



# ET401 Enterprise Tablets

Building on Zebra's best selling ET40 and ET45, ET401 tablets are smarter, AI-empowered with a longer lifecycle, with the latest wireless connectivity and more data capture options, including RFID. They marry the sleek design that workers expect, with the power and rugged reliability the enterprise needs.



## Top benefits our customers love

# 1

### Greater longevity and security

- Longer lifecycle simplifies enterprise deployments: four years of sale, plus an additional four years of support
- More robust dust and water protection with IP68<sup>6</sup> sealing rating
- Advanced display protection with Corning<sup>®</sup> Gorilla<sup>®</sup> Glass 5<sup>1</sup>
- New security features including Secure Element for the best physical protection on a mobile device
- Identity Guardian gives workers secure and quick device access with facial recognition<sup>2</sup>
- Device Guardian minimizes the risk of lost or missing devices<sup>2</sup>

# 2

### Faster and smarter with built-in AI intelligence

- New Qualcomm Dragonwing™ Q-6690 processor supports modern, cloud-based AI applications
- AI-enabled touchscreen<sup>5</sup> lets workers enter data faster and more easily, even in heavy rain; the touchscreen automatically adjusts to bare finger, gloves or conductive stylus—there's no need to change settings
- Advanced AI audio delivers higher quality clear voice—even in noisy environments that challenge traditional noise suppression technologies
- Fastest wireless networks with support for Wi-Fi 7<sup>3</sup>, optional 5G and Bluetooth 6.0

# 3

### Enhanced data capture options

- Integrated short-range UHF RFID<sup>4,5</sup> eliminates the need to purchase separate RFID readers—workers can easily manage inventory, track assets, ensure quality control and more
- Ultra-wide angle rear camera option<sup>4,5</sup> paves the way for new applications that require a wider view; for example, retailers can capture an entire section of shelves for merchandising
- Two scanner options<sup>5</sup>, including Zebra's new SR500 scan engine, plus no-scanner configurations, to meet your workflow needs
- Higher resolution rear and front cameras

## What's new

**25% longer lifecycle:** Up to eight year life expectancy; available for sale for four years, with four additional years of service and support

**More robust dust and water protection:** IP68 sealing<sup>6</sup>; drop ET401 tablets in a puddle or use them in the rain

**New AI capabilities:** Qualcomm Dragonwing™ Q-6690 processor supports modern, cloud-based AI applications

**Easier to use with AI-enabled touchscreen<sup>5</sup>:** Get pinpoint touch accuracy and instant response, even in heavy rain—and there's no need to change touch mode settings

**New advanced AI audio:** Takes voice clarity to the next level

**Integrated short-range UHF RFID<sup>4,5</sup>:** Opens up new use cases in markets where RFID is rapidly growing

**Ultra-wide angle rear camera<sup>4,5</sup>:** Enables new applications that require a wider view, including vision AI

**New scanning options:** New SR500 1D/2D scan engine<sup>5</sup>, plus no scanner option for customers with minimal scanning requirements in their operations

**Enhanced security:** Multiple levels of security, including Secure Element for the best physical security available

**Faster, future-ready wireless:** Fastest wireless performance with support for Wi-Fi 7<sup>3</sup>, optional 5G and Bluetooth 6.0

**Battery-free operation<sup>5</sup>:** Provide power to ET401 tablets installed in the cab of vehicles and more via an external power source—USB-C or bottom/back IO

## Industry applications

### Retail & Hospitality

- Assisted selling
- Line busting
- Point of Sale—in-store, curbside, entertainment, events
- Inventory management
- Staff management and communication

### Transportation & Logistics

- Routing and dispatch
- Vehicle inspection and maintenance
- Proof of pickup and delivery

### Warehousing/Manufacturing

- Manager device
- Inventory management
- Maintenance repair and overhaul



## Qualifying questions

### Q Are you looking for a tablet with a long lifecycle?

**A** Unlike consumer tablets, Zebra guarantees availability of the exact same device for four years from the initial release of the ET401. Optional Zebra OneCare support services offer flexible coverage tailored to your business. And with up to eight years of support from the initial sale, you're covered for the long haul—including OS security support. ET401 lifecycle benefits don't end there. You get a long Android roadmap, support for today's and tomorrow's fastest wireless networks, and class-leading memory to handle future upgrades and apps with ease. Plus, enhanced ruggedness ensures greater longevity, keeping devices in service and in your workers' hands longer.

### Q Are you looking for new ways to help workers get more done each day?

**A** Built for fast-paced enterprise environments without compromise, sleek and portable ET401 tablets combine advanced mobile technologies with powerful data capture options to streamline workflows and boost productivity. Workers can complete more tasks, serve more customers and drive better outcomes. An AI-enabled touchscreen<sup>5</sup> simplifies data entry, while AI audio ensures workers can hear and are heard on every call, even in noisy environments. Configurable options like short-range UHF RFID<sup>4,5</sup> speed up inventory counts and the new ultra-wide angle rear camera<sup>4,5</sup> captures entire shelves in one shot. And Zebra solutions can turn ET401 tablets into mobile workstations, enable point-of-sale anywhere, and keep teams connected with push-to-talk, messaging and more.

### Q Do you want to lower your total cost of ownership?

**A** With Zebra DNA, you get much more than just hardware—you get a toolkit that maximizes worker efficiency and minimizes IT complexities. Zebra DNA is the industry's only software suite that addresses every stage of the mobile device lifecycle, making it easier to set up, secure, manage and optimize ET401 tablets and other Zebra mobile devices. Depending on the SKU, tablets come with Zebra DNA for Mobile Computers Professional with the option to purchase the Zebra DNA for Mobile Computers Enterprise license for more advanced tools—or with the full Zebra DNA for Mobile Computers Enterprise license, right out of the box. And explore the many additional proven Zebra solutions, such as Workstation Connect<sup>2</sup>, Zebra Pay<sup>2</sup>, Workcloud Sync<sup>2</sup> and Zebra Guardian<sup>2</sup> to easily add new capabilities to your tablets.

## Sales/reference materials

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

**ET401 product home:**  
[zebra.com/et401](https://zebra.com/et401)

**Partner Gateway:**  
<https://partnerportal.zebra.com>

**Services:**  
[zebra.com/zebraonecare](https://zebra.com/zebraonecare)

**Support pages:**  
[zebra.com/support](https://zebra.com/support)

**Zebra DNA:**  
[www.zebra.com/zebradna](https://www.zebra.com/zebradna)

## Accessories

The ET401 offers a complete enterprise-class accessory ecosystem and backwards compatibility with most ET40/ET45 accessories. Your customers can customize their solution to meet their application needs, while you increase revenue and margins.

### Top options:

- Rugged boots improve the drop specification; available for every ET401 model (8 and 10 inches, with and without barcode scanner)<sup>8</sup>
- ET5x adapter rugged boot enables ET401 to be a drop-in replacement for ET51/ET56 in forklifts and other material handling vehicles (8 in only)
- Workstation Connect Cradle and software<sup>4</sup> to create on demand workstations, eliminating the need for separate desktop computers
- Payment Backs to support Zebra PD20 with Zebra Pay and 3rd party payment devices
- Point of Sale Connect Hub to set up POS stations with peripherals such as a payment terminal, receipt printer or scanner
- Expansion Back and PowerPack Battery with rotating hand strap
- Variety of carrying options including shoulder and hand straps
- VESA mount adapter

## Objection handling

### Operations manager, non-Zebra customer

“Why should we choose the ET401 over a consumer tablet?”

#### Response

In some cases, initial acquisition costs may be less with a consumer tablet than ET401, but that consumer device will end up costing you more in the long run. Here's why:

- Consumer devices have a short lifecycle—a new model comes out every year and becomes outdated very quickly, causing all sorts of management issues
- If you want to add RFID capability, you'll need to purchase a separate RFID sled (approximately \$400), or a separate RFID reader
- If you want to add barcode scanning, you may need to buy a separate software license and/or a separate barcode reader attachment
- Many consumer devices lack the durability specs needed for constant business use, which can ripple into higher repair and replacement costs, not to mention the costs associated with downtime and productivity loss
- Consumer devices are much harder and more costly to manage, secure and support

### Operations manager, Zebra customer

“Why should we upgrade our existing tablets?”

#### Response

Our tablets are built to last, and it's great that your current tablets are still serving you well. However, technology is moving fast and ET401 tablets offer added features that can help your workers do even more.

- More rugged specifications, including IP68<sup>6</sup> dust and water protection
- With the new Qualcomm Dragonwing™ Q-6690 processor, ET401 tablets are ready to handle modern, cloud-based AI applications
- Built-in AI intelligence including AI audio and AI-enabled touchscreen<sup>5</sup>
- More data capture capabilities, including short-range UHF RFID<sup>4,5</sup> and ultra-wide angle camera<sup>4,5</sup> options, to automate the capture of more kinds of data to boost accuracy and productivity
- Faster, more reliable, future-ready connections with support for Wi-Fi 7<sup>3</sup>, optional 5G and Bluetooth 6.0
- The ET401 is backwards compatible with most ET40/ET45 accessories, so you can keep using your existing accessories

### Technology decision maker, Purchasing

“A Zebra tablet will be too expensive for our budget and needs.”

#### Response

It's true that Zebra is world renowned for high performance enterprise products. However, ET401 tablets are our most cost-effective rugged tablets—built for enterprise use without compromising on the features that matter most to your business.

- ET401 tablets are priced in line with the latest consumer tablets, but with added enterprise-grade features like optional RFID<sup>4,5</sup>, a more rugged design, enterprise service options and the platform value of Zebra DNA
- Tiered models and customizable options ensure you get only what you need—and no paying for features you don't need
- Zebra delivers real value, not just a low cost: you can count on a longer lifecycle and lower total cost of ownership (TCO) compared to typical consumer-grade tablets

## Support solutions

Zebra offers a wide portfolio of services to address your customers' operational needs:

### Manage and Support

Zebra OneCare™ Maintenance Plans keep your customers' devices operating at peak performance, while eliminating unexpected repair costs. Customers can choose the right level of support they need, then further tailor their plan with flexible options like battery, commissioning, and logistics services. And, a Zebra OneCare contract includes LifeGuard for Android support, which delivers the regular OS updates required to stay on top of emerging security threats, while allowing your customers to migrate to new versions at their own pace.

### Professional Services

Gold Build ensures peak performance with user profiles. Zebra Staging saves time and ensures consistency on OS version, security and applications. And Zebra can put together the device, accessories and printed collateral into individual or site boxes.

### Actionable Intelligence

Zebra VisibilityIQ Foresight™ provides a cloud-based dashboard to view device inventory insights—making it easy to address potential issues before they impact operations.

1. Essentials model: Corning Gorilla Glass 3 2. Requires the purchase of a license; contact your Zebra sales representative to check availability in your region. 3. Essentials model: Wi-Fi 6E 4. Available on specific models. 5. Not available on Essentials model 6. Essentials model: IP65 7. FIPS and Common Criteria Certification available Q1 2026 8. ET401 not compatible with ET40/ET45 rugged boot

