

EM45 RFID Enterprise Mobile

The power of Zebra in your pocket

December 2024

Agenda

- Why Zebra
- Challenge and Solution
- Unique Benefits
- Use Cases
- Zebra DNA
- Zebra Services



Why Zebra

More people

trust Zebra mobile computers for enterprise
than any other manufacturer in the world

No one can push your performance edge like Zebra

50+

For over 50+ years,
we have been the
unmatched global market
leader in rugged mobility



We are at the forefront
of the Android™
revolution, the future
of enterprise mobility



We deliver
features and benefits
no one else can





Only Zebra

offers a deep understanding of software and industry needs



We have committed to Android **since 2011**



We are the undisputed leader in enterprise Android: **50.9% market share in 2022**, with 45 Android-based products



We have invested **more than \$300 million in Mobility DNA** and refined it through multiple OS versions and thousands of deployments



We added important enterprise **security, device management, application management and data capture features**



No other vendor offers such a **comprehensive ecosystem of software** to support rugged Android devices in the enterprise

Why Zebra

Extensive Reach


Scalable to meet any enterprise demands

 **\$4.58B**
Global sales

 **120**
Offices globally

 **~6.8K** Patents and patent applications worldwide

 **9.75K+**
Employees worldwide in 55 countries

 **10K+** Channel
Partners in over 185 countries

 **~11%**
of sales R&D

Leader Status

Gartner Magic Quadrant for Indoor Location Services—Global

#1

Rugged Mobile Computing

Data Capture

Barcode Printing

Mobile RFID

Our People Make the Difference



Channel Accolades





The Challenge and Solution

Life in the frontline can be complicated



Your frontline workers need to be agile, able to access whatever tools and information they need instantly to address customer needs.

The quality of your customer service depends on it.

Your operational efficiency depends on it.

And if your frontline workers use multiple devices to get the job done, your ability to control the cost of mobility — and frontline productivity — depends on it.

Simplify life on the frontline with EM45 RFID ...the one device that can do it all

**It looks just like your workers' personal smartphones.
But it's smarter than a smartphone because it's designed
for business from the inside out:**

- Real business durability
- An extraordinary high-performance adaptive display
- The fastest wireless connections — 5G and Wi-Fi 6E
- Real business data capture: RFID fast reads, high performance rear camera scanning, NFC
- Ready for any contactless transaction, including tap to pay
- Turns into a two-way radio, PBX handset or fully-featured workstation

Put the power of Zebra in your pocket.





What makes
EM45 RFID
unique?

The EM45 RFID is built for the demands of the modern enterprise... and the expectations of the modern staff and managers

The thinnest Zebra device

A true smartphone experience: just 11mm thin

Real business durability

Drop-proof, tumble-proof and waterproof. IP65/IP68 sealed.
Drop test: 4 ft (1.2m) and 5 ft; (1.5m) with boot
Tumble test: 300 1.6 ft (3m); 600 1.6 ft (3m) with boot

Fastest wireless connections

5G, Wi-Fi 6E and Bluetooth 5.3; Wireless Fusion delivers advanced always-connected Wi-Fi roaming

Run advanced AI apps

Run AI vision models and enable generative AI assistants

Built-in short-range UHF RFID

No need for an additional device; accurately reads up to 20 tags per second

Stunning adaptive display

6.7 in full HD display; up to 120Hz refresh rate; backlit to see everywhere, smudge resistant; use with gloves

Advanced camera

50 MP; Optical Image Stabilization (OIS) for rich detailed photos



Power for days

Up to 25 hours of power on one charge; fast charging from 0 to 50% in 30 minutes*

Advanced built-in biometrics

Two options: on-device biometrics (fingerprint and facial recognition); Zebra Identity Guardian extends this to enterprise-level authentication with Single Sign-on (SSO) support

Take any contactless transaction

This device does it all — just tap to accept payment cards and non-payment items in mobile wallets

Instant workstation mode

Turn the EM45 into a desktop with Workstation Connect

COPE ready

Enterprise data is secure and personal content is private: unbox, sign into work profile with option to add and use a secure personal profile

Unrivaled care

Up to 3 years of Zebra OneCare service (optional) with unlimited battery replacement at no extra charge

Give front-line workers the power of RFID in their pocket

All-in-one device — no separate RFID reader required

Only device to offer integrated RFID and cellular in a streamlined, ergonomic form factor

Smartphone ergonomics

Easy to carry, hold and use

RFID with 5G

Take RFID in your pocket, anywhere

Short range UHF RFID

Suitable for micro-finding

The right speed

Up to 20 tags per second

Easy to integrate

Compatible with existing RFID SDK APIs

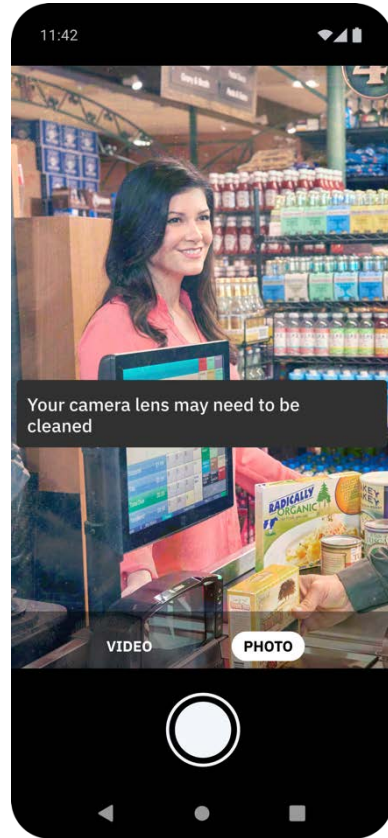
Designed for global use

EU 865-868MHz/US 900MHz RFID



Capture quality images and decode barcodes quickly with the high performance 50MP camera

Dirty Lens Detect



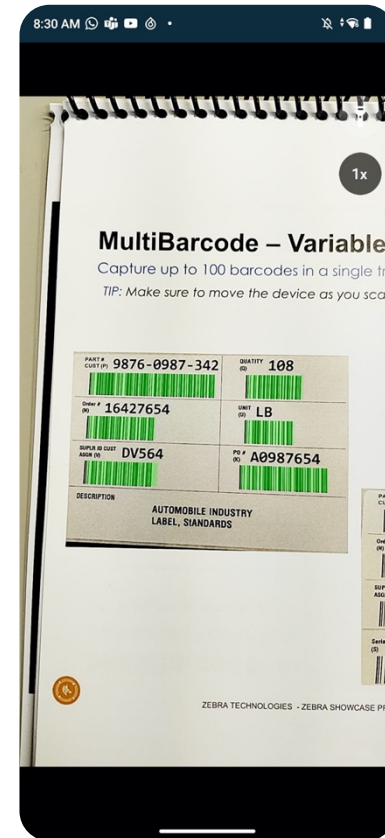
Alert users about dirt and smudges on the lens to prevent a bad capture

Automatic People Blur



This privacy feature enables the automatic blurring of faces captured in pictures

Multi-barcode Capture



DataWedge and the most comprehensive decoding framework empower EM45 RFID to excel, right out of the box

Single Barcode Capture



Two ways to secure device access

Native biometrics

On-device complimentary built-in security features

- Facial and fingerprint recognition
- Available right out of the box
- User controlled
- Ensures only authorized users can unlock the device and sign into apps — at home and work



Identity Guardian

Centralized secure personalized access

- Multi-factor authentication
- Supports facial recognition, 3rd party Single Sign On (SSO), pin and barcode scan*
- Enterprise IT controlled

Turbocharge EM45 RFID with Zebra-only solutions

Find missing devices quickly and easily with Device Tracker



Capture barcodes with no code DataWedge APIs



High quality Wi-Fi connectivity with seamless roaming via Zebra Wireless Fusion



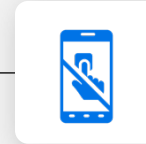
Get 'Touchless' staging with Zebra Zero Touch



Restrict apps and device features with Enterprise Home Screen



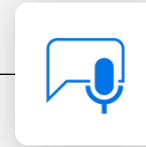
Control Google Mobile Services with GMS Restricted Mode



Capture multiple barcodes simultaneously with SimulScan



Add 2-way radio communications over Wi-Fi and cellular networks in a day with Workcloud Communications PTT Pro



Use the EM45 RFID for mobile calling with a carrier SIM, Zebra Workcloud Communications and more



Create a mobile-driven workstation for any data-heavy tasks with Workstation Connect — such as training and customer assistance



EM45 RFID Accessory Ecosystem

All the accessories your on-the-go workers need



45W PD Wall Adapter/USB-C cable
Fast Charging, USB-C port, heavy duty, shielded



Protective case/Screen Protector
Protects device and no-compromise experience



Workstation Connect Cradle
Transform EM45 RFID from mobile to Desktop



Multi-slot charging Cradle*
Heavy duty with pogo-pin integrated protective case



Headsets and audio accessories
USB-C & BT headsets for Voice, Push-to-Talk, Multimedia



Vehicle Charging*
Fast Charging**, heavy duty with pogo-pin integrated protective case



Desktop charging Cradle*
Fast Charging**, with pogo-pin integrated protective case



Mobile Printers
Give workers on-the-spot printing to maximize productivity and workflow efficiency



*Partner solution **With PD fast charging power source



Where can you
put EM45 RFID
to work?

EM45 RFID in Retail



APPLICATIONS

Inventory management

Retail employees can use EM45 RFID to quickly scan and track products, making it easier to manage stock levels and reduce shrinkage

- RFID micro finding of specific item (color / size-based apparel, food item with expiry date), exit receipt audit
- Restocking, inventory, unlocking smart cabinets

Where

- Apparel
- Specialty stores
- Front of store
- Back of store

Personas

- Associates
- Managers

EM45 RFID in **Retail** (continued)



APPLICATIONS

Customer experience

Retail employees can use EM45 RFID to quickly locate the right size for a shopper, securing a sale

- All-in-one device able to assist customers, on the spot
- Scan RFID tags in loyalty cards for customer profiles
- Mobile payment ready

Where

- Apparel
- Specialty stores
- Front of store
- Back of store

Personas

- Associates
- Managers

EM45 RFID in **Hospitality**



APPLICATIONS

Event management

- Scan in and out of sessions or restricted areas. 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
- Accepting payment (tap) with RFID bracelets

Customer service

- Read RFID tags of high value items/luggage

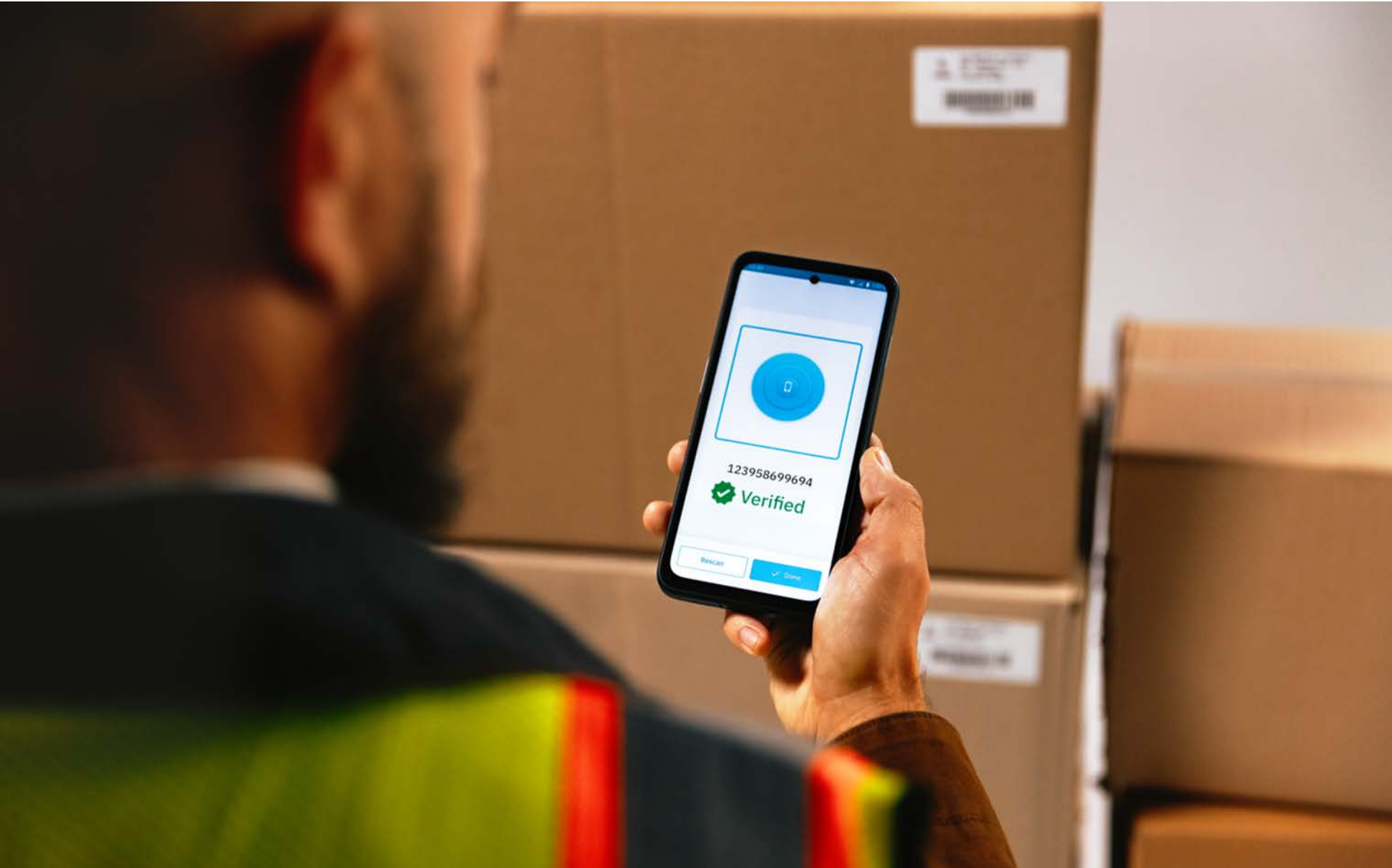
Where

- Stadiums, cruise ships
- Concert venues
- Airports
- Train stations
- Cruise ships

Personas

- Guest relations personnel
- Tour guides
- Security personnel

EM45 RFID in T&L-Field Mobility



APPLICATIONS

Route management

- Verify shipments at different points along the supply chain, ensuring accuracy and reducing fraud or loss
- Parcel loading check/micro-finding in vehicle
- Route navigation, delivery workflow

Proof of delivery

- Confirm the delivery of items in real-time

Field services

- Maintenance, Inspections with photo/video documentation
- Equipment Identification

Where

- Postal services
- Delivery
- Field services

Personas

- Postal worker
- DSD Driver/Last mile delivery
- Field merchandiser
- Field sales
- Field technician/engineer

EM45 RFID in T&L-Airlines



APPLICATIONS

At the gate

- Passenger ticketing, check-in, boarding, gate-side bag check

On board

- Flight staff: Passenger manifest check, food / inflight sales
- RFID: Baggage scan, food and beverage inventory scan
- Transition from check-in duties to gate-side support (International flights)

Where

- Airline gate
- Airline cabin
- Airline lounges
- Airports

Personas

- Inflight staff
- On the ground “other” staff and supervisors

EM45 RFID in **Healthcare (Ancillary)**



APPLICATIONS

Patient transportation

- Track patient locations, ensuring better safety and management

Medical equipment tracking

- Track the location and status of expensive medical equipment

Where

- Hospitals
- Home care
- Hospitals
- Other medical facilities

Personas

- Ancillary medical personnel
- IT
- Operations

Task	Status	Owner	Assigned to	Anticipated Start Date	Anticipated End Date	Actual Start Date	Actual End Date	Estimated Cost	Actual Cost
Warehouse	Not Started	John C.	John C.	7/1/2024	8/1/2024	8/28/2024		\$1,000	\$1,200
Customer	In Progress	Mark M.	John C.	7/15/2024	8/15/2024	7/13/2024		\$2,000	\$1,840
Docking	Delayed	Mark M.	John C.	8/1/2024	8/20/2024			\$1,400	
On the ship	Complete	Kamil A.	Andrew L.	6/1/2024	7/1/2024	6/1/2024	6/28/2024	\$1,000	\$2,300
Delayed	Custom 1	Kamil A.	Timothy S.	9/1/2024	9/15/2024			\$1,750	
Product Requirement Definitions	Custom 2	Timothy S.	Vivian A.	9/12/2024	9/25/2024			\$925	\$200
Prototype Development Specifications	Custom 3	Kamil A.	Gabe F.	7/1/2024	10/1/2024	7/1/2024		\$2,000	\$1,840
Quality Control, Progress Reports	Custom 4	Mark M.	Kamil A.	7/15/2024	8/15/2024			\$1,400	
Team	Not Started	Mark M.	John C.	8/1/2024	8/20/2024			\$2,000	\$2,300
Review Storyboards with Graphic Artists	Delayed	Mark M.	John C.	8/1/2024	8/20/2024			\$1,400	
Research Analysis Phase II	Complete	Kamil A.	Andrew L.	6/1/2024	7/1/2024	6/1/2024	6/28/2024	\$1,000	\$2,300
Advertising Content Creation Phase II	Not Started	Kamil A.	Timothy S.	9/1/2024	9/15/2024			\$1,750	



Zebra DNA

Empower Your Workforce. Drive Results.

With the hassle-free, simple-to-use embedded intelligence inside every Zebra device

Get the simplicity you need with Zebra DNA, the software powering Zebra's devices that empowers your workforce with continuous visibility across your entire operation, provides optimal uptime and ensures fast adaptability to changing workflows when needed.

Continuous Operation Visibility



that provides the insight and foresight you need to enhance your processes, preempt problems, increase productivity and improve your ROI.

Optimal Uptime



ensured by simplified deployment and management, together with enterprise-grade control and security tools that reduce delays and downtime.

Flexible Workflow Performance



to adapt workflows to your evolving needs and swiftly respond to changing market dynamics, regulatory demands, internal processes or emergencies.

Zebra DNA for Mobile Computers

Set Up. Secure. Manage. Optimize.

Set Up



DataWedge: Easily capture data and send to your host applications without programming



Enterprise Mobility Development Toolkit (EMDK): Develop powerful customized enterprise applications with less time and effort



Enterprise Browser: Create cost-effective web-based applications optimized to work on Zebra Android devices



StageNow: Stage a handful or thousands of devices with the scan of a barcode or tap of an NFC tag



Zebra DNA Cloud: Intuitive unified interface to easily deploy, manage and support your Zebra DNA tools



Zebra Zero Touch: Helps automate the setup of devices into your third-party management system

Secure and Manage



Device Diagnostic Tool: Instantly test and diagnose hardware operability to determine system health



GMS Restricted Mode: Gain data control and enhance security by controlling Google Mobile Services



LifeGuard for Android: Protect devices from potential threats and access new features with regular updates and patches



Device Tracker: Easily locate and recover missing devices to protect your investment.



Mobility Extensions: A layer of enterprise features that are not available in off the shelf Android



Wireless Fusion: Enables seamless connectivity, and enhances the mobile operation and efficiency of Wi-Fi™



Enterprise Home Screen: Control the user interface, including access to applications and settings



RxLogger: Capture system and application logs to identify problems and avoid sending no-failure found devices for repair



Identity Guardian: Simple, secure and personalized access to shared devices with multifactor biometric facial login



OEM Config: Day one support for all device features in Mobility Extensions (Mx) via your EMM



Wireless Insights: Real-time visibility of wireless network performance to troubleshoot and optimize connectivity

Optimize



TekTerm: Adapt your devices to your workflows by easily migrating Windows CE applications to Android



All Touch Terminal Emulation: Drive better productivity by converting legacy green screens to a modern, all touch UI



OCR Wedge: Boost productivity with optical character recognition that works on TIN, VIN, SSN licenses, plates and more



Wireless Analyzer: Comprehensive network diagnostics for rapid identification and resolution of connectivity issues



Device Central: Simplified pairing, unpairing, locating and troubleshooting with Bluetooth® accessories



NG SimulScan: Fast and accurate data capture from multiple barcodes. Capture text, signature, images and documents



Enterprise Keyboard: Customized keys and layouts for specific workflows



Zebra Services

Added value with a full portfolio of Services

Increase operational efficiency, reduce costs and enhance overall business performance with Zebra Services

Zebra OneCare Select

Increase device uptime and utilization – benefit from fewer workflow disruptions, lower repair costs and greater operational efficiency

- 3-year protection covering device functional failure, normal wear and tear, and accidental damage
- Have your device replaced next-day*, "like new" and ready to use (Select) or within a 3-day turnaround time (Essential)
- Get 24x7 live-agent technical support and access to self-service tools (Select) or priority access 8x5 local time live-agent technical support and 24x7 access to self-service tools (Essential)
- Access to VisibilityIQ™ OneCare** dashboard to manage your contracts and track the status of your repairs
- Battery Maintenance service – with unlimited battery replacement – included at no extra charge

Professional Services

Focus on your core business while relying on Zebra to ensure your devices are updated and operating at peak performance

- Gold Build ensures your devices operate at their peak performance by successfully designing user profiles
- Save valuable time in your operation with Zebra Staging by aligning consistency on operating system version, security features and application loading
- Let us help you put together the device and accessories and/or printed collateral into individual or site boxes



VisibilityIQ Foresight™

Cut Zebra device management costs nearly in half!

Informed decision making

Cloud-based dashboard to view fleet insights and make decisions based on analytics across your entire device fleet

Proactive maintenance

Address potential device issues before they impact your business, and uncover opportunities for cost-cutting, right-sizing inventory and reducing lost or stolen assets

Resource optimization

Better visibility helps you more efficiently allocate resources, so your devices are always used to their fullest potential

1. For RMAs received before the cutoff time. Next business day subject to availability and site accessibility conditions in specific regions.
2. For Mobile Computers and Scanners only. Includes Cloud-based visibility to repair, technical support, contracts, LifeGuard reports, and more.



EM45 Enterprise Mobile

Put the Power of Zebra in Your Pocket

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