



MC3400/MC3450 Mobile Computers

SELLING GUIDE

November 2024



For Internal Use by
PartnerConnect Members Only





Positioning and
Upgrade Opportunity

Zebra's Keypad/Touch Rugged Mobile Computers



Essential

MC2200/MC2700

Lightweight; durable; 2-in-1 brick and gun style via accessory



Mid-Tier

MC3300x/MC3300ax

Lightweight; rugged; MC3300x: four form factors; MC3300ax: two form factors



Mid-Tier

MC3400/MC3450

Lightweight; rugged; two form factors; new generation platform



Premium

MC9400/MC9450

Ergonomic gun-style; ultra-rugged; new generation platform



Why Upgrade



As the next generation of the successful MC3000 Series, the MC3400/MC3450 offers the latest mobile technologies and solutions to power a new generation of Industry 4.0 applications.

ZEBRA CONFIDENTIAL INTERNAL USE ONLY

Key Advancements



Superior Wi-Fi: Wi-Fi 6E offers 4x the bandwidth, 4x higher capacity and 75 percent lower latency over Wi-Fi 5; provides faster, more reliable, future-ready Wi-Fi connections



WWAN 5G Connectivity¹: Public and Private 5G gives users the flexibility to work seamlessly inside or outside with extended converge; expands opportunities into rugged outdoor use cases, such as ports and yards



Faster, farther scanning: SE58 scans 20% farther than its predecessor (SE4850); new green laser aimer is up to 7x more visible than a red aimer, letting users capture barcodes quickly and accurately at various distances and lighting conditions



Keypad is 12% larger, enabling larger keys with more space between the keys; provides a more comfortable and efficient typing experience and reduces the likelihood of keying errors



Enhanced application support: New Qualcomm platform offers a 2.5x boost in CPU compared with SD660, ensuring smoother, faster operations. The higher memory compared to the MC3300x/MC3300ax means more space for data storage and better multitasking capabilities



Longer Android roadmap: Expanded/Full models are upgradeable up to Android 18²; Standard models upgradeable up to Android 15. Provides peace of mind that devices will support the new features of Android well into the future



Camera NOW available in both form factors: Both gun and straight shooter models can be configured with the camera package (13MP rear facing and 5MP front facing)



Identity Guardian (Biometric facial recognition): Secure, streamlined authentication used in conjunction with the 5MP front facing camera

1. Available Q2 2025 2. Pending Qualcomm commitment

Easy upgrade from legacy MC33 Series devices



MC3300 Series



MC3400/MC3450

With backwards compatibility to MC3300 chargers/batteries, and a familiar look and feel, existing customers can cost-effectively migrate to the latest handheld device



Backwards compatibility with MC3300 Series charging accessories and batteries — no need to overhaul the backroom



Familiar platform — users will instantly feel at home with the MC3400 and MC3450, virtually eliminating training and ensuring instant adoption



Every MC3400/MC3450 device is equipped with Terminal Emulation for seamless deployment with a customer's WMS; Ivanti's All Touch Terminal Emulation (ATTE) pre-licensed for device lifetime on Gun Expanded and Full models; 12-month term subscription on all other models



Overcoming Objections



MC3400/MC3450

General objections and responses

Objection	Response
We can't afford a major disruption in our processes or to retrain our workers right now.	The MC3400/MC3450 provides a familiar form factor and user interface for your workers. You can migrate to the latest handheld device for today's modern workflows without having to retrain your workforce or overhaul your existing infrastructure. • The familiar look and feel of the device enables workers to seamlessly transition from their old devices to the new one — there's no need to learn a new interface or keypad layout. • The MC3400/MC3450 device is backward compatible with MC3300 Series charging accessories and batteries (both standard and BLE enabled); there's no need to overhaul the backroom or invest in a whole new set of accessories. • Every device is equipped with Terminal Emulation for a quick and seamless deployment with your WMS. You can migrate from legacy green screens to a more modern and intuitive interface to increase productivity and reduce training times.
Why do we need a front facing camera? It doesn't seem necessary for our workflows.	The MC3400/MC3450 is the only device in its class to offer a front facing camera. This feature can transform your existing workflows, improving efficiency, usability and security. It can be used in conjunction with Zebra's Identity Guardian, a two-stage biometric facial recognition solution. This means workers can quickly log-in to any device with just their face and/or a barcode or PIN. There's no need for passwords, which can be forgotten, shared or compromised. Designed for shared device enterprise deployments, Identity Guardian streamlines device sign-on, while tracking user activity to prevent misuse or theft. Workers can also use the front facing camera to place a video call to a supervisor or co-worker to get an immediate answer to a question.



MC3400/MC3450

General objections and responses

Objection	Response
There are other gun-style devices and pistol grip handles on the market. Why should we choose the MC3400/MC3450?	Some competitive solutions are a straight shooter (brick style) form factor with an optional gun handle that is bolted or screwed on. These two-piece solutions have several drawbacks, including poor ergonomics and lower durability as there's an additional point of failure. By contrast, the MC3400 and MC3450 are offered in two dedicated form factors that are purpose-built for your unique use case. • MC3400/MC3450 gun models are lighter than competitive devices and ergonomically balanced to help reduce muscle fatigue over the longest shifts. • Zebra's award-winning Industrial Design team thoughtfully optimized gun ergonomics for maximum comfort and usability. For example: 1) the curve of the handle has been optimized to align the hand and fingers while providing a more secure grip for scanning; 2) grip details along the back of handle provide added grip and stability; 3) the handle seamlessly connects to the rest of the device for a smooth look and feel. • Enhanced keypad ergonomics (12% increase in keypad surface area) enable easier keypad input, reducing keying errors and increasing productivity. • There's no need to sacrifice device features — the MC3400/MC3450 gun model can be ordered with 13MP rear and 5MP front cameras.



MC3400/MC3450

General objections and responses

Objection	Response
We've relied on our MC3300 devices for years. Why should we upgrade them now?	While the MC3400/MC3450 continues the tradition of the MC3XXX Series' well-loved ergonomics and reliability, it adds the latest technology — so your team can keep up with skyrocketing orders, tighter delivery schedules and other business challenges. Advancements over the MC3300x/MC3300ax include: • 2.5x more processing power and up to 50 percent more RAM for significantly improved application performance • Keypad is 12% larger, enabling larger keys with more space between the keys for easier and more accurate data entry especially with gloves — all with a negligible increase in device length • Faster wireless connectivity with Wi-Fi 6E; increased throughput, low latency • Support for public and private 5G* provides reliable connectivity in ports, yards and other expansive areas (MC3450) • New Extended Range Imager provides 20% longer read range than its predecessor with a high-visibility green aimer



MC3400/MC3450

General objections and responses

Objection	Response
We are looking for a value-tier device. Why should we consider the MC3400/MC3450?	The MC3400/MC3450 offers multiple configurations that let you choose the right feature set for your application needs and budget. For example, you can choose a standard model without premium memory to achieve a lower price point. The added functionality you'll gain compared with a value tier device like Zebra's MC2200 will provide more value over the device lifecycle. • Improved scanning options allow for faster barcode reading across longer ranges — increasing efficiency and productivity • The MC3400/MC3450 offers more form factors and keypad choices, providing a better, more personalized user experience • The MC3400/MC3450 is more durable than value-tier devices — reducing the need for frequent repairs or replacements • Longer battery run times ensure users can work for longer periods without interruption • Standard models offer the latest wireless connectivity, as well as the full Zebra DNA Enterprise suite of tools • Standard models come with a 12-month Ivanti ATTE subscription



Enhanced Ergonomics

Larger, Optimized Keyboard

+12% KEYBOARD

Natural and comfortable scan key positions

- A **9mm** increase in overall keyboard length was based on the results of user trials conducted by the Human Factors team
- Provides the most comfortable position for the scan key
- Keys are larger, with more spacing between the keys, for easier and more accurate data entry

Refer to the following slides for specific details on each keyboard type



Keypad Comparison 47 Key Alpha Numeric

MC33XX



MC34XX



Key size

Numeric key size **+15%**

Alpha key size **+14%**

Key spacing

Vertical spacing **+1%**

Horizontal spacing **+14%**

Keypad Comparison 38 Key Function Numeric

MC33XX



MC34XX



Key size

Numeric key size **+13%**

Alpha key size **+15.5%**

Key spacing

Vertical spacing **+24%**

Horizontal spacing **+26%**

Keypad Comparison 29 Key Numeric

MC33XX



MC34XX



Key size

Numeric key size **+18.5%**
Alpha key size **+30%**

Key spacing

Vertical spacing **+4%**
Horizontal spacing **+26%**

Broad accessory ecosystem

Backwards compatibility with MC3300 Series chargers and batteries preserves your existing accessory investment



Multi-slot charge only cradle with and without Battery charger
Shared MC33/MC34



Multi-slot Ethernet cradle with and without Battery charger
Shared MC33/MC34



20-slot Battery charger
Shared MC33/MC34



Single-slot cradle
Shared MC33/MC34



7000mAh STD and BLE batteries
Compatible with MC33xx

NEW MC34xx >> Batteries
(with improved ingress protection)

New Accessories for MC3400/MC3450



Protective boot for Gun/Straight Shooter (Brick)



Rigid holster



Hand strap for Straight Shooter (Brick)



Screen protector



New MC34xx >> STD & BLE Batteries (with improved ingress protection)



4-Slot Battery charger
Shared MC33/MC34



Hand strap for Gun
Shared MC33/MC34



Soft holster for Gun/Straight Shooter (Brick)
Shared MC33/MC34



Thank you!

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. Android is a trademark of Google LLC. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Zebra is under license. Wi-Fi® is a trademark of Wi-Fi Alliance®. All other trademarks are the property of their respective owners. ©2024 Zebra Technologies Corp. and/or its affiliates. 11/25/2024