



# Zebra® Symbol MC18

Personal Shopper

## REVOLUTIONIZE THE SHOPPING EXPERIENCE FOR YOUR CUSTOMERS WITH TODAY'S MOST ADVANCED PERSONAL SHOPPER.

When you put the Symbol MC18's 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 five industry firsts, you get the most advanced personal shopping device on the market: the first personal shopper available in Android KitKat or Windows; 1D and 2D 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 — the easy way to give every customer a personal touch.

## 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)

## 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
- Online order fulfillment

## Experience how shopping should be

REVOLUTIONIZE the shopping EXPERIENCE for your customers with today's most advanced Personal shopper.



### **YOUR CHOICE OF ANDROID OR WINDOWS**

Choose from the latest versions of the most popular mobile operating systems — Android KitKat or Windows Embedded Compact 7. And the MC18 Windows devices you already own can be easily updated to Android.

### **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**

Zebra Technologies advanced imaging engine enables the split-second capture of any 1D or 2D 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 TECHNOLOGIES**

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 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.

## PRODUCT SPEC SHEET

ZEBRA® SYMBOL MC18 PERSONAL SHOPPER

### THE POWER TO SUPPORT THE MOST DEMANDING APPLICATIONS

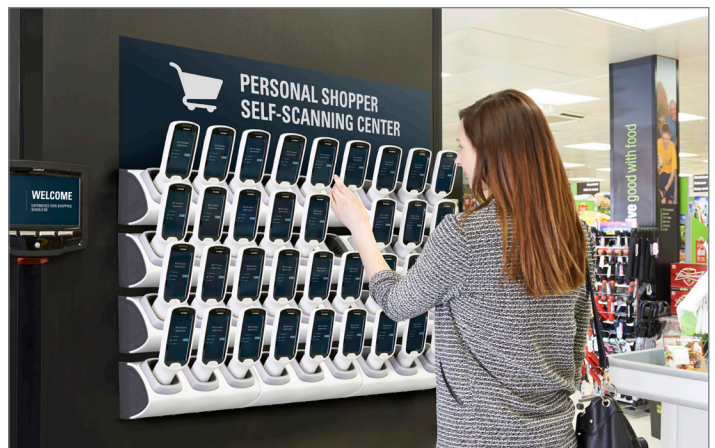
A dual core 800 MHz processor and your choice of 2 or 4GB of Flash memory provide the power to run the rich multi-media applications your shoppers expect.

### 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.



Visit [www.zebra.com/mc18](http://www.zebra.com/mc18) for complete regulatory information. For countries outside USA, Canada, European Economic Area or Australia, consult your local Zebra representative.

### WARRANTY

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.


### RECOMMENDED SERVICES

Realize the greatest benefit from your MC18 investment with support services from Zebra. Enjoy easy access, fast repair and expert support with Zebra OneCare Select and Zebra OneCare Essential.





## Specifications Chart\*

PRODUCT NAME	
Symbol MC18 Personal Shopper	
PHYSICAL CHARACTERISTICS	
<b>Dimensions</b>	2.95 (H) x 8.58 (L) x 3.09 (W) "/> <div>7.5 (H) x 21.8 (L) x 7.86 (W) cm</div>
<b>Weight</b>	0.6 oz./ 300g (with battery)
<b>Display</b>	<ul style="list-style-type: none"> <li>Color LCD</li> <li>4" 480x800 WVGA resolution</li> <li>16bits/pixel RGB</li> <li>ED backlight</li> <li>Capacitive touch screen</li> <li>Corning Gorilla Glass 3</li> </ul>
<b>Keyboard</b>	1 dedicated scan button
<b>Power Source</b>	 PowerPrecision 2725mAh Li-Ion rechargeable battery
PERFORMANCE CHARACTERISTICS	
<b>Processor</b>	Ti OMAP4430, Dual Core , 800MHz <sup>1</sup>
<b>Operating System</b>	<ul style="list-style-type: none"> <li>Android 4.4 (KitKat)</li> <li>Windows Embedded Compact 7</li> <li>Microsoft Internet Explorer Embedded 7</li> </ul>
<b>Memory</b>	Android configurations: <ul style="list-style-type: none"> <li>1 GB RAM/4 GB Flash</li> </ul> Windows Embedded Compact 7 configurations: <ul style="list-style-type: none"> <li>Your choice of 512 MB RAM/2 GB Flash or</li> <li>1 GB RAM/4 GB Flash</li> </ul>
<b>Interface/ Communications</b>	USB 2.0 Client for Microsoft ActiveSync for service and maintenance
<b>Light Source</b>	Red LED Illumination with LED dot aim pattern
<b>Scan Rate</b>	Imaging rate: 30 Frames per second, 1280p x 800p
<b>Ambient Light Immunity</b>	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)
WIRELESS NETWORKING	
<b>WLAN</b>	Wi-Fi IEEE 802.11a/b/g/n
<b>WPAN</b>	<ul style="list-style-type: none"> <li>Bluetooth Class 1.5 2.1+EDR</li> <li>Bluetooth 4.0 with Bluetooth SMART technology</li> </ul>
WIRELESS SECURITY	
<b>Wi-Fi Security Certification</b>	Legacy, WPA and WPA2
<b>Authentication</b>	<ul style="list-style-type: none"> <li>None</li> <li>EAP-TTLS (CHAP, MSCHAP, MSCHAPv2, PAP, MD5)</li> <li>EAP-TLS</li> <li>PEAP (TLS, MSCHAPv2, GTC)</li> <li>LEAP and</li> <li>EAP-FAST (TLS, MSCHAPv2, GTC)</li> </ul>
<b>Encryption</b>	<ul style="list-style-type: none"> <li>WEP (40 or 104 bit)</li> <li>TKIP and</li> <li>AES</li> </ul>
USER ENVIRONMENT	
<b>Operating Temperature</b>	32~104°F/ 0~40°C
<b>Storage Temperature</b>	4~140°F/ -20~60°C
<b>Humidity</b>	40°C (RH 10%~95%) non-condensing
<b>Drop Specification</b>	Withstands multiple 4 ft./1.2 m drops to vinyl tile over concrete
<b>Tumble Specification</b>	1,000 (1.64'/ 0.5m) tumbles at room temperature
REGULATORY	
<b>Electrical Safety</b>	<ul style="list-style-type: none"> <li>Certified to UL/cUL 60950-1</li> <li>EN/IEC 60950-1</li> <li>IEC 62471:2006/ EN62471:2008 (LED Safety Report)</li> </ul>
<b>EMI/RFI</b>	<ul style="list-style-type: none"> <li>North America: FCC Part 15 Subpart B Class B</li> <li>Canada: ICES 003 Class B</li> <li>EU: EN55022 Class B, EN 301 489-1, EN 301 489-17, EN61000-4-3/-3-2/-3-3, EN 55024</li> </ul>
<b>Environmental</b>	<ul style="list-style-type: none"> <li>ROHS compliant: 2011/65/EEC</li> <li>WEEE: 2002/96/EC</li> </ul>



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<sup>1</sup> Maximum processor clock speed running Android OS is 1GHz \*Specifications subject to change without notice. ©2015 ZIH Corp. Zebra, the Zebra head graphic and Zebra Technologies logo are trademarks of ZIH Corp, registered in many jurisdictions worldwide. MC18 and all product names and numbers are Zebra trademarks. All rights reserved. All other trademarks are the property of their respective owners. 09/2015 (AP)