MC2200/MC2700   **MC3300x**   **MC3300ax**   **MC3400/MC3450**   **MC9400/MC9450**

Sales Made Simple

Successful Positioning for Zebra's Key-Based Rugged Mobile Computers

A practical guide to selling Zebra's MC Series Handheld Mobile Computer portfolio

Zebra's portfolio of key-based rugged mobile computers provides the familiarity of a key-based user interface and the powerful Android operating system, delivering the flexibility for migration to the touch-optimized intuitive applications that drive workforce productivity up and meet the expectations of today's workforce. This document will help you match the nuances of your customers' use cases with the right model, data capture options, rugged specifications and more to create the perfect warehouse solution. The following pages will help you determine which model to sell when, and to what type of customer. You'll find customer profiles for each device, as well as which features to focus on to help close the sale.

ZEBRA
CAPTURE
YOUR EDGE

The Zebra Key-Based Rugged Mobile Computer Portfolio

Zebra's **broad family of key-based rugged mobile computers** gives workers the tools to complete work faster, smarter and better. There's a model that's just right for each customer's environment, application needs and budget.
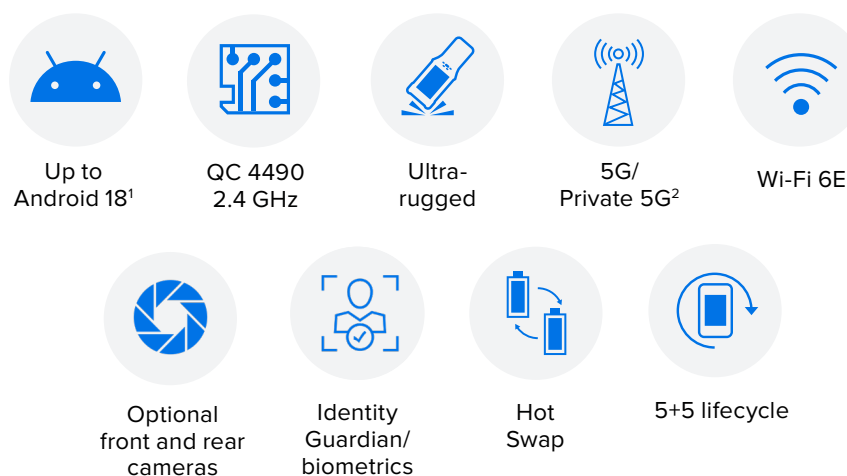
MC9400/MC9450

Ultra-rugged for the toughest environments; the next evolution of the MC9000 Series

Customer Profile

Needs the most rugged gun-style device; wants to maximize productivity and process efficiency to meet the needs of the next generation on-demand economy; is looking to invest in a solution that will meet business demands for the next 8-10 years
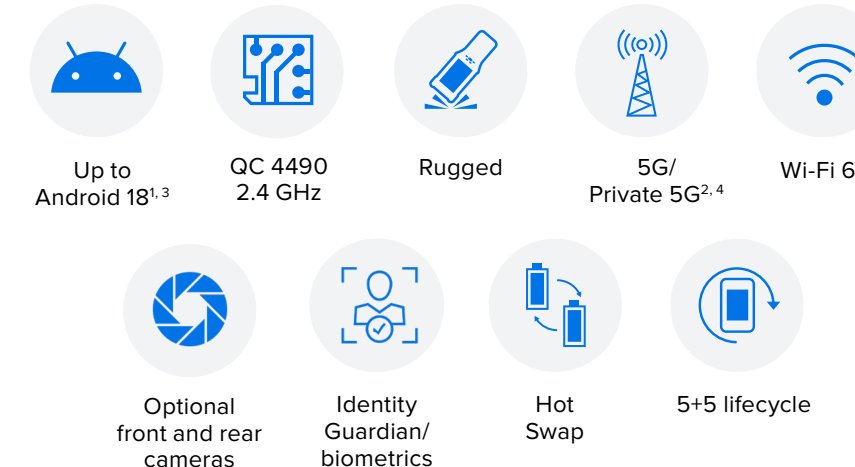
Up to Android 18[1]	QC 4490 2.4 GHz	Ultra-rugged	5G/ Private 5G[2]	Wi-Fi 6E
Optional front and rear cameras	Identity Guardian/ biometrics	Hot Swap	5+5 lifecycle	

MC3400/MC3450

Versatile and rugged for modern workflows; the next generation of the MC3000 Series

Customer Profile

Wants to maximize productivity and process efficiency to meet the needs of the next generation on-demand economy; is looking to invest in a solution that will meet business demands for the next 8-10 years
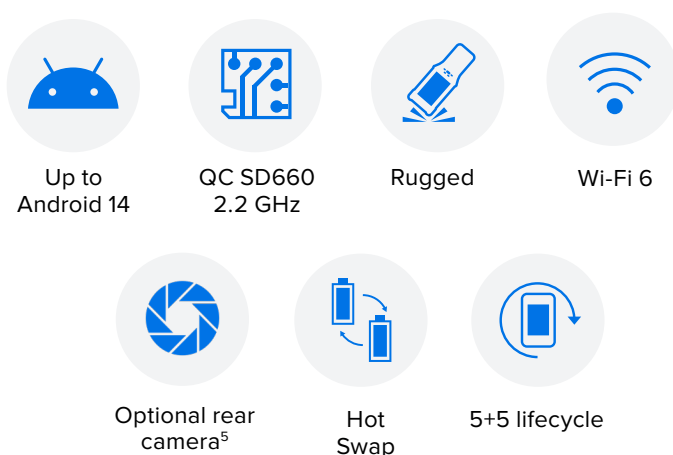
Up to Android 18[1, 3]	QC 4490 2.4 GHz	Rugged	5G/ Private 5G[2, 4]	Wi-Fi 6E
Optional front and rear cameras	Identity Guardian/ biometrics	Hot Swap	5+5 lifecycle	

MC3300AX

Easy advanced Android mobile computing with Wi-Fi 6

Customer Profile

Prefers existing MC3300 platform with Wi-Fi 6; does not need new generation MC3400/MC3450 features
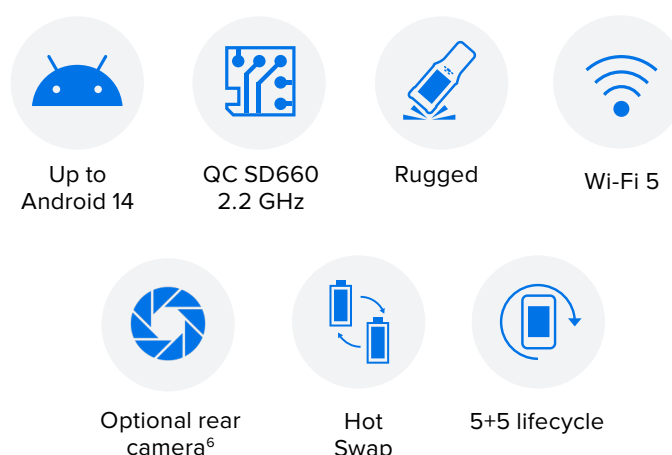
Up to Android 14	QC SD660 2.2 GHz	Rugged	Wi-Fi 6
Optional rear camera[5]	Hot Swap	5+5 lifecycle	

MC3300X

Easy advanced Android mobile computing in a proven platform

Customer Profile

Prefers existing MC3300 platform and form factors; does not need new generation MC3400/MC3450 features

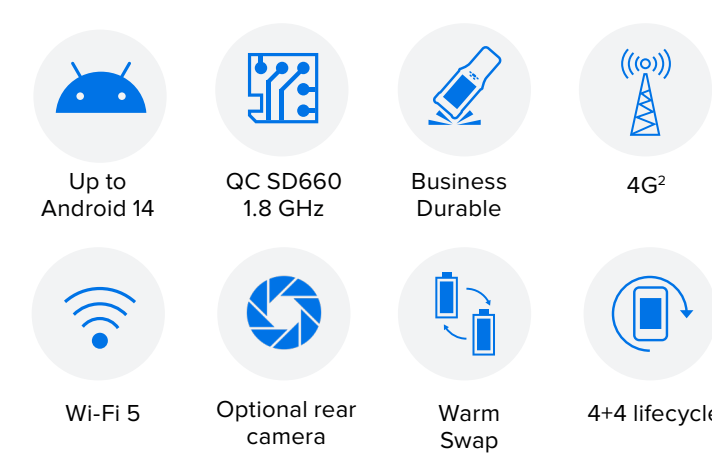|			
Up to Android 14	QC SD660 2.2 GHz	Rugged	Wi-Fi 5
Optional rear camera[6]	Hot Swap	5+5 lifecycle	

MC2200/MC2700

"No-compromise" cost-effective mobility for small and medium businesses

Customer Profile

Typically small/medium businesses that want one multi-purpose mobile device for different types of workers/jobs

Up to Android 14	QC SD660 1.8 GHz	Business Durable	4G[2]
Wi-Fi 5	Optional rear camera	Warm Swap	4+4 lifecycle

Positioning Questions: Product Features

Ask positioning questions to identify which product is right for each sales opportunity.

Question	MC2200/MC2700	MC3300x	MC3300ax	MC3400/MC3450	MC9400/MC9450
What is your top priority?	Cost-effective, lightweight and durable key-based device	High-performance; proven platform	High-performance; proven platform with advanced Wi-Fi	New generation, future-ready rugged platform	New generation, future-ready ultra-rugged platform
What level of application performance do you need?	Sufficient processing power for most warehouse and line of business apps: Qualcomm® SD660; 1.8 GHz octa-core	Fast processing for data-intensive apps: Qualcomm® SD660 2.2 GHz octa-core		Most processing power with next generation Qualcomm® 4490 octa-core processor — 2.5x more processing power than QC SD660; highest memory configuration options for data storage and multi-tasking	
What level of ruggedness do you need?	**Business durable:** Dust proof/water resistant with IP65 sealing; 5 ft (1.52m) to concrete from +14F to +122 F/-10C to +50C; 500 1.6 ft (0.5m) tumbles	**Rugged:** Dust proof/water resistant with IP64 sealing; 6 ft (1.8m) to concrete from -4F to +122F (-20C to +50C); 3,000 3.3 ft (1m) tumbles		**Rugged:** Dust proof/waterproof with IP65/IP67 sealing; 8 ft (2.4m)[7] to concrete at (+23C/+73F); 4,000 3.3 ft. (1m) tumbles	**Ultra-rugged:** Dust proof/waterproof with IP65/IP68 sealing; 12 ft (3.65m) to concrete; 6,000 3.3 ft. (1m) tumbles
What type of form factor and ergonomics are important for your workers?	Lightweight and small size are priorities; Straight Shooter (brick) form factor is sufficient and we like the flexibility to add a gun handle via an accessory	We prefer the proven ergonomics of the MC3300 with four form factor options: Straight Shooter (Brick), Angled @ 45 degree, Rotate, Gun	We prefer the proven ergonomics of the MC3300 but only need the Straight Shooter (Brick) and/or Gun form factors	We are interested in the next generation platform of the MC3000 Series, with advanced ergonomics and larger keys for easier data entry; we only need the Straight Shooter (Brick) and/or Gun form factors	Device features and ruggedness are priorities over device weight; we prefer the balanced ergonomics of a Gun form factor
What type of barcode scanning do you need?	**Medium:** Integrated SE4100 1D/2D Standard Range scan engine for rapid-fire standard range scanning and point-and-shoot simplicity; optional snap-on trigger handle available	**Medium/Heavy with choice of scan engines:** **Brick/Straight Shooter (0° Scan):** SE965 1D Laser Standard Range SE4720 1D/2D Standard Range[9] SE4770 1D/2D Standard Range SE4850 1D/2D Extended Range **Turret/Rotating Head:** SE965 1D Laser Standard Range **Gun/Pistol:** SE965 1D Laser Standard Range SE4720 1D/2D Standard Range[9] SE4770 1D/2D Standard Range SE4850 1D/2D Extended Range **45 Degree Scan:** SE4770 1D/2D Standard Range	**Medium/Heavy with choice of standard and extended range scan engines:** SE4770 1D/2D scan engine for rapid-fire scanning with an expanded working range for more versatility SE4850 1D/2D scan engine with an extended range out to 70 ft (21.4m) and red laser aimer	**Medium/Heavy with choice of standard and next generation extended range scan engines:** SE4710 1D/2D scan engine for rapid-fire standard range scanning; point-and-shoot simplicity SE4770 1D/2D scan engine for rapid-fire scanning with an expanded working range for more versatility SE55 1D/2D Advanced Range scan engine with IntelliFocus™ technology — scan items in hand and up to 40 ft (12.2m) away; with green laser aimer SE58 1D/2D Extended Range scan engine with IntelliFocus™ technology — scan items in hand and up to 100 ft (30.5m) away; with green laser aimer	**Medium/Heavy with choice of standard and next generation extended range scan engines:** SE4770 1D/2D scan engine for rapid-fire scanning with an expanded working range for more versatility SE58 1D/2D Extended Range scan engine with IntelliFocus™ technology — scan items in hand and up to 100 ft (30.5m) away; with green laser aimer
Do your workflows require a rear facing camera?	Optional 13 MP high resolution camera provides clear, detailed photos for proof of condition and other similar use cases; compatible with trigger handle accessory	Optional 13 MP high resolution camera provides clear, detailed photos for proof of condition and other similar use cases; available on Straight Shooter and Turret models only	Optional 13 MP high resolution camera provides clear, detailed photos for proof of condition and other similar use cases; available on Straight Shooter models only	Optional 13 MP high resolution camera provides clear, detailed photos for proof of condition and other similar use cases; available on both Straight Shooter and Gun models	Optional 13 MP high resolution camera provides clear, detailed photos for proof of condition and other similar use cases
Do you want to improve security and streamline device log-in with biometric facial recognition?	**Not a priority:** Lacks a front facing camera option for facial recognition			**Priority:** Optional front facing camera can be used in conjunction with Zebra's Identity Guardian, a two-stage biometric facial recognition solution for shared device enterprise deployments[8]	

Positioning Questions: **Product Features** (continued)

Question	MC2200/MC2700	MC3300x	MC3300ax	MC3400/MC3450	MC9400/MC9450
What is your current Wi-Fi protocol — and future plans?	**Supports Wi-Fi 5 (802.11ac):** We don't have a Wi-Fi 6 roadmap yet — and don't plan to migrate to Wi-Fi 6/6E in the foreseeable future	**Supports Wi-Fi 5 (802.11ac):** We don't have a Wi-Fi 6 roadmap yet — and don't plan to migrate to Wi-Fi 6/6E in the foreseeable future	**Supports Wi-Fi 6:** We're deploying Wi-Fi 6 today or in the near future; Wi-Fi 6E with the new 6 GHz band isn't important to us	**Supports Wi-Fi 6E:** We're deploying Wi-Fi 6E today or in the near future; we want to take advantage of the faster speeds, reduced latency and greater bandwidth with the Wi-Fi 6E technology	
Are you happy with the quality of your current Wi-Fi connections?	All Wi-Fi radios and technology in enterprise class rugged devices are not the same. With Zebra DNA Wireless Fusion, the superior Wi-Fi radios and firmware integrated into these devices provide workers with strong 'won't drop' connections — unlike the commonly dropped connections in some competitive products that erode productivity. (*NOTE: MC2200/MC2700 requires optional Zebra DNA Enterprise license.)				
How important is 5G/Private 5G?	**(MC2700 models only)** **Not important:** 4G LTE is sufficient for the foreseeable future; MC2700 models support 4G	**Not important:** MC3300x/MC3300ax is Wi-Fi only		**(MC3450 and MC9450 models only)** **Crucial:** supports 5G for access to the fastest cellular networks; supports Private 5G for cost-effective, reliable coverage of expansive areas like ports and yards	
What are your keypad requirements?	**One option:** Numeric (34 key)	**Three options:** Numeric (29 key), Function Numeric (38 key), Alpha Numeric (47 key)		**Three options:** Numeric (29 key), Function Numeric (38 key), Alpha Numeric (47 key) Keyboard is **12% larger** than MC3300 Series, enabling larger keys with more space between the keys for easier and more accurate data entry, especially with gloves	**Seven options:** 58 Key Alpha Numeric, 53 Key Alpha Numeric STD, 53 Key Terminal Emulation (5250 and VT), 43 Key/34 Key Numeric/Function, 29 Key Numeric/Calculation
What level of TE support do you need?	**Zebra Terminal Emulation Lite** and **Ivanti All-Touch TE (ATTE)** available for purchase	**Ivanti All-Touch TE (ATTE)** pre-installed and pre-licensed on the Gun configurations. Pre-installed only on Straight Shooter, Rotate and Angled @ 45 degree form factors. **TekTerm for Android** available for purchase	**Ivanti All-Touch TE (ATTE)** and **TekTerm for Android** available for purchase	On Gun Expanded and Full Feature Configurations: **Ivanti All-Touch TE (ATTE)** pre-loaded with a subscription for the life of the device All Straight Shooter and Gun Standard Configurations: **Ivanti All-Touch TE (ATTE)** pre-loaded with a limited 12-month term subscription	**Ivanti All-Touch TE (ATTE)** pre-loaded with a subscription for the life of the device
What is your preferred lifecycle length?	**4x4 lifecycle:** Available for purchase for 4 years; support available for 8 years	**5x5 lifecycle:** Available for purchase for 5 years; support available for 10 years			

Positioning Questions: Zebra DNA Advantages

Ask positioning questions to help your customer understand the value of Zebra DNA — and the advantages it provides for their business

Question	Zebra DNA Tool	MC2200/MC2700	MC9400/MC9450 MC3400/MC3450 MC33XX Series
SET UP: Would you like to deploy devices quickly and easily and simplify the set up and integration of your Zebra devices?			
Would you like to be able to configure your devices for use with all the right settings and apps with a quick scan of a barcode?	StageNow	•	•
Would you like your devices to be automatically enrolled into your Enterprise Mobility Management (EMM) system for setup and provisioning, right out of the box?	Zebra Zero-touch	License available for purchase	
Would you like to be able to easily build rich apps that take full advantage of the features in your Zebra mobile devices?	Enterprise Mobility Development Kit (EMDK)	•	•
Would you like to capture and send data to your apps, right out of the box, without writing any code?	DataWedge	•	•
Would you like to be able to easily build web apps that take full advantage of the features in your Zebra mobile devices?	Enterprise Browser	Standalone license available for purchase or purchase the Zebra DNA Enterprise License Upgrade with Enterprise Browser bundle	License available for purchase
Would you like the ability to manage all DNA tools for your Zebra devices in a single cloud interface?	Zebra DNA Cloud	•	•
SECURE AND MANAGE: Would you like to easily increase device security? Would you like to increase device uptime — yet spend less time managing devices?			
Would you like to ensure that your devices always have the latest security updates installed, but maintain complete control over how, when and where updates are applied?	LifeGuard™ for Android™, including LifeGuard Analytics, LifeGuard Updates and LifeGuard OTA	LifeGuard Analytics, LifeGuard Updates and LifeGuard OTA require Zebra OneCare contract	
Would you like to specify which features and apps your workers can access?	Enterprise Home Screen	•	•
Would you like to be able to test all major device systems with the press of button to identify issues that can be resolved onsite — preventing needless trips to the repair depot?	Device Diagnostic Tool	•	•
Would you like to be able to easily capture system and application logs to simplify device troubleshooting?	RxLogger	•	•
Would you like to eliminate the manual configuration of features that are not yet supported by your EMM?	OEMConfig	•	•
Is it important to you to be able to transform consumer Android into a true business-class operating system with features that will better secure your devices and your data?	Mobility Extensions (Mx)	•	•
Would you like to be able to deactivate Google Mobile Services, which comes standard with Android, to improve device security and prevent the automatic collection of certain data?	GMS Restricted Mode (part of Mobility Extensions)	•	•
Would you like to give workers simple, secure, personalized access to shared devices with multifactor biometric facial log-in?	Identity Guardian	Not supported	License available for purchase on MC3400/MC3450 and MC9400/MC9450 with front-facing camera[8]

MC2200/MC2700 ONLY: Comes standard with Zebra DNA Professional; unlock additional valuable voice and data tools by purchasing the optional Zebra DNA Enterprise license.

Positioning Questions: Zebra DNA Advantages (continued)

Question	Zebra DNA Tool	MC2200/MC2700	MC9400/MC9450 MC3400/MC3450 MC33XX Series
MANAGE AND SECURE (continued)			
Would you like to be able to access advanced device-level Wi-Fi information to identify and resolve Wi-Fi issues faster and easier?	Wireless Analyzer	Included in Zebra DNA Enterprise License Upgrade	•
Would you like to give your workers advanced Wi-Fi radio hardware and software that delivers unmatched Wi-Fi connection reliability — improving productivity and providing a superior user experience?	Wireless Fusion	Included in Zebra DNA Enterprise License Upgrade	•
Would you like to be able to see network-to-device AND device-to-network data for all of your mobile devices on your third-party network dashboard to simplify device management and troubleshooting?	Wireless Insights	License available for purchase	
Would you like to be able to easily find missing devices — even if they are turned off or the battery is depleted?[10]	Device Tracker	License available for purchase	
OPTIMIZE: Would you like to empower mobile users to do more in less time?			
Would you like to give your workers an easier way to manage all of their Bluetooth peripherals?	Device Central	Included in Zebra DNA Enterprise License Upgrade	•
Would you like to give your workers a soft keypad designed to increase data entry speed?	Enterprise Keyboard	Included in Zebra DNA Enterprise License Upgrade	•
Would you like to simultaneously scan up to 100 barcodes with the press of one button, capture images of documents — and capture information on your structured forms, such as text fields, phone numbers, signatures and more?	Multi-Barcode (NG SimulScan)	Included in Zebra DNA Enterprise License Upgrade	•
Would you like to migrate your green screens to Android interactive screens in minutes — no coding or developer required?	All-touch Terminal Emulation	License available for purchase	Pre-loaded; select models pre-licensed
Would you like to easily migrate your TekTerm app to your new Zebra mobile devices to harness the power of Android's intuitive and interactive applications to modernize your warehouse processes?	TekTerm for Android	Available for purchase	
Would you like to effortlessly capture and send standardized data right into your applications with the press of a button? (License plates, drivers licenses and other identification documents, Vehicle Identification Number (VIN), Tire Identification Number (TIN), analog/dial/digital meter readings and Container Identification Number)	OCR Wedge	Individual licenses available for purchase for the various configurations (License plates, Identification Documents, VIN, TIN, Meter and Container Identification Numbers)	
BEYOND Zebra DNA: Additional optional solutions			
How would your business benefit from enabling your workers to instantly reach each other via push-to-talk communications over Wi-Fi and cellular networks?	Workcloud Communication PTT Pro	License available for purchase	
How would your business benefit from turning your Zebra devices into easy-to-use PBX handsets to take calls from customers and more?	Workcloud Communication Enterprise Voice	License available for purchase	
Would you like to give workers connected to your Wi-Fi network the ability to communicate via push-to-talk?	Workcloud Communication PTT Express	License available for purchase	

MC2200/MC2700 ONLY: Comes standard with Zebra DNA Professional; unlock additional valuable voice and data tools by purchasing the optional Zebra DNA Enterprise license.

Specification Comparison At-a-Glance

Feature	MC2200/MC2700	MC3300x	MC3300ax	MC3400/MC3450	MC9400/MC9450
Ruggedness	Durable	Rugged	Rugged	Rugged	Ultra-rugged
Form Factor	Straight Shooter (Brick), Gun via accessory	Straight Shooter (Brick), Angled @ 45 degrees, Rotate, Gun	Straight Shooter (Brick), Gun	Straight Shooter (Brick), Gun	Gun
Display	4 in WVGA (800 x 480) 350 NITS	4 in WVGA (800 x 480) 600 NITS	4 in WVGA (800 x 480) 600 NITS	4 in WVGA (800 x 480) Standard: 350 NITS Expanded and Full: 600 NITS	4.3 in WVGA (800 x 480)
Weight	Standard battery: 10.4 oz (296g)	Straight Shooter: 15.7 oz (445g) Gun: 18.4 oz (522g)	Straight Shooter: 16.7 oz (474g) Gun: 18.8 oz (535g)	Straight Shooter: 15.7 oz (446g) Gun: 18.8 oz (532g)	Gun: 26.2 oz (743g)
Keypad	One option	Three options	Three options	Three options	Seven options
Processor	Qualcomm® Snapdragon 660 octa-core, 1.8 GHz	Qualcomm® Snapdragon 660 octa-core, 2.2 GHz	Qualcomm® Snapdragon 660 octa-core, 2.2 GHz	Qualcomm® 4490 2.4 GHz octa-core	Qualcomm® 4490 2.4 GHz octa-core
Memory	2 GB RAM/16 GB Flash 3 GB RAM/32 GB Flash	Worldwide: 4 GB RAM/32 GB Flash China only: 4 GB RAM/16 GB Flash	4 GB RAM/32 GB Flash	Standard: 4 GB RAM/64 GB Flash Expanded: 6 GB RAM/64 GB Flash Full: 6 GB RAM/128 GB Flash	6 GB RAM/128 GB Flash
Drop Spec	Per MIL-STD-810G: 5 ft (1.52m) to concrete from +14F to +122 F (-10C to +50C)	Per MIL-STD-810G: 6 ft (1.8m) to concrete from -4F to +122F (-20C to +50C)	Per MIL-STD-810G: 6 ft (1.8m) to concrete from -4F to +122F (-20C to +50C)	Per MIL-STD-810H: 8 ft (2.4m)[7] to concrete at +73F (+23C) 6 ft (1.8m) to concrete across temperature -4F to +122F (-20C to +50C) exceeding MIL-STD-810H	Exceeds per MIL-STD-810H 12 ft (3.65m) to concrete Enterprise drop standard 8 ft (2.4m) to concrete across temperature (-20C to +50C) Freezer version: 7 ft (2.1m) to concrete (-30C to +50C) exceeding MIL-STD810H
Tumble Spec	500 1.6 ft (0.5m) tumbles	3,000 3.3 ft (1m) tumbles	3,000 3.3 ft (1m) tumbles	4,000 3.3 ft (1m) tumbles	6,000 3.3 ft (1m) tumbles
IP Sealing	IP65	IP64	IP64	IP65/IP67	IP65/IP68
Operating Temperature	-4F to +122F (-20C to +50C)	-4F to +122F (-20C to +50C)	-4F to +122F (-20C to +50C)	-4F to +122F (-20C to +50C)	Standard: -4F to +122F (-20C to +50C) Freezer: -22F to +122°F (-30C to +50C)
Scanning	Moderate; one option	Heavy; 4 scan engine options	Heavy; 2 scan engine options	Heavy; 4 scan engine options including industry-best extended range option	Heavy; 2 scan engine options including industry-best extended range option
Rear Camera	13 MP (optional)	13 MP (optional) on Straight Shooter and Turret models only	13 MP (optional) on Straight Shooter models only	13 MP (optional) on both form factors	16 MP
Front Camera	None	None	None	5 MP (optional) on both form factors	8 MP
Wi-Fi	Wi-Fi 5, 1x1 MU-MIMO; optional Enterprise Wi-Fi with Zebra DNA Wireless Fusion (requires purchase of Zebra DNA Enterprise license)	Wi-Fi 5, 2x2 MU-MIMO, Enterprise Wi-Fi with Zebra DNA Wireless Fusion	Wi-Fi 6, 2x2 MU-MIMO, Enterprise Wi-Fi with Zebra DNA Wireless Fusion	Wi-Fi 6E, 2x2 MU-MIMO, Enterprise Wi-Fi with Zebra DNA Wireless Fusion	Wi-Fi 6E, 2x2 MU-MIMO, Enterprise Wi-Fi with Zebra DNA Wireless Fusion
Cellular	MC2700: 4G LTE — data only	No (Wi-Fi only)	No (Wi-Fi only)	MC3450: 5G, with support for private 5G — data only	MC9450: 5G, with support for private 5G — data only
Operating System	Upgradeable to Android 14	Upgradeable to Android 14	Upgradeable to Android 14	Standard: Upgradeable to Android 15 Expanded and Full: Upgradeable to Android 18[1]	Upgradeable to Android 18[1]
Zebra DNA	Professional (base apps) Enterprise (optional) - all apps	Enterprise (all apps)	Enterprise (all apps)	Enterprise (all apps)	Enterprise (all apps)

Specification Comparison At-a-Glance (continued)

Feature	MC2200/MC2700	MC3300x	MC3300ax	MC3400/MC3450	MC9400/MC9450
Battery Power and Features	3500 mAh/4900 mAh, PowerPrecision, warm swap	7000 mAh, optional 7000 mAh BLE, PowerPrecision+, hot-swap, fast charging	7000 mAh, optional 7000 mAh BLE, PowerPrecision+, hot-swap, fast charging	7000 mAh, optional 7000 mAh BLE, PowerPrecision+, hot-swap, fast charging	7000 mAh, optional 7000 mAh BLE, optional 5000 mAh freezer battery, optional 7000 mAh non-incendive battery, PowerPrecision+, hot-swap, fast charging
Device Tracking	Limited: Device Tracker software supported; no BLE battery to track devices that are powered off or battery is depleted	Full: optional BLE battery to track devices that are powered off or battery is depleted	Full: optional BLE battery to track devices that are powered off or battery is depleted	Full: optional BLE battery to track devices that are powered off or battery is depleted	Full: optional BLE battery to track devices that are powered off or battery is depleted
Identity Guardian	No	No	No	Yes; select SKUs with camera package[8]	Yes; select SKUs with camera package[8]
Cold Storage	No	No	No	No	Available on select SKUs
Non-Incendive	No	No	No	No	Available on select SKUs
Lifecycle	4 years +4 years of support after EOS	5 years +5 years of support after EOS	5 years +5 years of support after EOS	5 years +5 years of support after EOS	5 years +5 years of support after EOS

Footnotes

1. Android 18 pending Qualcomm® commitment

2. Cellular models only

3. MC3400/MC3450 Expanded and Full models only

4. MC3450: 5G available Q2 2025

5. MC3300ax: rear camera available on straight shooter models only

6. MC3300x: rear camera available on straight shooter and turret models only

7. Applicable to WLAN Gun configuration only

8. Identity Guardian's biometric facial recognition feature requires the purchase of an optional license.

9. China SKUs only

10. Ability to track devices that are low in power or powered off requires optional BLE battery