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## OVERVIEW
# EM45 RFID Enterprise Mobile

Unlock new sales opportunities with EM45 RFID, an enterprise mobile device that combines the user experience of a smartphone with all the enterprise features, manageability and lifecycle you'd expect from a Zebra device. This streamlined, all-in-one solution offers short-range UHF RFID, a high-performance camera and 5G/Wi-Fi™ 6E to let frontline workers complete more tasks without juggling multiple devices. It's our slimmest form factor yet—enabling workers to put the power of Zebra in their pocket.

# Features and Benefits

## Top 3 Customer Messages

### 1 All-in-one enterprise mobile for your frontline staff and managers

- Industry's first device to offer integrated RFID and cellular in a streamlined, ergonomic form factor; enables frontline staff to capture RFID tags to find precise items, track parcels and more without carrying a separate RFID reader
- Zebra's most advanced camera—50 MP with Optical Image Stabilization (OIS) and Zebra's enterprise camera application
- Read a digital wallet with integrated NFC and take contactless payment (CPOC integration ready)
- Create a mobile-to-workstation quick transformation for training, customer assistance, managers and more with Zebra Workstation Connect[1]

### 2 Designed to delight and boost productivity

- AI-capable device unlocks new ways of working—from transcription and translation capabilities to 3D measurement and AI vision models to examine shelves, products and more
- Up to 25 hours of battery power[2], with fast charging and advanced device settings to maximize battery life and performance
- Stunning display with 6.7 in. FHD and up to 120Hz—among the highest refresh rates of any advanced smartphone for a superior user experience
- Corporate owned personally enabled (COPE) device, provides enterprise security plus personal data privacy

### 3 Zebra DNA™—the most comprehensive software platform

- Same leading comprehensive platform as in all Zebra Android devices
- LifeGuard™ for Android™ keeps devices secure every day they are in service
- Deploy devices quickly and easily with Zebra Zero Touch and StageNow tools
- Zebra DNA Cloud makes it easy to license, configure and deploy all of your Zebra DNA tools through a single portal
- Safeguard your investment with Device Tracker; enables lost or misplaced devices to be located quickly and easily
- Easily capture and integrate RFID tag and camera barcode data into your apps using the no-code APIs

## Additional Differentiating Features

### Enhance frontline collaboration

Enables full range of enterprise collaboration including voice, video, text and group messaging with optimized audio/video/connectivity hardware and one-touch action keys (optional)

### Secure, easy access with advanced biometrics

On-device fingerprint and facial recognition; centrally control multi-factor authentication—including facial recognition and 3rd party Single Sign On—with Zebra's Identity Guardian

### Superior connectivity

5G delivers today fastest cellular speeds. And Zebra's Wireless Fusion, a 20+ year technology investment, sets a new bar for Wi-Fi performance, delivering reliable connections, better voice performance and more

### Advanced camera features

The 50MP camera is Zebra's highest resolution camera yet, with new features that alert users when images are blurry or the lens is dirty, and enable automatic blurring of faces

## Opportunities

With passive RFID tag shipments projected to double over the next five years,[3] many frontline workers across diverse industries will need RFID capabilities. EM45 RFID offers short-range UHF RFID (under 6 ft./1.83 m). Ideal use cases include:

**Retail**
- Micro-finding of specific item (color/size-based apparel, food item with expiry date)
- Restocking, inventory, unlocking smart cabinets
- All-in-one device able to assist customers on the spot
- Scan RFID tags in loyalty cards
- Mobile payment ready

**T&L: Field Mobility**
- Verify shipments at different points along the supply chain
- Parcel loading check/micro-finding in vehicle
- Equipment identification

**T&L: Airlines**
- Passenger ticketing, check-in, boarding, gate-side bag check
- Passenger manifest check, food/inflight sales
- Baggage scan, food and beverage inventory scan

**Healthcare**
- Track location of patients and medical equipment

**Hospitality**
- RFID reading of UHF wrist band tags for access control/event entry
- Capture leads or network contacts by scanning the RFID tags in attendee badges
- Accept payment with RFID bracelets
- Read RFID tags of high value items/luggage

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# Objection Handling

| Operations Manager | Technology Decision Maker: Purchasing |
|---|---|
| **"Why should we choose EM45 RFID over a consumer smartphone?"** | **"EM45 RFID is more expensive than a consumer phone."** |
| **Response:** | **Response:** |

When customers purchase a Zebra device, they're not just buying a hardware product. They're getting a complete solution designed to lower their total cost of ownership. EM45 RFID continues this tradition by offering:

- **A device that's designed for Enterprise with a smartphone look and feel:** Managers want a device like their personal smartphone, while enterprises want a device that has all the tools required to boost productivity. EM45 RFID offers it all. With the EM45 RFID, managers have all the enterprise features they need—including RFID and a high performance camera designed for barcode capture—all in one pocketable device.

- **Consistent lifecycle:** Consumer phone manufacturers seem to count on the novelty of their devices and as such, release new software and hardware every year. We know enterprises need time to adapt their RFID applications and processes to change, so Zebra works with its end customers to tailor updates in a manner that best suits their needs. EM45 RFID is made available for three years of production followed by three years of service and support for this exact reason.

- **Commonsense pricing:** EM45 RFID is competitively priced with the latest generation of consumer phones while offering added enterprise value like built-in RFID, best-in-class camera data capture and the platform value of Zebra DNA.

- **Full Zebra DNA:** EM45 RFID supports all Zebra DNA tools, allowing your Zebra customers to use the same great Zebra DNA tools on all of their Zebra devices. The ability to add new features boosts device value, and IT already knows how to manage the common toolset, simplifying management for a new device type.

In some cases, initial acquisition costs may be less with a consumer device than EM45 RFID—but that consumer device will end up costing you more in the long run. In fact, third party studies have shown that a consumer smartphone can cost twice as much as an enterprise device over its lifecycle.[4] 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. This adds hard costs as well as lowers individual productivity as workers need to carry and switch between multiple devices to perform various task.

- Want to add barcode scanning? You may need to buy a separate software license.

- 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.

- And since smartphones are primarily built for consumers, they're much harder and more costly to manage, secure and support.

- EM45 RFID may be more expensive than older generations of consumer phones, but it remains competitively priced with the flagship consumer phones of today.

## Key Links

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

**EM45 RFID Product Home:**
www.zebra.com/em45-rfid

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

**Services:**
www.zebra.com/services

**Support pages:**
www.zebra.com/support

**Zebra DNA:**
www.zebra.com/zebradna

## Accessories

With a robust accessory ecosystem, your customers can build the right solution, while you increase revenue. Complete an EM45 solution sale with:

- Variety of charging options including multi-slot charging cradle, desktop charging cradle and wall adapter
- Vehicle charging solutions
- Protective case and screen protector
- Rugged Bluetooth and USB headsets
- Workstation Connect Cradle to transform EM45 RFID from mobile to desktop[1]
- Zebra mobile RFID printers for on-the-spot printing of RFID tags and more

# Objection Handling (continued)

| Technology Decision Maker: Purchasing | IT Manager | Operations Manager |
|---|---|---|
| **"I get my cell phones for free from my carrier. If I go with EM45 RFID, I'll have to buy them."** | **"EM45 RFID does not have a removable battery."** | **"EM45 RFID does not have integrated barcode scanning. Haven't you always stressed the advantage of Zebra's scan engines?"** |
| **Response:** | **Response:** | **Response:** |
| It might look like you're getting a free smartphone with a carrier deal. However, carriers are just wrapping the device cost into your monthly bill, because nothing is really free, right? You'll have monthly charges and, in most cases, a long-term contract with a hefty penalty for early termination. For example, if you breach your three-year contract, you'll have to buy the device out. | It's true that EM45's battery is not user removable. This is a matter of trade-offs and optimizing the device for its intended use. A non-removable battery is necessary to achieve true smartphone sizing and ergonomics.<br><br>We added an extra-large 4,750mAh battery that can last up to 25 hours[2] before charging. Internal benchmark testing also shows that Zebra's battery management software outperforms major smartphone vendors in retail use cases—enhancing both performance and battery life.<br><br>And, in those cases where the battery runs low, fast charging support ensures EM45 RFID can charge from 0 to 50% in just 30 minutes. Lastly, since EM45 RFID is targeted for workers who bring the device home at night, there's less need to swap batteries in between shifts. In this case, a non-removable battery makes things simpler, as there are no extra batteries to purchase and manage. | EM45 RFID is optimized for short-range UHF RFID capture and occasional barcode scanning. While it does not include an integrated scan engine like many other Zebra mobile computers, its advanced 50 MP camera provides the resolution needed for fast and accurate barcode capture.<br><br>Unlike consumer smartphones, EM45 RFID comes with everything needed to decode barcodes and send the formatted data to the host application. There are no additional licenses to purchase and manage. And with Zebra's industry-leading decode software, EM45 RFID captures barcodes faster than some of the leading consumer smartphones—increasing productivity. |

1. Workstation Connect available Q2 2025  2. Battery life is estimated based on average performance under typical usage conditions. Actual battery life may vary significantly and is dependent on individual usage and settings.  3. Global Markets & Applications for RAIN Solutions, June 2024, RAIN Alliance
4. Enterprise Mobility Total Cost of Ownership; Emily Gove and David Krebs; VDC Research, 2022

## Services

**Manage and Support**
Zebra OneCare™ Maintenance Plans keep your customers' devices operating at peak performance, while eliminating unexpected repair costs.

- 3-year protection covering device functional failure, normal wear and tear, and accidental damage.
- Zebra OneCare Essential offers basic coverage with 8x5 support and a 3-day repair time.
- Zebra OneCare Select provides 24x7 support and overnight replacement of a ready-to-use device, with all apps and settings pre-loaded.
- Battery Maintenance service with unlimited battery replacement included at no extra charge.

**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 help put together the device, accessories and/or printed collateral into individual or site boxes.

**Actionable Intelligence**
Zebra VisibilityIQ Foresight™ provides a cloud-based dashboard to view fleet insights across your customer's entire device fleet—making it easy to address potential device issues before they impact their business.