Dolphin 9700 Mobile Computer

Honeywell

Agenda

- **Dolphin 9700 Overview**
- **Target Markets & Applications**
- **Portfolio Positioning**
- **Competitive Landscape**
- **Street Fighter**
- **Partner for Life Model**
- **ISV and Alliance Relationships**
- **Accessories**
- **Popular SKUs**

Product Summary

For mobile enterprises that require *multi-functional data collection and communications in a reliable, easy-to-use device*, the *Dolphin 9700 rugged digital assistant* allows companies to *better serve their customers, maximize worker productivity, increase revenues, and reduce operating expenses.*

This is demonstrated by *measurable differentiators* such as *intuitive user interface*, *optimized system performance* metrics, task specific *ergonomics*, field-proven *reliability*, and *software tools* that ease application development, system integration, and field asset management.

- **Top 4 Target Segments**

  - **Route Accounting / DSD**

  - **Field Services**

  - **Courier / Parcel Delivery**

  - **Healthcare**

- **Core Differentiators**

  – Automated Intelligent Multi-Media – AIM

  – Optimized User Interface, System Performance, and Ergonomics - **u•s•e**

  – Rugged and Reliable – Exceeds MIL standards

  – HSM Software Tools

- **Value Propositions**

  – Provides easy integration of image-based data collection and multi-media into customer applications saving time and money while enabling new revenue-generating services

  – Maximize worker productivity & satisfaction, enable value add services, and reduce operating costs

  – Reduce monthly failure rates to <2%, lower repair & spare unit costs by ~10%

  – Reduces application development, system integration, and asset management time and expense

Overview: Features & Benefits

High-Performance Telephony

Durable Construction

Global High-Speed
Wireless Technology

Ultra-Bright 3.7"
VGA Display

Windows Mobile 6.5 and
Honeywell Software Solutions

Ergonomic Scan and
Navigation Keys

Intuitive QWERTY and
Numeric Keyboards

Adaptus® Imaging Technology

2 Mega Pixel Auto
Control Camera

Automated A-GPS
Technology

Ultra-Loud Front &
Rear Speakers

Class-Leading Architecture

Advanced Mobile
Power System (AMPS)

IrDA Data Port

**Note:** Please reference the Appendix slide for additional product specs

Overview: Core Differentiators

- Optimized **u•s•e** improves worker productivity & satisfaction, enables value add services, and reduces operating costs

- Honeywell mobility software tools eases application development, system integration, and asset management

- One of the best displays in industry. High-Resolution & viewing angle, sunlight readable, 30% brighter, 40% more power efficient

- Automated intelligent multi-media provides easy application integration and use of imaging and camera

- Rugged and reliable – more uptime, lower repair cost, exceeds MIL standards, transportation & disinfectant-ready housing

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Core Differentiator - Automated Camera Control (ACC)

- **Provides full programming control of camera**
  - Advanced features for easy image capture and editing
  - Camera Demo, API. .dll, and sample code for developers
  - Pre-programmed picture profiles for best picture quality

- **Simplifies application development**
  - Reduces programming time and costs

- **Greatly simplifies camera use**
  - Point-and-shoot simplicity
  - Reduces image blur, improves picture quality

- **Supports co-operation of camera and imager**
  - Enables bar code scanning and picture taking in same application
  - Ensures application reliability & improves worker productivity
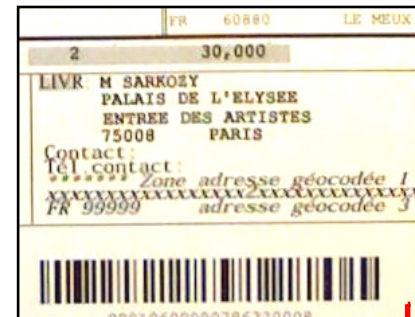
Unique value added features found only on the 9700!

Core Differentiator - Dolphin Deployment

Dolphin 9700 SDK

- Supports C++, C#, Visual Basic
- Offers .NET controls and C++ libraries
- Visual Studio 2005 (default)
- Visual Studio 2008 (optional)
- Compact Framework support

Dolphin Power Tools & Demos

- Lock down system environments
- Enable easy configuration
- Replicate and clone devices
- Imaging, scanning, printing and GPS demos
- Sample code for easy development
- *NEW!* Assisted GPS software via EZ Config
- *NEW!* Camera demo and utilities
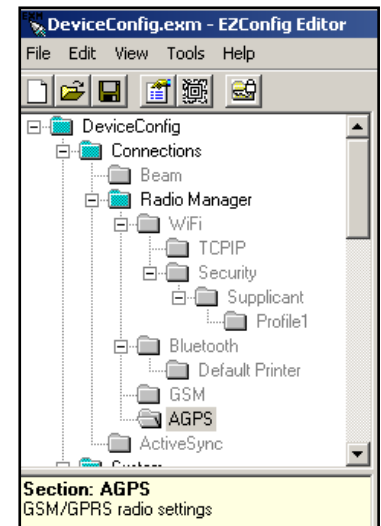
An array of tools to develop rich customer applications

Target Markets and Applications

Transportation/Logistics

- Courier/Postal Delivery
- Route Accounting/DSD
- Field Services

Why Choose Dolphin 9700?

- Better reliability
- AIM – Automated intelligent multi-media
- U•S•E – Optimized user interface, system performance, and ergonomics
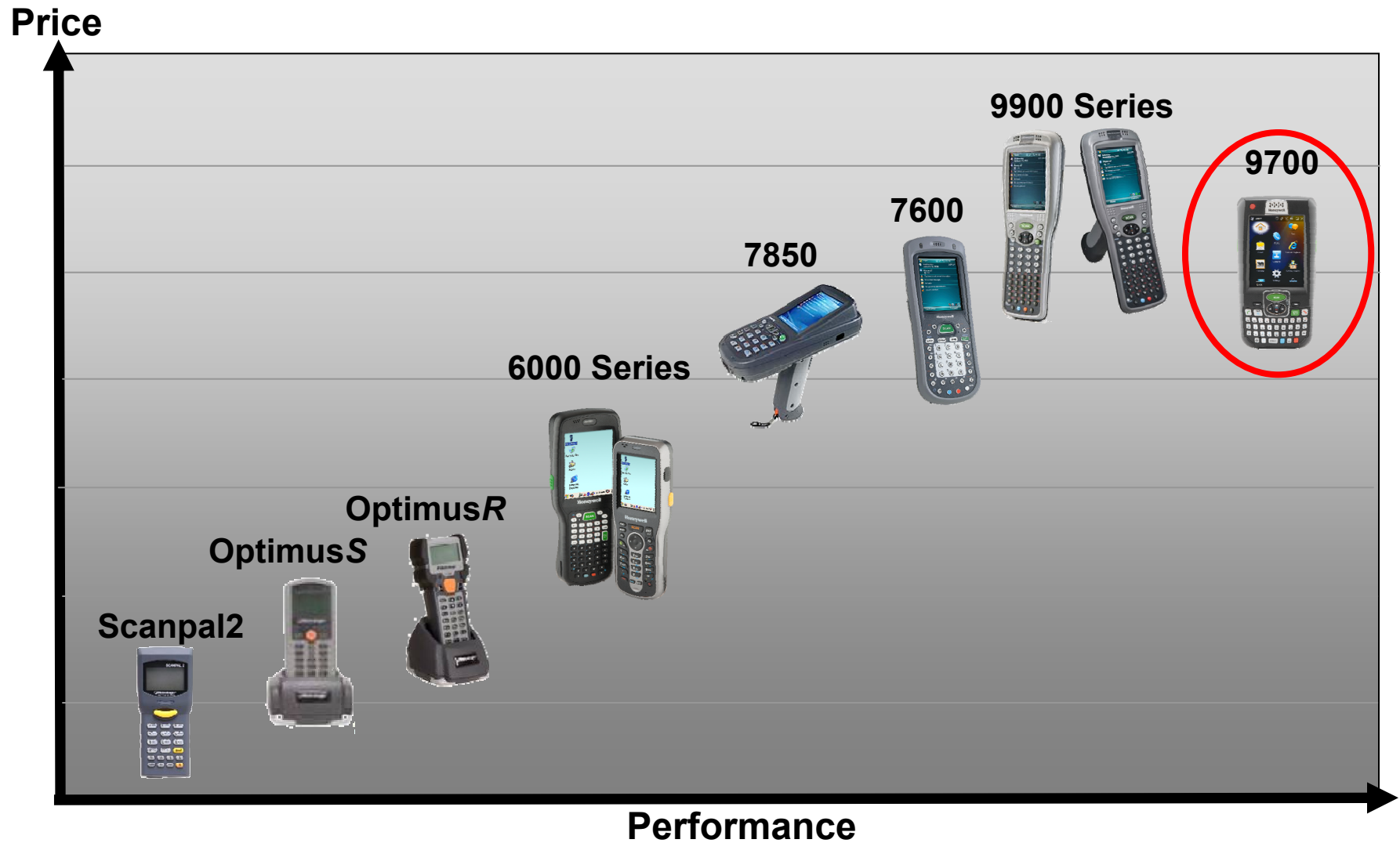- HSM software tools

Healthcare

- Patient Bedside Care
- Patient Homecare
- Mobile Emergency Care

Why Choose Dolphin 9700?

- Greater reliability & Lower repair costs
- SKU standardization & support
- Full shift runtime
- User preference

The HSM Mobility Portfolio

Dolphin Interline Positioning

	"What's the difference?"	*"Which Dolphin fits my customers needs?"*
D9700	• Ruggedized digital assistant (RDA) • Optimized **U•S•E** • Global High-Speed Wireless – 3.5G GSM/HSDPA, 802.11 a/b/g, Bluetooth, CCX • Automated Assisted GPS Technology • Adaptus Imaging 5.5 & color camera • Windows Mobile 6.5	• Field services, route accounting, Parcel, Healthcare • Rugged working environment / high reliability • Requires high-speed wireless data • Requires multi-modal communications & media • Value drivers for location-based applications • PDA form factor / full QWERTY keyboard preferred
D9900	• Full industrial-grade PDT solution • User-preferred ergonomics, angled imager, finger saddle • Full wireless connectivity – GSM/GPRS, 802.11 b/g, Bluetooth, CCX • Integrated GPS technology • Windows Mobile 6	• Proof of delivery, bedside patient care, DSD • Harsh-use environment demands maximum durability • Requirement for full wireless w/ latest security technology • High data entry requirement – full keypad and intensive scanning • Value drivers for location-based applications • Customer values an enterprise solution with lifecycle management
D7600	• General purpose, light-industrial solution • Full wireless connectivity – GSM/GPRS, 802.11 b/g, Bluetooth, CCX • Windows CE or Windows Mobile 6	• Pickup / delivery, dispatch management • Light-industrial working environments • Requirement for a small, lightweight device that's highly portable • Feature-rich solution at a cost effective price point
D6000 Series	• Light weight, ergonomic, light-industrial solution • Wireless Communication: 802.11 b/g, Bluetooth • Various keypad options available • Windows CE 5.0 • IP54 Rating	• In-premise retail and light-industrial applications • Lower cost solution • Requirement for a highly portable device that can be used throughout the retail enterprise • Ultra light-weight, small form factor

9700 Competitive Comparison

	Best in Class / Average / Below Average	Honeywell Dolphin 9700	Motorola MC75	Intermec CN4	Psion Teklogix Ikon
Ergonomics		Angled Imager / Center Scan Key/ Finger Saddle	Compact / Light/Low Scan Key/ Battery bulge	Large/ Boxy /Low Scan Key / Poor grip	Good grip / Heavy Small Scan Keys
Display		3.7" VGA wide angle, sunlight readable	3.5" VGA	3.5" QVGA	3.6" VGA
Durability		5'/1.5m drop to concrete / >2k-0.5m tumbles	Reduced 5'/1.5m drop to concrete / 1K 0.5m tumbles	MIL STD drop, no tumble	MIL STD drop, no tumble
Memory		256 MB RAM x 1G Flash	128 MB RAM x 256 MB Flash	128 MB RAM x 256 MB Flash	128 MB RAM x 256 MB Flash
Battery Life		Full Shift w/standard	Full Shift w/ healthcare	Full Shift w/healthcare	Full Shift
Processor		625 MHz	625 MHz	520MHz	625 MHz
Wireless		GSM / HSDPA 802.11abg/ IrDA	GSM / HSDPA / CDMA / 802.11abg	GSM / HSDPA / CDMA / 802.11bg	GSM / HSDPA 802.11bg
Software		Power Tools / WM 6.5	System Solutions / WM 6.1	Smart Systems /WM 6.1	WM 6.1
Data Collection		Adaptus® Imaging/ Auto Control Camera	Laser / Imaging Camera	Imager OR Camera	Imaging / Camera

Winning Against Motorola MC75

Strengths	How To Sell Against
Large install base/reference accounts	Over distributed vs. Honeywell's partner-friendly program
Motorola system solutions	HSM software tools & third-party solutions
Compact & Lightweight	Light construction compromises durability; high capacity battery adds considerable size and weight, compromises ergonomics
Multi-modal communications	9700 supports full voice & data with better audio
High speed wireless – GSM & CDMA	9700 supports global high-speed wireless technology
Bar code scanning & color pictures	Adaptus Imaging and automated camera control provides simultaneous use of scanning and picture taking, eases development and usability
"Ruggedized" durability	Certain product features, such as the antenna, PCB, and battery door, fail published drop / tumble specs
VGA display	9700 display has better resolution & viewing angle, is 30% brighter, 40% more power efficient, & sunlight readable
Weakness	**How To Sell Against**
Keyboard usability	9700 QWERTY & numeric keyboards have better ergonomics and easier to use navigation and scan keys
Memory limitation	9700 has 2X RAM & 4X Flash memory for better software scalability
Healthcare liabilities	No healthcare plastics for MC75/70; significantly higher repair costs
Model availability	MC75 only available in full-up configs; MC70 for lower configs

Winning Against Intermec CN4

Strengths	How to Sell Against
Large install base of CN3	Some success stories but many unhappy customers; CN4 doesn't offer much feature improvement
Growing partner/ISV base	New Honeywell mobility suite & attractive partner program
Multi-modal communications	9700 supports full voice & data with better audio
High speed wireless – GSM & CDMA	9700 supports global high-speed GSM wireless, CDMA to come; 9700 has 802.11 a/b/g vs. b/g only
6' drop / Mil durability standards	Mil Standards = drop to plywood – transportation customers drive & work on concrete. 9700 has 5'/1.5 m concrete drop & high tumble ratings
Bar code scanning	9700 offers Adaptus Imaging and color camera – CN4 can not support both in same config. 9700 scanning ergonomics are superior.
Enhanced mobile document imaging	Automated camera control provides easy document capture with full color
Weakness	**How to Sell Against**
Ergonomics	Boxy housing is awkward to hold and operate
Display	CN4 has QVGA only - 9700 VGA display has better resolution & viewing angle, is 30% brighter, 40% more power efficient, & sunlight readable
Keyboards	9700 QWERTY & numeric keyboards have better ergonomics and easier to use navigation and scan keys
Memory	9700 has 2X RAM & 4X Flash memory for better software scalability
GPS	Sluggish GPS performance; AGPS costs extra
Standard battery	High capacity battery adds cost, compromises ergonomics

Winning Against Psion Ikon

Strengths	How to Sell Against
Ergonomics	9700 feels even better w/ enhanced user interface features; no soft rubber on battery door to peel off in field
VGA display	9700 display has better resolution & viewing angle, is 30% brighter, 40% more power efficient, & sunlight readable
Multi-modal communications	9700 supports full voice & data with better audio
High speed wireless – GSM	9700 supports global high-speed GSM wireless & 802.11 a/b/g vs. b/g only
Mil durability standards	Mil Standards = drop to plywood – transportation customers drive & work on concrete; 9700 has 5'/1.5 m concrete drop & high tumble ratings
Bar code scanning & color pictures	Adaptus Imaging and automated camera control provides simultaneous use of scanning and picture taking, eases development and usability
Full shift battery	9700 AMPS feature provides full shift run time while reducing weight & cost
RFID module attachment	9700 supports third-party hand-held RFID devices
Weakness	**How to Sell Against**
Limited distribution model	9700 available through all major distributors & partner network
Battery door	9700 battery door has superior usability and durability
Keyboards	9700 keyboards have better ergonomics – key size & spacing, easier to use navigation and scan keys
Memory	9700 has 2X RAM & 4X Flash memory for better software scalability
GPS	Sluggish GPS performance; AGPS costs extra
Pricing	9700 provides superior performance & value for less money

Partner for Life Model

2009 ISV Program

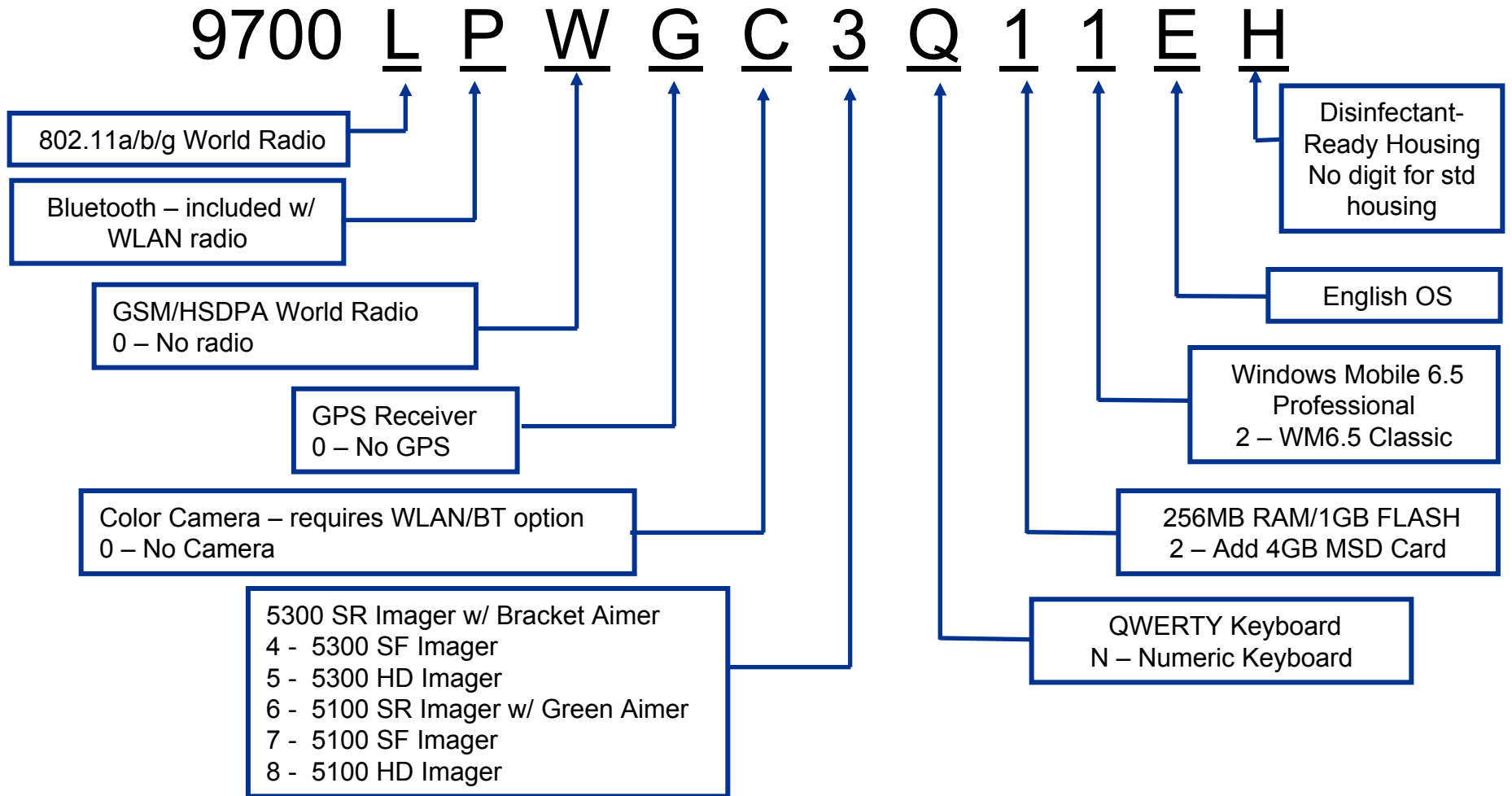- Expanded ISV program for 2009
  - 12 New Signature ISVs

- ISV Application Support
  - 20+ ISVs supporting Dolphin mobile computers and area-imaging scanners
  - 6 new ISVs supporting new Dolphin 6000 series and 9700

- ISVs have assisted in closing business & developing multi-million USD customer pipeline

Opportunities to drive incremental business through partnerships

SKU Ordering Information

9700 L P W G C 3 Q 1 1 E H

- 802.11a/b/g World Radio
- Bluetooth – included w/ WLAN radio
- GSM/HSDPA World Radio
  0 – No radio
- GPS Receiver
  0 – No GPS
- Color Camera – requires WLAN/BT option
  0 – No Camera
- 5300 SR Imager w/ Bracket Aimer
  4 - 5300 SF Imager
  5 - 5300 HD Imager
  6 - 5100 SR Imager w/ Green Aimer
  7 - 5100 SF Imager
  8 - 5100 HD Imager
- Disinfectant-Ready Housing
  No digit for std housing
- English OS
- Windows Mobile 6.5 Professional
  2 – WM6.5 Classic
- 256MB RAM/1GB FLASH
  2 – Add 4GB MSD Card
- QWERTY Keyboard
  N – Numeric Keyboard

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Dolphin 9700 Series Peripherals

- HomeBase
- Ethernet Cradle
- 4-Bay Charge Base
- 4-Bay Net Base
- Mobile Base w/ amplified speaker
- Mobile Charging Cradle
- Quad Battery Charger
- Magnetic Stripe Reader (MSR)
- Handle Sled – converts 9700 into gun-style terminal
- Communications and Charging cables
- Holsters and cases
- New features at lower prices

9700 Service Plans Summary

- **Standard Warranty**
  - 1 year standard warranty on terminals and peripherals
- **Service Made Simple**
  - **Comprehensive coverage, 3-day turnaround**
  - **SVC9700-SMS3**
    - 3-Year Package
  - **SVC9700-SMS5**
    - 5-Year Package
  - **SVC9700ACC-SMS3**
    - HomeBase/eBase/QuadCharger: 3-day turnaround, comprehensive coverage, 3-Year Package
- **Warranty Extension**
  - **SVC9700-W**
    - Extended Warranty, Annual
  - **SVC9700ACC-W**
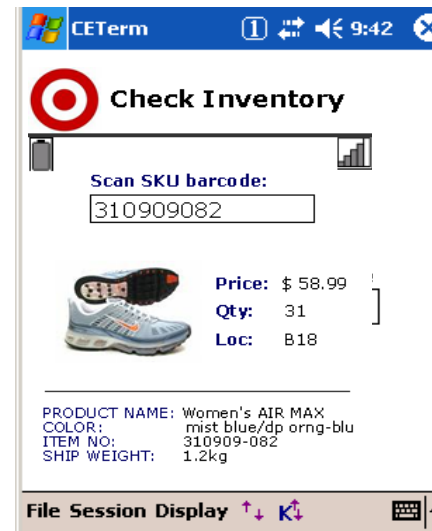   - HomeBase/eBase/QuadCharger: Extended Warranty, Annual

Easy, Consistent Offering within HSM product portfolio.

Third-Party Tools
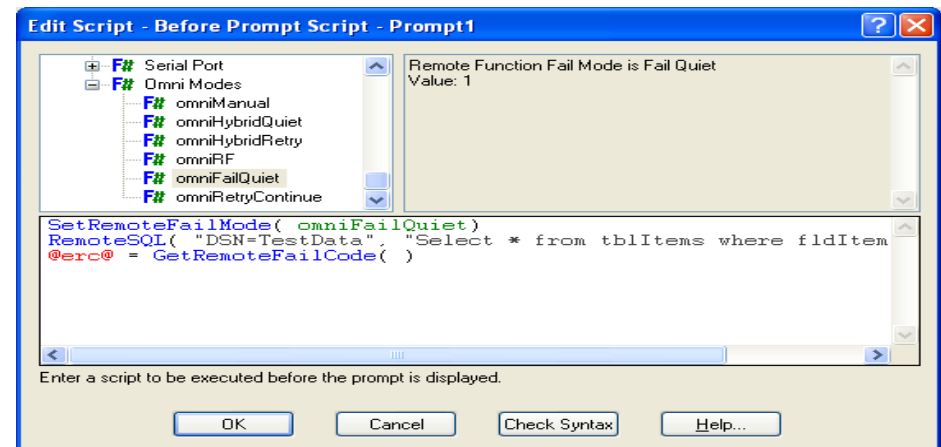
Naurtech CETerm

- Industrial Browser
- Terminal Emulation

Z-Space ITScriptNet

- Application Development Tool
- Scripting Functions
- Supports Batch and Wireless Models

SOTI MobiControl

Maximize your mobile force and reduce total cost of ownership with turnkey mobile device management

NEW! **Real-time alerts**

NEW! **Geo-fencing and advanced location tracking**
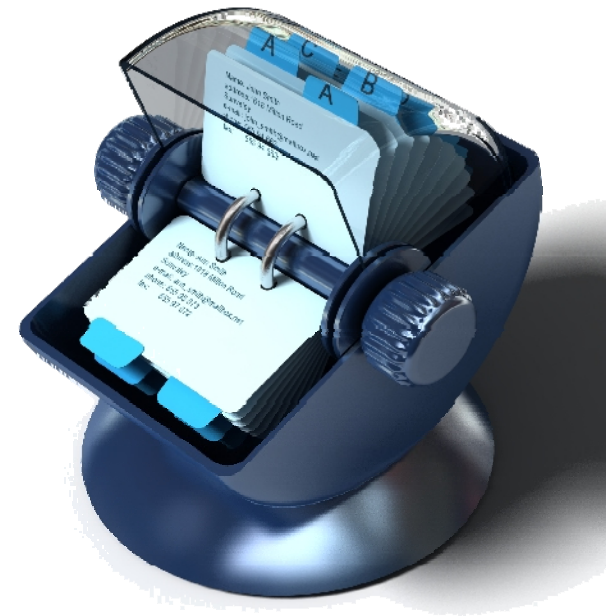
NEW! **Phone call policy**

Reports

Available in four languages (English, Japanese, German, and French)

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Appendix

41 mm

84 mm

34 mm

164 mm

46 mm

76 mm

- Windows Mobile 6.5 / HSM Power Tools

- 624MHz Processor

- 256MB RAM / 1GB FLASH On-Board Memory / 32GB Memory Expansion

- 3.5G GSM/HSDPA Global Radio

- 802.11 a/b/g Global Radio with Enterprise Security

- Automated A-GPS Technology

- Full Voice and Audio

- 3.7" High Def VGA Display

- 2MP Camera w/ Automated Camera Control (ACC)

- IP64 Environmental Sealing

- 5' (1.5m) drop to concrete and 1000 1.6' (.5m) tumbles

- Advanced Mobile Power System (AMPS) / 7.4v high capacity battery

Thank you