



MC9400/MC9450

Ultra-rugged mobile computer

SELLING GUIDE

November 2023



Overview

The next big thing in ultra-rugged mobile computing

MC9400/MC9450

The next evolution of
the world's #1 selling and
most trusted Android
rugged mobile computer



Standard



Non-incendive/
Hazardous Location*



Freezer / Cold
Storage

What sets the MC9400/MC9450 apart from the rest?



Fastest cellular and Wi-Fi with 5G¹ (private and public) and Wi-Fi 6E² – first integrated gun-style device to support 5G

Industry leading data capture solutions: SE58 Extended Range scan engine with IntelliFocus™ technology, highest resolution camera and OCR

A new significantly faster Qualcomm® processor with AI capabilities, enabling the apps of today and tomorrow

The most rugged device in its class with industry leading drop and tumble specs; models for challenging environments – freezer and hazardous locations³

Enhanced collaboration tools: front-facing camera for video calls; optional PTT, secure text and PBX capabilities

Superior Android roadmap with support to A17 and enhanced security with LifeGuard™ for Android™

Advanced device tracking with optional BLE battery to locate lost devices⁴

First-in-its-class biometric facial recognition to give workers instant and secure access to shared devices

Powerful Zebra-only Mobility DNA tools drive workforce productivity and device value to a new level

Backward compatible with MC9300 Series accessories for an easy, cost-effective upgrade

1. 5G is available on the MC9450; data connections only. 2. Wi-Fi 6E available December 2023. 3. Non-incendive models available in North America. 4. Requires the purchase of Device Tracker licenses.

Key Trends and Opportunities



Protect your MC9300 install base

With nearly five million sold, the MC9000 Series is the world's best-selling and most trusted ultra-rugged Android mobile computer. The MC9400/MC9450 allows you to protect this install base by offering next generation technology with the same form factor and same platform strategy that your customers are used to.



New use cases with private/public 5G¹ and outdoor connectivity

Warehousing, manufacturing, energy and other enterprises are moving toward public and private 5G connectivity – as Wi-Fi can be unsuitable for factories, shipyards, ports, utility/energy sites and other large campuses. With support for 5G, the MC9450 expands your opportunities into ultra-rugged outdoor use cases, such as ports and yards.



Future-ready with Wi-Fi 6E²

The move to Wi-Fi 6E brings a great number of advantages to facilities that plan to continue using Wi-Fi. Wi-Fi 6E offers 4x the bandwidth, 4x higher capacity and triple the speed of Wi-Fi 5.³ Moving to the newer standard will continue to simplify the adoption of automation and robotics in warehouse and manufacturing where the number of connected devices is dramatically increasing YoY.



Modernize, without a major overhaul

With the MC9400/MC9450, your customers can improve productivity and increase efficiency in their operations without having to overcomplicate things and overhaul their existing workflows. The MC9400/MC9450 gives them the same familiar form factor and accessories of the MC9300 – no need to re-train workers or rip and replace the backroom.

1. 5G is available on the MC9450; data connections only. 2. Wi-Fi 6E available December 2023.

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3. [5G vs. Wi-Fi 6: a Powerful Combination for Wireless](#); Intel

Target Markets and Use Cases



Warehouse

- Picking
- Put-away
- Cross-docking
- Shipping and receiving
- Inventory control
- Reverse logistics
- Cold storage
- Non-incendive*

Manufacturing

- Inventory
- Put-away
- Line-side replenishment
- Work in Process (WIP)
- Material track and trace
- Quality Control
- Safety testing

Retail

- Reverse logistics
- Price verification/updates
- Store receiving
- Online order fulfillment
- Backroom inventory management

NEW T&L: ports and yards

- Asset management (rail cars, containers, and cargo)
- Shipment tracking
- Yard management

Upgrade Opportunity

We took the world's best-selling and most trusted enterprise mobile computer...
...and made it even better!

The MC9400/MC9450, now with...

- Wi-Fi 6E¹ and public/private 5G²
- 20% longer read range with new SE58 scan engine and high visibility green aimer
- 2.5x times more processing power
- Support to Android 17
- Enhanced 12 ft./3.65 m drop spec
- Identity Guardian for biometric facial recognition
- BLE battery for device tracking³



1. Wi-Fi 6E available December 2023. 2. 5G is available on the MC9450; data connections only.
3. Requires the purchase of the optional BLE battery and Device Tracker licenses

A seamless replacement for the MC9300



Upgrade Opportunity

Feature	Zebra MC9400/MC9450	Zebra MC9300	Why it matters
 			
Physical Characteristics			
Form Factors	Gun	Gun	The MC9400/MC9450 offers a familiar and well-loved form factor, with the same proven ergonomics of the MC9300. Customers get a device that their workers are familiar with and that allows them to modernize workflows without requiring retraining or a backroom overhaul.
Weight	743 g	765 g	The MC9400/MC9450 is slightly lighter than the MC9300.
Keypad	Choice of seven keypads Field-replaceable	Choice of seven keypads Field-replaceable	The MC9400/MC9450 supports the same keypads as the MC9300. No changes were made to button position or layout.
Display	4.3 in. WVGA capacitive * Freezer model includes heated touch panel	4.3 in. WVGA capacitive	The MC9400/MC9450 has the same display as the MC9300. The freezer model of the MC9400/MC9450 includes a heated touch panel to ensure clear visibility even under heavy condensing conditions.

Upgrade Opportunity

Feature		Zebra MC9400/MC9450	Zebra MC9300	Why it matters
				
Computing Platform				
OS	Upgradeable to Android 17	Upgradeable to Android 14	Support to Android 17 offers a superior roadmap, improved security and investment protection.	
Processor	Qualcomm® 4490 2.45 GHz octa-core	Qualcomm® SD660 2.1 GHz octa-core	The MC9400/MC9450 features a newer Qualcomm platform that provides 2.5 more processing power over the SD660. The QC4490 includes long-term support for Android releases and supports premium features like multi-Gigabit Wi-Fi 6E connectivity for advanced augmented reality applications.	
Memory	6 GB RAM 128 GB Flash	4 GB RAM 32 GB Flash	The MC9400/MC9450 offers 50 percent more RAM and four times the Flash for superior app performance.	
Expandable storage	MicroSD up to 2 TB	MicroSD up to 256 GB	The MC9400/MC9450 supports up to eight times as much expandable storage to meet more application needs.	

Upgrade Opportunity

Feature	Zebra MC9400/MC9450	Zebra MC9300	Why it matters
 			
Data Capture			
Scan Engine Options	SE4770 1D/2D with red laser aimer SE58 1D/2D Extended Range Scan Engine with IntelliFocus™ technology and high visibility green aimer	1D SE965 1D/2D SE4770 1D/2D SE4750 DPM with Diffuser SE4850 ER	The MC9400/MC9450 offers Zebra's latest long-range imager, the SE58, which delivers a 20% longer read range than the SE4850. The SE58 can seamlessly capture barcodes in hand up to 100 ft./30 m away. The SE58 also features a highly visible green laser aimer with a wide pattern that is up to 7x more visible than a red aimer and offers up to 10 ft./3 m of visibility in direct sunlight. It's easier for workers to accurately aim and successfully scan in any lighting condition – from bright sunlight to dim warehouse aisles.
Rear Camera	16 MP with HDR	13 MP	The MC9400/MC9450 offers a higher resolution rear camera; HDR provides better detail in very light and very dark areas of the photo.
Front Camera	8 MP	5 MP	The MC9400/MC9450 offers a higher resolution front camera to better support video conferencing, locationing applications including Visible Light Communication (VLC), as well as Identity Guardian biometric facial recognition.

Upgrade Opportunity

Feature	Zebra MC9400/MC9450		Zebra MC9300	Why it matters
				
Connectivity				
WLAN		Wi-Fi 6E ¹	Wi-Fi 5	The MC9400/MC9450 supports Wi-Fi 6E, which offers 4x the bandwidth, 4x higher capacity and 75 percent lower latency than Wi-Fi 5. Wi-Fi 6E future proofs the network with the capacity to support augmented reality and other advanced, low latency applications.
Bluetooth		v5.3 and Secondary BLE for beaconing within BLE battery ²	V5.0	The MC9400/MC9450 supports a newer Bluetooth standard, which offers better audio quality, lower power requirements and flexible connectivity options.
5G		Yes (MC9450) Data connections only	No	The MC9450 is the first gun-style device to offer private and public 5G wireless data connectivity, bringing new affordable wireless networking options to expansive outdoor and indoor environments.

Upgrade Opportunity

Feature		Zebra MC9400/MC9450	Zebra MC9300	Why it matters
 				
User Environment				
Sealing		IP65 and IP68	IP65 and IP67	IP68 certification increases the water resistance rating beyond 1 meter submersion.
Drop Spec		Exceeds per MIL-STD-810H: 12 ft./3.65 m to concrete; Enterprise drop standard 8 ft./2.4 m to concrete across temperature (-20°C to 50°C) exceeding MIL-STD-810H Freezer version: 7 ft./2.1 m to concrete (-30°C to 50°C) exceeding MIL-STD810H	10 ft./3.1 m at room temperature 8 ft./2.4 m drops to concrete across temperature range Freezer: 7 ft./2.1 m drops to concrete across temperature range	The MC9400/MC9450 supports the same class-leading, ultra-rugged drop and tumble specifications of the MC9300.
Tumble Spec		6,000 3.3 ft./1.0 m tumbles	6,000 3.3 ft./1.0 m tumbles	
Freezer Operation		Yes (Freezer model) Heated touch panel, heated scanner exit window, freezer-rated battery	Yes (Freezer model) Heated scanner exit window and freezer-rated battery	The MC9400/MC9450 offers improved freezer performance with a heated touch panel that ensures clear visibility even under heavy condensing conditions, protecting productivity in cold supply chain workflows.

Upgrade Opportunity

Feature	Zebra MC9400/MC9450	Zebra MC9300	Why it matters
			
Power			
Battery	Standard: 7000 mAh BLE: 7000 mAh Freezer: 5000 mAh Non-incendive: 7000 mAh Hot swappable	Standard: 7000 mAh Freezer: 5000 mAh Non-incendive: 7000 mAh Hot swappable	The MC9400/MC9450 is backward compatible with MC9300 batteries, enabling the MC9300 install base to leverage their existing investments in batteries, cables, cradles etc. The MC9400/MC9450 offers a new optional BLE enabled battery that can be used in conjunction with a Zebra Device Tracker license to locate lost or misplaced devices (even if the devices have turned off or are low in power).¹
Security Features			
Identity Guardian for biometric facial recognition	Available on devices with front-facing camera	Available on devices with front-facing camera; requires Android 11 or higher	With biometric facial recognition, workers get easy device access, while organizations get the peace of mind that device access is restricted to pre-authorized users only, eliminating the risk of shared or compromised passwords.

1. Requires the purchase of Device Tracker licenses.

Customer Engagement Questions

Customer Engagement Questions: 1 of 3

- Do you want to increase productivity in order to keep up with higher inventory/order volumes, more demanding customer expectations, shorter fulfillment times and/or rising competition?
- Would you like a way to migrate to the latest platform of the world's best-selling and most trusted rugged enterprise mobile computer, without having to retrain workers, purchase new accessories or reconfigure your backroom?
- Do you need a device with the latest mobile computing platform and maximum computing power?
- Do workers need to access multiple demanding applications simultaneously? Over the next few years, do you anticipate a growth in the number of business applications that workers need to use?
- Would you like 5G support in an ultra-rugged gun-style form factor?
- Have you deployed or are you planning to deploy Wi-Fi 6E in the future in order to support a greater number of connected devices (e.g. robotics or automation applications)? Would you like a mobile computer that's ready to take advantage of the faster speeds, reduced latency and greater bandwidth of Wi-Fi 6E?
- Are you using private bands (private 5G or CBRS) instead of traditional Wi-Fi for connectivity?

Customer Engagement Questions: 2 of 3

- Are you considering deploying ARCore applications that require high bandwidth, low latency wireless connectivity?
- Could you improve productivity with the versatility to quickly capture barcodes in hand or across the room? Would you like Zebra's latest extended range scan engine that offers a 20% longer read range than its predecessor?
- Do workers need to capture barcodes in a range of lighting conditions (e.g. bright sunlight or dim aisles)? Could they improve productivity and accuracy with an aimer that's up to 7x easier to see than typical red laser aiming dots?
- In what type of environmental conditions will the devices be used? Do workers spend much of their time on the loading dock or warehouse floor where the devices encounter moisture, dust and are dropped/banged repeatedly?
- Do you find environmental issues such as extreme temperature fluctuations, water/moisture humidity and excessive vibration an issue with your current devices?
- Do workers need to capture data in the freezer?
- Do you require a non-incendive device for use in areas with flammable gases and materials? (*Non-incendive models available in North America only*)

Customer Engagement Questions: 3 of 3

- Are you concerned about the security risks associated with shared/compromised passwords?
- Would you like to let workers use facial recognition to unlock and log into a device? Do multiple workers share a device across shifts?
- What is the impact of lost devices on your operations: IT hands-on time, replacement costs for lost devices/accessories, downtime while workers search for missing devices and security concerns when a device is not accounted for?
- Would you like an easy way to find missing or misplaced devices, even if devices are turned off or low in power?
(If the answer is yes, offer Device Tracker license and BLE battery)
- For how long are you planning on keeping your devices in service? Are you looking for OS security and a mobile computer with a long lifecycle?
- Would you like to work with a single manufacturer who can provide additional form factors, such as rugged vehicle mount computers, tablets and printers?