55° C	-13° F to 122° F -25° C to 50° C	-4° F to 122° F -20° C to 50° C	The ET40/ET45 can be used (or left in a vehicle) in both extreme heat and extreme cold.

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Power					
Battery Capacity	6100 mAh Removable	8200 mAh Removable	7000 mAh NOT removable	8000 mAh NOT removable	While the ET40/ET45 does not offer the highest capacity battery, you can add the optional hot-swappable secondary battery. This gives users the best of both worlds: low device weight out of the box and extended power when needed.
Hot Swap	Yes Optional hot swappable 3400 mAh secondary battery, for use with expansion back accessory	No	No hot swap, but you can add a 6000 mAh X-POWER bank to the back of the device for additional power	No	Only the ET40/ET45 offers hot swap capability – ideal for supporting multiple shifts with one device.
Fast Charge	Yes	Yes	Not specified	Yes	Fast charging support protects productivity as devices are ready to go in less time.
Battery Metrics	Yes PowerPrecision	No	No	No	Zebra offers the most comprehensive collection of real-time battery metrics for better battery management.

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Voice Solutions					
PTT over WLAN	Yes, supported with optional PTT Express*; Ready-to-use and tested	Future support via software release	Requires third-party application	Requires third-party application	The ET40/ET45 offers Zebra's Push-to-Talk PTT Express for instant PTT walkie-talkie style calls inside the four walls. Not only does it work right out of the box, since it's a Zebra application, Zebra can provide superior technical support.
PTT over Cellular	Yes, supported with optional PTT Pro*; Ready-to-use and tested	Requires third-party application	Requires third-party application	Requires third-party application	The ET40/ET45 offers optional Workforce Connect PTT Pro subscription service for walkie talkie-style communications over cellular and Wi-Fi networks.
PBX handset	Yes, supported with optional Workforce Connect Voice*; fully customizable interface makes it easy for workers to use complex advanced telephony features	No	No	No	Without a comparable solution to Workforce Connect Voice, competitive devices require customers to purchase and maintain separate PBX handsets for PBX communications.

* Workforce Connect available Q4 2022.

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Software					
Software Ecosystem	Mobility DNA Professional Mobility DNA Enterprise (optional)	No	No	No	No other vendor offers such a **comprehensive ecosystem of software** to support rugged Android devices in the enterprise. Zebra has invested more than $300 million in Mobility DNA and continues to invest, refining tools through multiple OS versions and thousands of deployments. Our time-tested expertise offers customers unique value with built-in utilities, applications and end-to-end enterprise solutions.

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Competitive Comparison: Regional 8-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		NA/LA	EMEA	APAC/LA	
Feature	**Zebra ET40/ET45 8-inch**	**Sonim R80**	**Crosscall Core T4**	**Chainway P80 Industrial**	**Why it matters**
Accessories					
Charging accessories	Multi-slot charge cradle Multi-slot battery charger Desktop charge cradle Wall charger	Desktop charge cradle Wall charger Dual battery charger	Wall charger Desktop charge cradle	Desktop charge cradle	Only Zebra offers high density device and battery chargers to simplify backroom device management.
Rugged accessories	Rugged boot increases drop spec to 5 ft./1.5 m	No	Screen protector	Rugged rubber boot	The ET40/ET45 offers an optional rugged boot for added durability.
POS accessories	Point of Sale hub* Presentation stand*	No	No	No	Only Zebra offers a complete, single vendor solution for Point of Sale applications.
Other accessories	Workstation cradle Hand straps Stylus VESA Mount adapter	Handstrap	Handstrap Holster	Pistol grip Handstrap	Zebra offers a comprehensive enterprise-class accessory ecosystem – all developed, sold and supported by Zebra.

* POS Hub and Presentation stand available Q3 2022

ZEBRA CONFIDENTIAL INTERNAL USE ONLY

10-inch Competitors

Fight Sheets

ZEBRA CONFIDENTIAL INTERNAL USE ONLY

Samsung Tab Active Pro 10-inch

Key weaknesses

- Shorter device and support lifecycle – customers may need to juggle a more complex mixed model deployment
- Inferior software ecosystem – Samsung's software ecosystem is significantly limited compared with Mobility DNA
- Inferior wireless – no 5G, no Wi-Fi 6, consumer Wi-Fi radio
- No integrated scan engine – customers must either purchase a third-party sled (adds cost and bulk, lowers rugged specs) or third-party software (add costs, inferior performance)
- Lacks 8GB RAM option (4GB max) – less future proof
- Voice solutions require third-party application (needs testing and validation)
- Limited accessory ecosystem – most accessories are from third party vendors

Key strengths

- Lighter and thinner (although barcode scanning is not included out of the box; a scanning sled will add weight and bulk)
- IP68 sealing
- Expansion card slot

ZEBRA CONFIDENTIAL INTERNAL USE ONLY

Apple iPad 10-inch

Key weaknesses

- Shorter device and support lifecycle – customers may need to juggle a more complex mixed model deployment
- No software ecosystem – Apple does not offer any kind of software ecosystem like Mobility DNA
- Inferior wireless – no 5G, no Wi-Fi 6, consumer Wi-Fi radio
- No integrated scan engine – customers must either purchase a third-party sled (adds cost and bulk, lowers rugged specs) or third-party software (add costs, inferior performance)
- No rugged specs out of the box – customers must buy a third-party rugged case (adds cost and bulk)
- Battery is not removable – devices must be taken out of service to charge
- Lacks 8GB RAM option (3GB max) – less future proof
- Lower resolution rear camera
- No programmable keys for easy access to key features/applications
- Voice solutions require third-party application (needs testing and validation)
- Limited accessory ecosystem – most accessories are from third party vendors

Key strengths

- Lighter and thinner (although does not include barcode scanning or ruggedness out of the box; scanning sled and rugged case will add weight and bulk)
- Higher resolution display

ZEBRA CONFIDENTIAL INTERNAL USE ONLY

Honeywell RT10 Android

Key weaknesses

- Older Android version (9) and inferior roadmap support
- Inferior software ecosystem: Mobility Edge is 7 years behind Mobility DNA
- 71% thicker and 74% heavier
- Inferior wireless – no 5G, no Wi-Fi 6, no MU-MIMO, no CBRS
- Lacks 8GB RAM option (4GB max) – less future proof
- FlexRange imager has less range than Zebra's SE55; Honeywell's red laser aimer is harder to see
- Lower capacity standard battery (and extended battery increases weight to over 3 lbs./1.4 kg)
- Voice solutions require third-party application (needs testing and validation)
- No high density charging solutions; no Point of Sale solutions

Key strengths

- Brighter display

ZEBRA CONFIDENTIAL INTERNAL USE ONLY

Bluebird RT103

Key weaknesses

- Older Android version (10); does not publish Android roadmap
- No software ecosystem – Bluebird does not offer any kind of software ecosystem like Mobility DNA
- 28% thicker and 17% heavier
- Inferior wireless – no 5G, no Wi-Fi 6, no MU-MIMO, no CBRS
- Lower resolution display
- Lacks 8GB RAM option (4GB max) – less future proof
- Barcode scanning requires optional Smart Plug accessory
- No programmable keys for easy access to key features/applications
- Lower sealing (IP54) on Wi-Fi only model
- Voice solutions require third-party application (needs testing and validation)
- No high density charging solutions; no Point of Sale solutions

Key strengths

- None identified

ZEBRA CONFIDENTIAL INTERNAL USE ONLY

APAC: Honeywell/Huosheng MT10

Key weaknesses	• Android OS and roadmap is not known at this point • Inferior software ecosystem: Mobility Edge is 7 years behind Mobility DNA (and it is not known if MT10 is on the Mobility Edge platform) • Inferior wireless – no 5G, no Wi-Fi 6, no MU-MIMO, no CBRS • Lower resolution display • Lacks 8GB RAM option (6GB max) – less future proof • No advanced range scanning option • Lower drop specification • No hot swap capability • Voice solutions require third-party application (needs testing and validation) • No high density charging solutions; no Point of Sale solutions
Key strengths	• None identified

Photo not available

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Feature Comparisons

ZEBRA CONFIDENTIAL INTERNAL USE ONLY

Competitive Comparison: 10-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		GLOBAL	GLOBAL	GLOBAL	GLOBAL	APAC	
Feature	**Zebra ET4x 10-inch**	**Samsung Tab Active Pro 10 in.**	**Apple iPad 10.2 in.**	**Honeywell RT10 Android**	**Bluebird RT103**	**Honeywell/ Huosheng MT10**	**Why it matters**
						Photo not available	
Physical Characteristics							
Thickness	0.45 in./11.4 mm	0.39 in./9.9 mm	0.29 in./7.5 mm	0.77 in./19.5 mm	0.57. in./14.6 mm	0.49 in./12.5 mm	While the ET40/ET45 is not thinner or lighter than consumer tablets, it is lightweight, easy to carry and offers all the sleekness of a consumer device. It's important to note that Samsung and Apple tablets do not include an integrated scan engine and Apple offers no ruggedness without a protective case – adding a third-party scanning sled or case will significantly increase the overall weight and bulk of the solution. An Apple/Samsung tablet may be sleek out of the box, but becomes bulky once it's made enterprise ready.
Weight	1.52 lbs/690 g	1.44 lbs/653 g	1.10 lbs/498 g	2.65 lbs/1200 g	1.78 lbs/810 g	1.40 lbs/635 g	

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Competitive Comparison: 10-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		GLOBAL	GLOBAL	GLOBAL	GLOBAL	APAC	
Feature	**Zebra ET4x 10-inch**	**Samsung Tab Active Pro 10 in.**	**Apple iPad 10.2 in.**	**Honeywell RT10 Android**	**Bluebird RT103**	**Honeywell/ Huosheng MT10**	**Why it matters**
						Photo not available	
Physical Characteristics (continued)							
Display	10.1 in. WUXGA 1920 x 1200 500 NITs	10.1 in. WUXGA 1920 x 1200 550 NITs	10.2 in. Retina 2160 x 1620 500 NITs	10.1 in. WUXGA 1920 x 1200 800 NITs	10.1 in. WXGA 1280 x 800	10 in. FHD+ 1920 x 1080	While not a competitive advantage compared with Apple, the ET40/ET45's display is bright and crisp enough for easy viewing indoors and outside.
Program-mable Keys	Three	One	No	Two	No	Not specified	Three programmable buttons provide instant access to commonly used applications or device features – making workflows more efficient.

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Competitive Comparison: 10-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		GLOBAL	GLOBAL	GLOBAL	GLOBAL	APAC	
Feature	**Zebra ET4x 10-inch**	**Samsung Tab Active Pro 10 in.**	**Apple iPad 10.2 in.**	**Honeywell RT10 Android**	**Bluebird RT103**	**Honeywell/ Huosheng MT10**	**Why it matters**
						Photo not available	
Wireless Communication							
Wi-Fi	WiFi-6 (802.11 ax) 802.11a/b/g/n/ac/d/h/ i/r/k/v/w/mc/ax 2x2 MU-MIMO; Wi-Fi™ certified	WiFi-5 (802.11ac) 802.11 a/b/g/n/ac	WiFi-5 (802.11ac) MIMO	WiFi-5 (802.11ac) 802.11a/b/g/n/ac/d/e/ h/i/k/r/w, 2x2 MIMO	WiFi-5 (802.11ac)	WiFi-5 (802.11ac)	The ET40/ET45 offers superior Wi-Fi connectivity: • Only device in this group to support Wi-Fi 6, which offers higher throughput and lower latency • Only device to support 2x2 Mu-MIMO, which boosts Wi-Fi network capacity, speed and range • Supports more Wi-Fi protocols such as 802.11mc for locationing applications • Zebra offers superior Wi-Fi radio firmware that takes the quality and reliability of Wi-Fi connections to a new level (requires optional Mobility DNA Enterprise)

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Competitive Comparison: 10-inch

In the following chart, where appropriate, yellow shading indicates the best specification available for a feature.

		GLOBAL	GLOBAL	GLOBAL	GLOBAL	APAC	
Feature	**Zebra ET4x 10-inch**	**Samsung Tab Active Pro 10 in.**	**Apple iPad 10.2 in.**	**Honeywell RT10 Android**	**Bluebird RT103**	**Honeywell/ Huosheng MT10**	**Why it matters**
						Photo not available	
Wireless Communication (continued)							
Cellular	5G (ET45, data only)	4G LTE	4G LTE	4G LTE	4G LTE	4G LTE	Only the ET45 supports 5G — giving workers access to faster cellular speeds and providing a more future-proof platform.
CBRS	Yes (ET45)	No	No	No	No	No	*Relevant for US only:* The ET45 can connect to private LTE CBRS networks in the U.S, enabling cost-effective wireless connectivity in large indoor and outdoor facilities.
Bluetooth	BT 5.1	BT 5.0	BT 4.2 with Beacon	BT 5.0	BT 5.0	BT 5.0	The ET40/ET45 supports a newer Bluetooth standard.
GPS	A-GPS, Galileo, GNSS, BeiDou (ET45)	A-GPS, GNSS	A-GPS, GNSS	A-GPS, Galileo, GLONASS, BeiDou	A-GPS, Galileo, GNSS, BeiDou	A-GPS, Galileo, GNSS, BeiDou	The ET45 offers comprehensive GPS support for global deployments.

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Competitive Comparison: 10-inch

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						Photo not available	
Data Capture							
Barcode Scanning	Integrated Choice of: SE4100 1D/2D SE4710 1D/2D SE55 1D/2D Advanced Range Scan Engine with IntelliFocus™ technology (Premium)	No integrated enterprise scan engine option	No integrated enterprise scan engine option	Integrated Choice of: N6703 Standard Range or Honeywell FlexRange	NOT integrated Requires Smart Plug accessory	Integrated enterprise-class N4603 / HS7	Samsung and Apple do not offer an integrated scan engine. Customers either need to purchase a third-party scanning sled (adds cost, lowers rugged specs and is more difficult to manage) or rely on the camera for barcode scanning (requires software license, inferior performance, particularly with challenging barcodes). Zebra's SE55 is superior to Honeywell's FlexRange imager in terms of expected working range and performance trigger to beep time. Zebra's green laser aimer is 7x more visible than Honeywell's red aiming, making it easier to scan from distances and in challenging lighting conditions.

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						Photo not available	
Data Capture (continued)							
Rear Camera	13 MP	13 MP	8 MP	13 MP	13 MP (optional)	13 MP	A 13 MP rear camera can capture highly detailed photos and videos for proof of service, proof of condition, proof of compliance and more.
Front Camera	5 MP	8 MP	12 MP	8 MP	5 MP (optional)	5 MP	A 5 MP front camera offers more than enough resolution and detail for video calling. There's no known enterprise use case that requires more than 5 MP resolution for the front-facing camera

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						Photo not available	
Performance Characteristics							
Operating System	Android 11 upgradeable through Android 14	Android 10	iPadOS 15	Android 9 upgradeable through Android 11	Android 10	Not specified	Zebra's superior Android roadmap extends device lifecycle.
Processor	Octa-core QC 6375 2x 2.2 GHz + 6x 1.8 GHz	Octa-core QC SDM670, 2 GHz, 1.7 GHz	Quad-core A13 Bionic	Octa-core QC Snapdragon 2.2 GHz	Octa-core 1.8 GHz	Octa-core MTK G85	The ET40/ET45 provides enough processing power for demanding enterprise applications.
Memory	4GB or 8GB	4GB	3GB	4GB	3GB or 4GB	4GB or 6GB	Only the ET40/ET45 offers an 8GB option; with higher RAM it's able to support future upgrades and memory intensive applications with ease.
Storage	64GB or 128GB UFS Flash	64GB	64GB or 256GB	32GB	32GB or 64GB	64GB or 128GB	UFS (Universal Flash Storage) improves performance and battery consumption.
Expandable Storage	No	microSD up to 512GB	No	microSD up to 512GB	microSD up to 2TB	microSD up to 128GB	The ET40/ET45 does not offer a user accessible expansion slot.

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						Photo not available	
Environmental							
Drop Spec	Standard: 4 ft./1.2 m to concrete With optional rugged boot: 5 ft./1.5 m to concrete MIL-STD-810H	With cover: 4 ft./ 1.2 m to plywood over concrete MIL-STD-810G	No	4 ft./1.2 m to concrete MIL-STD-810G	Standard: 4 ft./1.2 m With exoskeleon: 5 ft./1.5 m MIL-STD-810G	3.2 ft./1 m MIL-STD-810H	The ET40/ET45 passes a more stringent drop test than Samsung: drops to concrete vs. plywood over concrete. Note that the ET40/ET45 has the same out-of-the-box drop specs as Honeywell and Bluebird – devices that are significantly thicker and heavier!
Sealing	IP65	IP68	No	IP65	IP54 (WLAN only), IP65 (WWAN devices)	IP65	With IP65 sealing, the ET40/ET45 is fully dust tight and protected against jetting water (low pressure wash downs) and rain. Samsung's IP68 sealing protects against submersion in water, which won't be necessary in a majority of use cases/environments.
Operating Temp.	-4° F to 122° F -20° C to 50° C	Not specified	32° F to 95° F 0° C to 35° C	14° F to 122° F -10° C to 50° C	-4° F to 122° F -20° C to 50° C	-4° F to 140° F -20° C to 60° C	The ET40/ET45 can be used (or left in a vehicle) in both extreme heat and extreme cold.

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Power							
Battery Capacity	7600 mAh, Removable	7600 mAh, Removable	8827 mAh, NOT removable	Standard: 5140 mAh Extended: 10280 mAh	6000 mAh, Removable	8000 mAh	The ET40/ET45 offers a great balance between battery capacity and device weight. Apple's battery is not removable, so devices must be taken out of service to charge (and cannot support back-to-back shifts). While Honeywell RT10A has a very large extended capacity option, device weight is over 3 lbs./1.4 kg.
Hot Swap	Yes Optional hot swappable 3400 mAh secondary battery, for use with expansion back accessory	No	No	Yes	Yes	No	Hot swap capability provides constant power – ideal for supporting multiple shifts with one device.

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						Photo not available	
Power (continued)							
Fast Charge	Yes	Yes	Yes	No	No	No	Fast charging support protects productivity as devices are ready to go in less time.
Battery Metrics	Yes PowerPrecision	No	No	Limited	No	No	Zebra offers the most comprehensive collection of real-time battery metrics for better battery management.
Voice Solutions							
PTT over WLAN	Yes, supported with optional PTT Express*; Ready-to-use and tested	Requires third-party application	Requires third-party application	Yes, with Smart Talk	Requires third-party application	Requires third-party application	The ET40/ET45 offers Zebra's Push-to-Talk PTT Express for instant PTT walkie-talkie style calls inside the four walls. Not only does it work right out of the box, since it's a Zebra application, Zebra can provide superior technical support.

* Workforce Connect available Q4 2022.

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						Photo not available	
Voice Solutions (continued)							
PTT over Cellular	Yes, supported with optional PTT Pro*; Ready-to-use and tested	Requires third-party application	Requires third-party application	Requires third-party application	Requires third-party application	Requires third-party application	The ET40/ET45 offers optional Workforce Connect PTT Pro subscription service for walkie talkie-style communications over cellular and Wi-Fi networks.
PBX handset	Yes, supported with optional Workforce Connect Voice*; fully customizable interface makes it easy for workers to use complex advanced telephony features	No	No	No	No	No	Without a comparable solution to Workforce Connect Voice, competitive devices require customers to purchase and maintain separate PBX handsets for PBX communications.

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						Photo not available	
Software							
Software Ecosystem	Mobility DNA Professional Mobility DNA Enterprise (optional)	Limited, and many software tools are proprietary unlike Zebra's standard-based approach	No	Limited, Honeywell's Mobility Edge is 7 years behind Mobility DNA	No	Not specified	No other vendor offers such a **comprehensive ecosystem of software** to support rugged Android devices in the enterprise. Zebra has invested more than $300 million in Mobility DNA and continues to invest, refining tools through multiple OS versions and thousands of deployments. Our time-tested expertise offers customers unique value with built-in utilities, applications and end-to-end enterprise solutions.

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						Photo not available	
Accessories							
Charging accessories	Multi-slot charge cradle Multi-slot battery charger Desktop charge cradle Wall charger	USB-C charger Other charging accessories may be available through third-party vendors	USB-C charger Other charging accessories may be available through third-party vendors	2-slot battery charger Desktop cradle Wall charger	1-slot desktop cradle Wall charger	Not specified	The ET40/ET45 offers a comprehensive range of charging accessories, from low cost single slot charge only or communication cradles to multi-slot charge and communication cradles to simplify the backroom. Unlike Samsung/Apple tablets, the ET40/ET45's charging accessories are developed, sold and supported by Zebra
Rugged accessories	Rugged boot increases drop spec to 5 ft./1.5 m	Available through third-party vendors	Available through third-party vendors	No	No	Not specified	Unlike Samsung/Apple tablets, the ET40/ET45's rugged boot is developed, sold and supported by Zebra.

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						Photo not available	
Accessories (continued)							
POS accessories	Point of Sale hub* Presentation stand*	Available through third-party vendors	Available through third-party vendors	No	No	Not specified	Only Zebra offers a complete, single vendor solution for Point of Sale applications.
Other accessories	Workstation cradle Hand straps Stylus VESA Mount adapter	Book covers S Pen USB-C headphone jack adapter	Folio covers Apple Pen	Vehicle dock Desktop dock Rugged keyboard Hand strap Carrying case VESA/RAM mounts	Shoulder strap Carrying case Handle	Not specified	Zebra offers a comprehensive enterprise-class accessory ecosystem – all developed, sold and supported by Zebra.

* POS Hub and Presentation stand available Q3 2022

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Sales Tools and Resources

Sales Enablement Tools

Internal Zebra Tools	Partner Tools	External Tools
Product beauty/application photography	Product beauty/application photography	Spec Sheet
Selling guide presentation	Selling guide presentation	Customer presentation
Battlecard	Battlecard	Product page on Zebra.com
Product descriptions	Product descriptions	Product video and short videos by vertical
Partner top 5 reasons to sell	Partner top 5 reasons to sell	Customer top 5 reasons to buy
Tablet positioning guide	Tablet positioning guide	Infographic
The Source product page	Partner Gateway Microsite	Consumer device comparison one-pager
LMS training modules	LMS training modules	Interactive 3D browser
Pre-launch training video	Pre-launch training video	Accessory guide

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ET40/ET45 Resources

Marketing Reference Material

The Source (for internal Zebra only): https://zebra.showpad.biz/webapp2/home

Partner Gateway: https://partnerportal.zebra.com

ET40/ET45 Product Home: www.zebra.com/et40-et45

Services: www.zebra.com/zebraonecare

Learning Portal: https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio_training.aspx

Solutions Pathway: https://solutionspathway.zebra.com

Developer Tools: https://developer.zebra.com

Mobility DNA Enterprise Kit: www.zebra.com/mobility-dna-kit

Support: www.zebra.com/support

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Thank You!

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