



# SYMBOL MC18 PERSONAL SHOPPER

## EXPERIENCE HOW SHOPPING SHOULD BE

**REVOLUTIONIZE THE SHOPPING EXPERIENCE FOR CUSTOMERS IN YOUR STORE WITH TODAY'S MOST ADVANCED PERSONAL SHOPPER.** When you put the MC18s state of the art technology in the hands of your shoppers, you provide instant information access and convenience needed to take the shopping experience to the next level. In combination with applications from our partners, the MC18 can allow your customers to scan items as they shop for faster checkout. You get real-time visibility into what your shoppers are buying, allowing you to instantly send relevant discount coupons and suggestions for complementary items right to the MC18. The result? Customers spend less time in the store, save more and purchase more, boosting customer satisfaction, basket size and sales. In addition, your store staff can use the same device for price audits, price checks and inventory management, improving worker productivity and store efficiency. And with four industry firsts, you get one of the most advanced personal shopping devices on the market: 1-D and 2-D bar code scanning on paper labels or a display; a smartphone-style large all touch display, a new space-saving cradle that makes it easy to integrate into existing available spaces and a new high-power intelligent battery that means more time in service per device and fewer devices to purchase reducing capital costs and increasing the return on investment for this personal shopping solution. The MC18 making it possible to give every customer the personal touch.

### **A new large all-touch display provides a true smartphone-style user experience**

Delivers the same fingertip navigation found on today's smartphones including pinch and zoom.

**First-time every time instant capture of virtually any bar code**

### **THE MC18 IS AT HOME IN...**

#### **...the hands of your customers**

- Self-checkout
- Discounts and special offers on the items scanned and complementary items
- Gift registries
- Product information
- Price checks
- Product availability

#### **...the hands of your associates**

- Inventory management
- Price checks
- Stock look-ups
- Product picking
- Put-away
- Line busting
- Shelf replenishment
- Markdowns/markups

Zebra advanced imaging engine enables the split-second capture of any 1-D or 2-D bar code, regardless of whether it is printed on paper or displayed on the screen of a mobile phone or whether it is damaged, scratched or poorly printed. And with omnidirectional scanning, there is never a need to orient bar code and scanner, providing true point-and-shoot simplicity for shoppers and associates alike.

#### **PowerPrecision+ battery only from Zebra**

A new higher capacity battery charges faster just 15 minutes of charging provides enough power for 45 minutes of shopping. Advanced state of health and state of charge information improves device management, helping ensure your cradles are always filled with ready-to-use devices.

#### **Fast wireless connectivity with 802.11n**

Provides the desktop style application performance your customers expect.

#### **Flexible 3-in-1 space-saving cradle**

Charging cradle requirements vary in different sections of your store which is why the MC18 cradle can be configured three different ways: a high density configuration that shows off the beautiful new MC18 display; a super high-density cradle to minimize space requirements; and a convenient easy-to-install desk mount configuration.

#### **The power to support the most demanding applications**

A dual core 800 MHz processor and your choice of 2 or 4 GB of Flash memory provide the power to run the rich multi-media applications your shoppers expect.

#### **Rugged and ready for all-day every-day use in the store aisles and the backroom**

With drop and tumble testing, plus a Corning® Gorilla® Glass 3 display and scanner exit window, you can count on reliable operation in spite of the inevitable everyday drops.


#### **Customizable with your logo**

Make our leading edge shopping technology part of your brand with customizable branding plates that can be imprinted with your logo, available on the right and/or left side of the device.

## **REDEFINE THE SELF-SERVICE EXPERIENCE IN YOUR STORE WITH THE MC18**

For more information, visit [www.zebra.com/mc18](http://www.zebra.com/mc18) or access our global contact directory at [www.zebra.com/contact](http://www.zebra.com/contact)

# MC18 SPECIFICATIONS CHART

PHYSICAL CHARACTERISTICS		USER ENVIRONMENT	
Dimensions	2.95 in. H x 8.58 in. L x 3.09 in. W 7.50 cm H x 21.80 cm L x 7.86 cm W	Operating Temperature	32° to 104° F/0° to 40° C
Weight:	10.6 oz./300 g (with battery)	Storage Temperature	4° to 140° F/-20° to 60° C
Display	Color LCD; 4.0 inch 480x800 WVGA resolution; 16 bits/pixel RGB; LE D backlight; capacitive touch screen; Corning Gorilla Glass 3	Humidity	40° C (RH 10% - 95%) non-condensing
Keyboard	1 dedicated trigger key	Drop Specification	Withstands multiple 4 ft./1.2 m drops to vinyl tile over concrete
Power Source	 PowerPrecision+ 2725 mAh Li-Ion rechargeable battery	Tumble Specification	1,000 0.5 m/1.64 ft. tumbles at room temperature
PERFORMANCE CHARACTERISTICS		WIRELESS NETWORKING	
Processor	TI OMAP 4430, Dual Core, 800MHz	WLAN	Wi-Fi IEEE 802.11a/b/g/n
Operating System	Windows Embedded Compact 7 Microsoft Internet Explorer Embedded 7	WPAN	Bluetooth Class 1.5 2.1+EDR Bluetooth 4.0 with Bluetooth SMART technology
Memory	512 MB RA M/2 GB Flash or 1 GB RA M/4 GB Flash	REGULATORY	
Interface/Communications	USB 2.0 Client for Microsoft ActiveSync for service and maintenance	Electrical Safety	Certified to UL/cUL 60950-1, EN /IEC 60950-1 ; IEC 62471:2006/EN 62471:2008 (LED Safety Report)
Light Source	Red LED Illumination with LED dot aim pattern	EMI/RFI	North America: FCC Part 15 Subpart B class B Canada: ICES 003 Class B EU: EN 55022 Class B, EN 301 489-1, EN 301 489-17, EN 61000-4-3/-3-2/-3-3, EN 55024
Scan Rate	Imaging rate: 30 Frames per second, 1280p x 800p	Environmental	ROHS compliant 2011/65/EE C, WEEE 2002/96/EC
Ambient Light Immunity	Tolerant to typical artificial indoor and natural outdoor ( direct sunlight) lighting conditions. Fluorescent, Incandescent, Mercury Vapor, Sodium Vapor, LED: 450 Ft. Candles (4,844 Lux) Sunlight: 8,000 Ft. Candles ( 86,111 Lux)	Visit <a href="http://www.zebra.com/mc18">www.zebra.com/mc18</a> for complete regulatory information. For countries outside USA, Canada, European Economic Area or Australia, consult your local Zebra representative.	
WIRELESS SECURITY		WARRANTY	
Wi-Fi Security Certification	Legacy, WPA and WPA 2	The MC18 Series is warranted against defects in workmanship and materials for a period of 12 months from date of shipment, provided that the product remains unmodified and is operated under normal and proper conditions.	
Authentication	None, EAP-TTLS (CHAP, MSCHAP, MSCHAPv2, PAP , MD5), EAP-TLS, PEAP (	RECOMMENDED SERVICES	

TLS,  
MSCHAPv2, GTC), LEAP  
and EAP-FAST (TLS,  
MSCHAPv2, GTC)

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Encryption

WEP (40 or 104 bit), TKIP  
and AES

Realize the greatest benefit from your MC18  
investment with support services from Zebra.  
Enjoy easy access, fast repair and expert  
support with Service from the Start  
Comprehensive Coverage.



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