



MC9400/MC9450

Ultra-rugged mobile computer

SELLING GUIDE

November 2023



For Internal Use by
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Overview

The next big thing in ultra-rugged mobile computing

MC9400/MC9450

The next evolution of the world's #1 selling and most trusted Android rugged mobile computer



Standard



Non-incendive/
Hazardous Location*



Freezer / Cold
Storage

What sets the **MC9400/MC9450** apart from the rest?



Fastest cellular and Wi-Fi with 5G¹ (private and public) and Wi-Fi 6E² – first integrated gun-style device to support 5G

Industry leading data capture solutions: SE58 Extended Range scan engine with IntelliFocus™ technology, highest resolution camera and OCR

A new significantly faster Qualcomm® processor with AI capabilities, enabling the apps of today and tomorrow

The most rugged device in its class with industry leading drop and tumble specs; models for challenging environments – freezer and hazardous locations³

Enhanced collaboration tools: front-facing camera for video calls; optional PTT, secure text and PBX capabilities

Superior Android roadmap with support to A17 and enhanced security with LifeGuard™ for Android™

Advanced device tracking with optional BLE battery to locate lost devices⁴

First-in-its-class biometric facial recognition to give workers instant and secure access to shared devices

Powerful Zebra-only Mobility DNA tools drive workforce productivity and device value to a new level

Backward compatible with MC9300 Series accessories for an easy, cost-effective upgrade

1. 5G is available on the MC9450; data connections only. 2. Wi-Fi 6E available December 2023. 3. Non-incendive models available in North America.

4. Requires the purchase of Device Tracker licenses.

Key Trends and Opportunities



Protect your MC9300 install base

With nearly five million sold, the MC9000 Series is the world's best-selling and most trusted ultra-rugged Android mobile computer. The MC9400/MC9450 allows you to protect this install base by offering next generation technology with the same form factor and same platform strategy that your customers are used to.



New use cases with private/public 5G¹ and outdoor connectivity

Warehousing, manufacturing, energy and other enterprises are moving toward public and private 5G connectivity – as Wi-Fi can be unsuitable for factories, shipyards, ports, utility/energy sites and other large campuses. With support for 5G, the MC9450 expands your opportunities into ultra-rugged outdoor use cases, such as ports and yards.



Future-ready with Wi-Fi 6E²

The move to Wi-Fi 6E brings a great number of advantages to facilities that plan to continue using Wi-Fi. Wi-Fi 6E offers 4x the bandwidth, 4x higher capacity and triple the speed of Wi-Fi 5.³ Moving to the newer standard will continue to simplify the adoption of automation and robotics in warehouse and manufacturing where the number of connected devices is dramatically increasing YoY.



Modernize, without a major overhaul

With the MC9400/MC9450, your customers can improve productivity and increase efficiency in their operations without having to overcomplicate things and overhaul their existing workflows. The MC9400/MC9450 gives them the same familiar form factor and accessories of the MC9300 – no need to re-train workers or rip and replace the backroom.

1. 5G is available on the MC9450; data connections only. 2. Wi-Fi 6E available December 2023.

3. [5G vs. Wi-Fi 6: a Powerful Combination for Wireless](#); Intel

Target Markets and Use Cases



Warehouse

- Picking
- Put-away
- Cross-docking
- Shipping and receiving
- Inventory control
- Reverse logistics
- Cold storage
- Non-incendive*

Manufacturing

- Inventory
- Put-away
- Line-side replenishment
- Work in Process (WIP)
- Material track and trace
- Quality Control
- Safety testing

Retail

- Reverse logistics
- Price verification/updates
- Store receiving
- Online order fulfillment
- Backroom inventory management

NEW T&L: ports and yards

- Asset management (rail cars, containers, and cargo)
- Shipment tracking
- Yard management

Upgrade Opportunity

We took the world's best-selling and most trusted enterprise mobile computer... ...and made it even better!

The MC9400/MC9450, now with...

- Wi-Fi 6E¹ and public/private 5G²
- 20% longer read range with new SE58 scan engine and high visibility green aimer
- 2.5x times more processing power
- Support to Android 17
- Enhanced 12 ft./3.65 m drop spec
- Identity Guardian for biometric facial recognition
- BLE battery for device tracking³



1. Wi-Fi 6E available December 2023. 2. 5G is available on the MC9450; data connections only.
3. Requires the purchase of the optional BLE battery and Device Tracker licenses

A seamless replacement for the MC9300

MC9300



MC9400/MC9450





- Backwards compatibility with MC9300 accessories
- **NEW** High visibility green accents signifying Zebra's ultra-rugged line
- Same proven and well-loved ergonomics
- No changes to keypad layout or need to relearn the device
- SKU-to-SKU matching
- Comparable pricing strategy



Upgrade Opportunity

Feature	Zebra MC9400/MC9450	Zebra MC9300	Why it matters
			
Physical Characteristics			
Form Factors	Gun	Gun	The MC9400/MC9450 offers a familiar and well-loved form factor, with the same proven ergonomics of the MC9300. Customers get a device that their workers are familiar with and that allows them to modernize workflows without requiring retraining or a backroom overhaul.
Weight	743 g	765 g	The MC9400/MC9450 is slightly lighter than the MC9300.
Keypad	Choice of seven keypads Field-replaceable	Choice of seven keypads Field-replaceable	The MC9400/MC9450 supports the same keypads as the MC9300. No changes were made to button position or layout.
Display	4.3 in. WVGA capacitive * Freezer model includes heated touch panel	4.3 in. WVGA capacitive	The MC9400/MC9450 has the same display as the MC9300. The freezer model of the MC9400/MC9450 includes a heated touch panel to ensure clear visibility even under heavy condensing conditions.



Upgrade Opportunity

Feature	Zebra MC9400/MC9450	Zebra MC9300	Why it matters
			
Computing Platform			
OS	Upgradeable to Android 17	Upgradeable to Android 14	Support to Android 17 offers a superior roadmap, improved security and investment protection.
Processor	Qualcomm® 4490 2.45 GHz octa-core	Qualcomm® SD660 2.1 GHz octa-core	The MC9400/MC9450 features a newer Qualcomm platform that provides 2.5 more processing power over the SD660. The QC4490 includes long-term support for Android releases and supports premium features like multi-Gigabit Wi-Fi 6E connectivity for advanced augmented reality applications.
Memory	6 GB RAM 128 GB Flash	4 GB RAM 32 GB Flash	The MC9400/MC9450 offers 50 percent more RAM and four times the Flash for superior app performance.
Expandable storage	MicroSD up to 2 TB	MicroSD up to 256 GB	The MC9400/MC9450 supports up to eight times as much expandable storage to meet more application needs.

Upgrade Opportunity



Feature	Zebra MC9400/MC9450	Zebra MC9300	Why it matters
			
Data Capture			
Scan Engine Options	SE4770 1D/2D with red laser aimer SE58 1D/2D Extended Range Scan Engine with IntelliFocus™ technology and high visibility green aimer	1D SE965 1D/2D SE4770 1D/2D SE4750 DPM with Diffuser SE4850 ER	<p>The MC9400/MC9450 offers Zebra's latest long-range imager, the SE58, which delivers a 20% longer read range than the SE4850. The SE58 can seamlessly capture barcodes in hand up to 100 ft./30 m away.</p> <p>The SE58 also features a highly visible green laser aimer with a wide pattern that is up to 7x more visible than a red aimer and offers up to 10 ft./3 m of visibility in direct sunlight. It's easier for workers to accurately aim and successfully scan in any lighting condition – from bright sunlight to dim warehouse aisles.</p>
Rear Camera	16 MP with HDR	13 MP	The MC9400/MC9450 offers a higher resolution rear camera; HDR provides better detail in very light and very dark areas of the photo.
Front Camera	8 MP	5 MP	The MC9400/MC9450 offers a higher resolution front camera to better support video conferencing, locationing applications including Visible Light Communication (VLC), as well as Identity Guardian biometric facial recognition.

Upgrade Opportunity



Feature	Zebra MC9400/MC9450	Zebra MC9300	Why it matters
			
Connectivity			
WLAN	Wi-Fi 6E ¹	Wi-Fi 5	The MC9400/MC9450 supports Wi-Fi 6E, which offers 4x the bandwidth, 4x higher capacity and 75 percent lower latency than Wi-Fi 5. Wi-Fi 6E future proofs the network with the capacity to support augmented reality and other advanced, low latency applications.
Bluetooth	v5.3 and Secondary BLE for beaconing within BLE battery ²	V5.0	The MC9400/MC9450 supports a newer Bluetooth standard, which offers better audio quality, lower power requirements and flexible connectivity options.
5G	Yes (MC9450) Data connections only	No	The MC9450 is the first gun-style device to offer private and public 5G wireless data connectivity, bringing new affordable wireless networking options to expansive outdoor and indoor environments.

1. Wi-Fi 6E available December 2023. 2. Requires the purchase of the optional BLE battery and Device Tracker licenses.

Upgrade Opportunity

Feature	Zebra MC9400/MC9450	Zebra MC9300	Why it matters
			
User Environment			
Sealing	IP65 and IP68	IP65 and IP67	IP68 certification increases the water resistance rating beyond 1 meter submersion.
Drop Spec	Exceeds per MIL-STD-810H: 12 ft./3.65 m to concrete; Enterprise drop standard 8 ft./2.4 m to concrete across temperature (-20°C to 50°C) exceeding MIL-STD-810H Freezer version: 7 ft./2.1 m to concrete (-30°C to 50°C) exceeding MIL-STD810H	10 ft./3.1 m at room temperature 8 ft./2.4 m drops to concrete across temperature range Freezer: 7 ft./2.1 m drops to concrete across temperature range	The MC9400/MC9450 supports the same class-leading, ultra-rugged drop and tumble specifications of the MC9300.
Tumble Spec	6,000 3.3 ft./1.0 m tumbles	6,000 3.3 ft./1.0 m tumbles	
Freezer Operation	Yes (Freezer model) Heated touch panel, heated scanner exit window, freezer-rated battery	Yes (Freezer model) Heated scanner exit window and freezer-rated battery	The MC9400/MC9450 offers improved freezer performance with a heated touch panel that ensures clear visibility even under heavy condensing conditions, protecting productivity in cold supply chain workflows.

Upgrade Opportunity

Feature	Zebra MC9400/MC9450	Zebra MC9300	Why it matters
			
Power			
Battery	Standard: 7000 mAh BLE: 7000 mAh Freezer: 5000 mAh Non-incendive: 7000 mAh Hot swappable	Standard: 7000 mAh Freezer: 5000 mAh Non-incendive: 7000 mAh Hot swappable	<p>The MC9400/MC9450 is backward compatible with MC9300 batteries, enabling the MC9300 install base to leverage their existing investments in batteries, cables, cradles etc.</p> <p>The MC9400/MC9450 offers a new optional BLE enabled battery that can be used in conjunction with a Zebra Device Tracker license to locate lost or misplaced devices (even if the devices have turned off or are low in power).¹</p>
Security Features			
Identity Guardian for biometric facial recognition	Available on devices with front-facing camera	Available on devices with front-facing camera; requires Android 11 or higher	With biometric facial recognition, workers get easy device access, while organizations get the peace of mind that device access is restricted to pre-authorized users only, eliminating the risk of shared or compromised passwords.

Customer Engagement Questions

Customer Engagement Questions: 1 of 3

- Do you want to increase productivity in order to keep up with higher inventory/order volumes, more demanding customer expectations, shorter fulfillment times and/or rising competition?
- Would you like a way to migrate to the latest platform of the world's best-selling and most trusted rugged enterprise mobile computer, without having to retrain workers, purchase new accessories or reconfigure your backroom?
- Do you need a device with the latest mobile computing platform and maximum computing power?
- Do workers need to access multiple demanding applications simultaneously? Over the next few years, do you anticipate a growth in the number of business applications that workers need to use?
- Would you like 5G support in an ultra-rugged gun-style form factor?
- Have you deployed or are you planning to deploy Wi-Fi 6E in the future in order to support a greater number of connected devices (e.g. robotics or automation applications)? Would you like a mobile computer that's ready to take advantage of the faster speeds, reduced latency and greater bandwidth of Wi-Fi 6E?
- Are you using private bands (private 5G or CBRS) instead of traditional Wi-Fi for connectivity?

Customer Engagement Questions: 2 of 3

- Are you considering deploying ARCore applications that require high bandwidth, low latency wireless connectivity?
- Could you improve productivity with the versatility to quickly capture barcodes in hand or across the room? Would you like Zebra's latest extended range scan engine that offers a 20% longer read range than its predecessor?
- Do workers need to capture barcodes in a range of lighting conditions (e.g. bright sunlight or dim aisles)? Could they improve productivity and accuracy with an aimer that's up to 7x easier to see than typical red laser aiming dots?
- In what type of environmental conditions will the devices be used? Do workers spend much of their time on the loading dock or warehouse floor where the devices encounter moisture, dust and are dropped/banged repeatedly?
- Do you find environmental issues such as extreme temperature fluctuations, water/moisture humidity and excessive vibration an issue with your current devices?
- Do workers need to capture data in the freezer?
- Do you require a non-incendive device for use in areas with flammable gases and materials? (*Non-incendive models available in North America only*)

Customer Engagement Questions: 3 of 3

- Are you concerned about the security risks associated with shared/compromised passwords?
- Would you like to let workers use facial recognition to unlock and log into a device? Do multiple workers share a device across shifts?
- What is the impact of lost devices on your operations: IT hands-on time, replacement costs for lost devices/accessories, downtime while workers search for missing devices and security concerns when a device is not accounted for?
- Would you like an easy way to find missing or misplaced devices, even if devices are turned off or low in power?
(If the answer is yes, offer Device Tracker license and BLE battery)
- For how long are you planning on keeping your devices in service? Are you looking for OS security and a mobile computer with a long lifecycle?
- Would you like to work with a single manufacturer who can provide additional form factors, such as rugged vehicle mount computers, tablets and printers?

Competition: MC9400/MC9450 vs. Global Competitors

Fight Sheets: Global Competitors

Honeywell CK65

Key weaknesses

- No integrated handle — requires screw-on accessory (poor ergonomics, less durable)
- Older Android version; shorter Android roadmap (A13/A14 pending feasibility)
- Limited software ecosystem
- Smaller display
- Older, less efficient processor; less RAM (4GB max); one-quarter the Flash (32GB)
- Inferior wireless connectivity — lacks Wi-Fi 6/6E and 5G; older Bluetooth standard
- Extended range scanning is inferior to Zebra's new SE58 scan engine
- Lower drop spec
- No front camera
- Lacks biometric facial recognition authentication
- Lower resolution rear camera
- No BLE battery option for tracking devices
- Only three keypad options

Key strengths

- Lighter



Datalogic Skorpio X5

Key weaknesses

- Older Android version (A10); shorter Android roadmap (A12)
- Limited software ecosystem
- Older, less efficient processor; less RAM (4GB max) and one-half the Flash (64GB)
- Less rugged — lower drop specification, lower tumble specification, lower sealing, lacks Gorilla Glass on scan window
- No condensation-resistant model for the freezer/cold chain applications
- Inferior wireless connectivity — lacks Wi-Fi 6/6E and 5G; older Bluetooth standard
- Extended range scanning is inferior to Zebra's new SE58 scan engine
- Lower capacity battery
- No front camera
- Lacks biometric facial recognition authentication
- Lower resolution rear camera
- No BLE battery option for tracking devices
- Only three keypad options

Key strengths




- Lighter



Feature-to-Feature Comparison: Global Competitors




Global Competitors

Yellow shading indicates the best specification among products in this chart. Competitive information is based on publicly available information at time of publication.

Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpio X5	Why it matters
				
Physical Characteristics				
Form Factors	Gun	Brick, Gun (via screw-on)	Brick, Gun	The MC9400/MC9450 offers a familiar form factor designed for comfort, with the same proven ergonomics of the MC9300. If customers want a gun form factor with Honeywell, they'll need to purchase an additional accessory. A two-piece solution has drawbacks: poor ergonomics, reduced durability and more parts to manage.
Weight	743 g	498 g (N6703SR) 544 g (EX20)	488 g (Brick) 600 g (Gun)	While the MC9400/MC9450 is not the lightest device in this category, it is still light enough to be comfortably carried all shift long. And the MC9400/MC9450 offers the industry's most proven ergonomics: a perfectly weighted device with a pistol-style grip.
Keypad	Choice of seven keypads Field-replaceable	Choice of three keypads	Choice of three keypads	The MC9400/MC9450 offers the most keypad options in this class, enabling customers to choose the keypad that makes data entry as easy as possible. Field-replaceable keypads lower repair costs and device downtime.
Display	4.3 in. WVGA capacitive	4.0 in. WVGA capacitive	4.3 in. WVGA capacitive	The MC9400/MC9450 offers one of the largest displays in this class, with best-in-class indoor and outdoor readability.




Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpio X5	Why it matters
				
Computing Platform				
OS	Upgradeable to Android 17 Zebra's Restricted Mode for control over GMS and other services	Upgradeable to Android 13, Android 14 pending feasibility	Android 10 with GMS, Upgradeable to Android 12	Support to Android 17 offers a superior roadmap, improved security and investment protection. And only Zebra offers an easy way to deactivate and reactivate Google Mobile Services (GMS).
Processor	Qualcomm® 4490 2.4 GHz octa-core	Qualcomm® Snapdragon 2.2 GHz octa-core	Qualcomm® Snapdragon 2.2 GHz octa-core	The MC9400/MC9450 features a newer Qualcomm platform that provides 2.5 times more processing power over the SD660 to power the most demanding enterprise applications. Qualcomm 4490 includes long-term support for Android releases and supports premium features like multi-Gigabit Wi-Fi 6E connectivity for advanced augmented reality applications.
Memory	6 GB RAM 128 GB Flash	2 GB or 4 GB RAM 32 GB Flash	3 GB or 4 GB RAM 32 GB or 64 GB Flash	The MC9400/MC9450 offers higher memory and storage options for superior app performance.
Expandable storage	MicroSD up to 2 TB	MicroSD up to 512 GB	MicroSD up to 256 GB	The MC9400/MC9450 can support up to four times more expandable storage than competitive devices to meet the needs of virtually any application.



Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpion X5	Why it matters
				
User Environment				
Sealing	IP65 and IP68	IP65 and IP68	IP65	With dual IP68 and IP65 sealing, the MC9400/MC9450 is 100 percent dustproof, can handle the force of jetting water and be fully submerged in water
Drop Spec	Exceeds per MIL-STD-810H: 12 ft./3.65 m to concrete; Enterprise drop standard: 8 ft./2.4 m to concrete across temperature (-20°C to 50°C) exceeding MIL-STD-810H Freezer version: 7 ft./2.1 m to concrete (-30°C to 50°C) exceeding MIL-STD810H	10 ft./3.1 m at room temperature 8 ft./2.4 m to concrete across operating temp. range	6 ft./1.8 m to concrete	The MC9400/MC9450 offers the maximum drop and tumble specifications available in this class, enhancing ruggedness for the harshest environments to minimize product downtime and repair costs.
Tumble Spec	6,000 3.3 ft./1.0 m tumbles	3,000 3.3 ft./1.0 m tumbles	1,000 3.3 ft./1.0 m tumbles	




Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpio X5	Why it matters
				
User Environment (continued)				
Freezer Operation	Yes (Freezer model) Condensation resistant with heated touch panel, heated scanner exit window, plus freezer-rated battery	Yes (Freezer model)	No	A freezer model increases versatility and brings mobile computing to harsh freezer and outdoor environments.
Gorilla Glass	Yes, on both touch panel and scan window	Yes, on touch panel only	Yes, on touch panel only	The MC9400/MC9450 features ultra-strong Gorilla Glass on the scanner exit window to prevent nicks and scratches that could degrade scanning performance over time.
Hazardous locations	Yes (Non-incendive model) ¹	Yes (Non-incendive model)	No	With the Non-incendive model ¹ , the MC9400/MC9450 can be safely used when flammable hazardous materials are present.




Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpio X5	Why it matters
				
Power				
Battery	Standard: 7000 mAh Freezer: 5000 mAh BLE: 7000 mAh Non-incendive: 7000 mAh	7000 mAh	3500 mAh 6200 mAh (standard on all pistol grip models)	The MC9400/MC9450 offers among the most battery capacity in its class to power a full shift and beyond.
Battery Swap	Hot swappable	Hot swappable	Hot swappable	Hot swap support allows workers to maintain uninterrupted productivity – there's no need to close applications before changing batteries, there are no lost sessions or data.
Fast Charging	Yes	Not specified	Yes	Fast charging support protects productivity as devices are ready to go in less time.
Battery Metrics/ Management	PowerPrecision+ Real-time visibility into battery metrics	Limited metrics	No	Zebra offers the most comprehensive collection of real-time battery metrics for better battery management.




Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpio X5	Why it matters
				
Data Capture				
Scan Engine Options	<p>SE58 1D/2D Extended Range Scan Engine with IntelliFocus™ technology and high visibility green aimer</p> <p>SE4770 1D/2D with red laser aimer</p>	<p>N6703 Slim Imager Engine</p> <p>N6803 FlexRange Slim Imager</p> <p>FlexRange XLR Slim Imager (EX30)</p> <p>EX20 Near/Far Imager</p>	<p>Linear imager</p> <p>2D imager Standard Range</p> <p>2D imager Mid-Range</p> <p>2D XLR Extended Range (up to 20 m)</p>	<p>Zebra's latest extended range scan engine delivers the industry's widest working range – from barcodes in hand to over 100 ft./30 m away. Its expected working ranges are greater than Honeywell's EX30 (FlexRange) across a range of barcode types and densities. What does a wider range mean for your customers? Forklift operators can reach the farthest codes without getting out of their vehicle. Retail associates can scan items on the top shelf without climbing a ladder. Warehouse workers can reach ground level barcodes without crouching down. And yard operators can easily reach barcodes on the highest cargo container.</p> <p>In addition, the SE58's green laser aimer is up to 7x more visible than a red aimer used by Honeywell's FlexRange. It's visible across the entire working range indoors and up to 10 ft./3 m in direct sunlight. This makes it easier for workers to accurately aim and successfully scan in all lighting conditions, including outdoors in ports and yards.</p>




Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpion X5	Why it matters
				
Data Capture				
Rear Camera	16 MP with HDR	13 MP	13 MP	The MC9400/MC9450 offers the highest resolution camera in this class, providing highly detailed photos/videos to document proof of condition, proof of compliance and more. HDR provides better detail in very light and very dark areas of the photo.
Front Camera	8 MP	No	No	Only the MC9400/MC9450 has a front-facing camera to support video conferencing, locationing applications including Visible Light Communication (VLC), as well as Identity Guardian biometric facial recognition.
OCR	Yes Available OCR Wedge licenses: vehicle identification, tire identification, license plate, meter and shipping container identification numbers, drivers' licenses and identification cards	Limited Phone numbers and zip codes only	No	Zebra's optional OCR Wedge licenses effortlessly capture standardized data, such as information on license plates and odometers, shipping container IDs in ports and yards and more.




Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpio X5	Why it matters
				
Connectivity				
WLAN	Wi-Fi 6E* 802.11 a/b/g/n/ac/ax/d/h/i/r/k/v/w/mc 2x2 MU-MIMO * Available December 2023	Wi-Fi 5 802.11 a/b/g/n/ac/d/e/h/i/k/r/w 2x2 MIMO	Wi-Fi 5 802.11 a/b/g/n/ac/d/e/h/i/k/r/v/w/mc 2x2 MU-MIMO	<p>Only the MC9400/MC9450 supports Wi-Fi 6E, which offers 4x the bandwidth, 4x higher capacity and 75 percent lower latency than Wi-Fi 5. Wi-Fi 6E future proofs the network with the capacity to support augmented reality and other advanced, low latency applications.</p> <p>The MC9400/MC9450 also offers several key advantages:</p> <ul style="list-style-type: none"> • Supports 2x2 Mu-MIMO, which boosts Wi-Fi network capacity, speed and range • Supports more Wi-Fi protocols such as 802.11mc for locationing applications • Zebra offers superior Wi-Fi radio firmware that takes the quality and reliability of Wi-Fi connections to a new level (requires Mobility DNA Enterprise license)
Bluetooth	v5.3 and Secondary BLE for beaconing within BLE battery	V5.0	V5.0	<p>The MC9400/MC9450 supports a newer Bluetooth standard, which offers better audio quality, lower power requirements and flexible connectivity options.</p>




Global Competitors

Yellow shading indicates the best specification among products in this chart. Competitive information is based on publicly available information at time of publication.

Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpion X5	Why it matters
				
Connectivity				
5G Public and Private	Yes (MC9450) Data connections only	No	No	<p>The MC9450 is the first integrated gun-style device to offer private and public 5G wireless data connectivity, bringing new affordable wireless networking options to expansive outdoor and indoor environments.</p> <p>A large number of core target customers are ideal prospects for private 5G networking: warehousing, yards, ports, utilities, mining/energy and manufacturing. Private 5G networks enable cost-effective wireless connectivity in ports, yards and expansive indoor facilities where it is too costly to setup and maintain Wi-Fi infrastructure.</p> <p>Operations can deploy private 5G for low latency applications like robotic picking, IoT warehouse applications and forklift operations without worrying about Wi-Fi dead spots</p>
SIM	1 Nano, 1 eSIM	N/A	N/A	<p>With two SIM card options, customers can support private and public 5G connections simultaneously for network redundancy or deploy different wireless networks in different areas of the business.</p>




Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpion X5	Why it matters
				
Security Features				
Biometric facial recognition	Identity Guardian	No	No	Only the MC9400/MC9450 supports a front-facing camera and biometric facial recognition. Identity Guardian saves workers time since they don't need to type in credentials to log into the device, and removes the risk of shared/compromised passwords.
OS Security	LifeGuard™ for Android™	Honeywell Sentinel	Standard patch support from Google	LifeGuard for Android provides regular and timely OS patches and security updates throughout the MC9400/MC9450's life, protecting data from hackers and breaches. Honeywell's Sentinel provides less frequent and regular updates compared with LifeGuard.
Private 5G support	Yes (MC9450) Data connections only	No	No	Support for Private 5G and CBRS networks gives businesses complete control over cellular connections. All devices must use SIM cards to gain access onto a private 5G network, making the overall environment more secure.




Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpio X5	Why it matters
				
Solutions				
Device tracking	<p>Yes, with Device Tracker license</p> <p>Optional BLE battery enables device tracking when the device is powered off or low in power</p>	<p>Standard “Find my device” feature via Google services; not purpose built for enterprise use</p> <p>No secondary BLE beacon for tracking devices that are powered off or low in power</p>	<p>Standard “Find my device” feature via Google services; not purpose built for enterprise use</p> <p>No secondary BLE beacon for tracking devices that are powered off or low in power</p>	<p>A single missing device can lower productivity and ROI, but with thousands of square feet in a warehouse or manufacturing floor, it’s easy for workers to misplace a device. Zebra’s Device Tracker provides instant visibility into all your devices – eliminating time-consuming searches for missing devices and maximizing device availability.</p> <p>Zebra’s Device Tracker is built for the enterprise; it’s a cloud-based solution that can scale up to 100,000 devices and 5,000 sites. Teams have everything they need to monitor, flag and recover devices. And managers and administrators can access reports and fleet-wide historical data to improve device utilization and procedures.</p>

Global Competitors

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Feature	Zebra MC9400/MC9450	Honeywell CK65	Datalogic Skorpio X5	Why it matters
				
Solutions (continued)				
Push-to-Talk (PTT)	Yes with Workcloud Communication	Yes with Honeywell Smart Talk	Compatible with PTT by Zello	Warehouses, manufacturing and other organizations can connect their staff with a fully-scalable suite of communication tools with Zebra's Workcloud Communication. Staff can stay connected via secure texts or voice messaging using PTT.
TE Support	Ivanti All-Touch TE preloaded and pre-licensed	StayLinked SmartTE preloaded and pre-licensed	Compatible with: StayLinked SmartTE, Ivanti Velocity; not preloaded or pre-licensed	Support for Ivanti TE enables customers to run their 'green screen' apps right out of the box — no backend modification or user training required. Ivanti All-Touch TE is preloaded and pre-licensed on the MC9400/MC9450 for easy deployment.

Competition: MC9400/MC9450 vs. Regional Competitors

Fight Sheets: Regional Competitors

APAC: UROVO RT40

Key weaknesses

- No integrated handle — requires accessory (poor ergonomics, less durable)
- Older Android version (10); roadmap is not published
- Limited software ecosystem
- Smaller display
- Older, less efficient processor; one-half the RAM (3GB) and one-quarter the Flash (32GB); no expandable storage
- Less rugged — lower drop specification, no published tumble specification, lower sealing, lacks Gorilla Glass
- Inferior wireless connectivity — lacks Wi-Fi 6/6E and 5G
- Smaller capacity battery
- No extended range scanning option
- No front camera
- Lacks biometric facial recognition
- Lower resolution rear camera
- No BLE battery option for tracking devices
- Only one keypad option

Key strengths

- Lighter



EMEA: Point Mobile PM451

Key weaknesses

- No integrated handle — requires accessory (poor ergonomics, less durable)
- Older Android version (11); shorter Android roadmap (up to A14)
- Limited software ecosystem
- Older, less efficient processor; less RAM (4GB) and one-half the Flash (64GB); no expandable storage
- Less rugged — lower drop specification, lower tumble specification, lower sealing
- No condensation-resistant model for the freezer/cold chain applications
- Inferior wireless connectivity — lacks Wi-Fi 6/6E and 5G
- Smaller capacity battery
- Extended range scanning is based on Honeywell's EX30; shorter range and less visible aimer
- No front camera/lacks biometric facial recognition authentication
- Lower resolution rear camera
- No BLE battery option for tracking devices
- PTT requires third-party application
- Only three keypad options

Key strengths

- Lighter



EMEA: M3 Mobile UL20

Key weaknesses

- No integrated handle — requires accessory (poor ergonomics, less durable)
- Older Android version (10); roadmap is not published
- Limited software ecosystem
- Older, less efficient processor; less RAM (4GB) and one-half the Flash (64GB); no expandable storage
- Less rugged — lower drop specification, no published tumble specification, lower sealing
- Inferior wireless connectivity — lacks Wi-Fi 6/6E and 5G; older Bluetooth standard
- Smaller capacity battery
- Extended range scanning is based on Zebra's prior generation SE4850; shorter range and less visible aimer
- No front camera/lacks biometric facial recognition authentication
- No BLE battery option for tracking devices
- Only three keypad options
- Lacks PTT support

Key strengths

- Lighter
- 5 in. FHD display



EMEA: M3 Mobile US20

Key weaknesses

- No integrated handle — requires accessory (poor ergonomics, less durable)
- Older Android version (10); roadmap is not published
- Limited software ecosystem
- Smaller display
- Older, less efficient processor; less RAM (4GB) and one-half the Flash (64GB)
- Less rugged — lower drop specification, lower tumble specification, lower sealing
- No condensation-resistant model for the freezer/cold chain applications
- Inferior wireless connectivity — lacks Wi-Fi 6/6E and 5G; older Bluetooth standard
- Smaller capacity battery
- Extended range scanning is based on Zebra's prior generation SE4850; shorter range and less visible aimer
- No front camera/lacks biometric facial recognition authentication
- Lower resolution rear camera
- No BLE battery option for tracking devices
- Only three keypad options
- Lacks PTT support

Key strengths

- Lighter



APAC: CipherLab RK95

Key weaknesses

- No integrated handle — requires accessory (poor ergonomics, less durable)
- Older Android version (9); shorter Android roadmap (up to A12)
- Limited software ecosystem
- Older, less efficient processor; less RAM (4GB) and one-half the Flash (64GB)
- Less rugged — lower drop specification, lower tumble specification, lower sealing
- Inferior wireless connectivity — lacks Wi-Fi 6/6E and 5G; older Bluetooth standard
- Smaller capacity battery
- Extended range scanning option is inferior to MC9400/MC9450's newer SE58
- No front camera
- Lacks biometric facial recognition
- Rear camera is optional; lower resolution
- No BLE battery option for tracking devices
- Lacks PTT support

Key strengths

- Lighter



APAC: Chainway C61

Key weaknesses

- No integrated handle — requires accessory (poor ergonomics, less durable)
- Older Android version (11); roadmap is not published
- Limited software ecosystem
- Smaller display
- Older, less efficient processor; less RAM (4GB max); one-half the Flash (64GB max)
- Less rugged — lower drop specification, lower tumble specification, lower sealing
- No condensation-resistant model for the freezer/cold chain applications
- Inferior wireless connectivity — lacks Wi-Fi 6/6E and 5G; older Bluetooth standard
- Extended range scanning is based on Zebra's prior generation SE4850; shorter range and less visible aimer
- No front camera
- Lacks biometric facial recognition
- Lower resolution rear camera
- No BLE battery option for tracking devices
- Lacks PTT support

Key strengths

- Lighter



Feature-to-Feature Comparison: Regional Competitors

Regional Competitors

Yellow shading indicates the best specification among products in this chart. Competitive information is based on publicly available information at time of publication.

		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Physical Characteristics								
Form Factors	Gun	Brick, Gun (via accessory)	Brick, Gun (via accessory)	Brick, Gun (via accessory)	Brick, Gun (via accessory)	Brick, Gun (via accessory)	Brick, Gun (via accessory)	The MC9400/MC9450 offers a familiar form factor designed for comfort, with the same proven ergonomics of the MC9300. If customers want a gun form factor with these competitive devices, they'll need to purchase an additional accessory. A two-piece solution has drawbacks: poor ergonomics, reduced durability and more parts to manage.
Weight	743 g	425 g	450 g (Brick)	530 g	369 g	400 g (standard battery and scanner)	370 g (SE4710) 404 g (SE4850)	While the MC9400/MC9450 is not the lightest device in this category, it offers the industry's most proven ergonomics: a perfectly weighted device with a pistol-style grip.

Regional Competitors

Yellow shading indicates the best specification among products in this chart. Competitive information is based on publicly available information at time of publication.

		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								

Physical Characteristics (continued)

Keypad	Seven options Field-replaceable	One option (38-key)	Three options	Three options	Three options	Six options	Three options	The MC9400/MC9450 offers the most keypad options in this class, enabling customers to choose the keypad that makes data entry as easy as possible. Field-replaceable keypads lower repair costs and device downtime.
Display	4.3 in. WVGA capacitive	4.0 in. WVGA capacitive	4.3 in. WVGA capacitive	5.0 FHD capacitive	4.0 in. WVGA capacitive	4.3 in. WVGA capacitive	4.0 in. WVGA capacitive	The MC9400/MC9450's 4.3 in. display lets workers see more than enough business data in a single view – particularly for a key-based device.








Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Computing Platform								
OS	Upgradeable to Android 17 Zebra's Restricted Mode for control over GMS services	Android 10	Android 9 or 11, upgradeable to Android 14	Android 8.1, 9, 10 with GMS	Android 10 with control over GMS	Android 9, upgradeable to Android 12	Android 11	Support to Android 17 offers a superior roadmap, improved security and investment protection. Zebra offers an easy way to deactivate and reactivate Google Mobile Services (GMS).
Processor	Qualcomm® 4490 2.45 GHz octa-core	1.8 GHz octa-core	Qualcomm® SD660 2.2 GHz octa-core	2.2 GHz octa-core	2.2 GHz octa-core	2.2 GHz octa-core	Qualcomm® Snapdragon 662 2.0 GHz octa-core	The MC9400/MC9450 features a newer Qualcomm platform that provides 2.5 times greater processing power over the QC SD660. Qualcomm 4490 includes long-term support for Android releases and supports premium features like multi-Gigabit Wi-Fi 6E connectivity for advanced augmented reality applications.

Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Computing Platform (continued)								
Memory	6 GB RAM 128 GB Flash	3 GB RAM 32 GB Flash	4 GB RAM 64 GB Flash	4 GB RAM 64 GB Flash	4 GB RAM 64 GB Flash	4 GB RAM 64 GB Flash	3 or 4 GB RAM 32 or 64 GB Flash	The MC9400/MC9450 offers higher memory and storage options for superior app performance.
Expandable storage	MicroSD up to 2 TB	Not supported	Not supported	Not supported	MicroSD up to 512 GB	MicroSD up to 2 TB	MicroSD up to 128 GB	Expandable storage can meet the needs of virtually any application.








Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Environmental								
Drop Spec	Exceeds per MIL-STD-810H: 12 ft./3.65 m to concrete; Enterprise drop standard: 8 ft./2.4 m to concrete across temperature (-20°C to 50°C) exceeding MIL-STD-810H Freezer version: 7 ft./2.1 m to concrete (-30°C to 50°C) exceeding MIL-STD810H	6 ft./1.8 m drops to concrete	6 ft./1.8 m drops to concrete over operating temp. range 6.5 ft./2 m drops to concrete at room temp.	6.5 ft. /2 m drops	6 ft./1.8 m drops to concrete across operating temp. range	6 ft./1.8 m drops to concrete across temp. range Freezer: 5 ft./1.5 m drops to concrete across temp. range	6 ft./1.8 m drops to concrete across operating temp. range	The MC9400/MC9450 offers the maximum drop specifications available in this group, enhancing ruggedness for the harshest environments to minimize product downtime and repair costs.

Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Environmental (continued)								
Tumble Spec	6,000 3.3 ft./1.0 m tumbles	Not specified	2,000 3.3 ft./1.0 m tumbles	Not specified	3,000 3.3 ft./1.0 m tumbles	1,000 3.3 ft./1.0 m tumbles	1,000 1.6 ft./0.5 m tumbles	The MC9400/MC9450 passes the most stringent tumble test, which simulates the rough handling/real world wear and tear typical in rugged environments (such as a tumbles that occur after a fall, or a device is knocked off a box onto a truck bed).
Sealing	IP65 and IP68	IP68	IP65	IP67	IP65	IP65	IP67	With dual IP68 and IP65 sealing, the MC9400/MC9450 is 100 percent dustproof, can handle the force of jetting water and can be fully submerged in water

Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								

Environmental (continued)

Freezer Operation	Yes (Freezer model) Heated touch panel and scanner exit window, plus freezer-rated battery	Yes	No	Yes, with UL20F model	No	Yes, with Cold Storage model	No	A freezer model increases versatility and brings mobile computing to harsh freezer and outdoor environments.
Gorilla Glass	Yes, on both touch panel and scan window	No	Yes, on touch panel only	Yes, on touch panel; on scan window on UL20F freezer model only	Yes, on touch panel only	Yes, on touch panel only	No	Ultra-strong Gorilla Glass on the scanner exit window prevents nicks and scratches that could degrade scanning performance.
Hazardous locations	Yes (Non-incendive model) ¹	No	No	No	No	No	No	With the Non-incendive model ¹ , the MC9400/MC9450 can be safely used when flammable hazardous materials are present.





Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Power								
Battery	Standard: 7000 mAh Freezer: 5000 mAh BLE: 7000 mAh Non-incendive: 7000 mAh	5200 mAh	Standard: 5700 mAh Optional: 4000 mAh	6700 mAh	6700 mAh	Standard: 3000, 6000 mAh Cold Storage: 5500 mAh	6700 mAh	The MC9400/MC9450 delivers the most battery capacity in this group to power a full shift and beyond.
Battery Swap	Hot swappable	Hot swappable	Hot swappable	Hot swappable	Hot swappable	Hot swappable	Hot swappable	Hot swap support allows workers to maintain uninterrupted productivity – there are no lost sessions or data.
Battery Metrics/Management	PowerPrecision+ Real-time visibility into battery metrics	No	No	No	No	No	No	Zebra offers the most comprehensive collection of real-time battery metrics for better battery management.








Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Data Capture								
Scan Engine Options	SE58 1D/2D Extended Range Scan Engine with IntelliFocus™ technology and high visibility green aimer SE4770 1D/2D with red laser aimer	1D/2D imager	1D laser (Zebra SE965) 2D standard (HW N6703) 2D extended range to 20 m (HW EX30)	2D Extended Range Imager SE4850	2D Standard Range Imager SE4770 2D Extended Range Imager SE4850	2D Standard Range Imager 2D Mid Range Imager 2D Extended Range Imager	2D Standard Range Imager SE4710 2D Extended Range Imager SE4850	Zebra's latest extended range scan engine delivers the industry's widest working range – from barcodes in hand to over 100 ft./30 m away. Its expected working ranges are greater than Honeywell's EX30 and Zebra's previous generation SE4850 scan engine. In addition, the SE58's green laser aimer is up to 7x more visible than a red aimer. It's visible across the entire working range indoors and up to 10 ft./3 m in direct sunlight, making it easier for workers to accurately aim and successfully scan in all lighting conditions, including outdoors in ports and yards.








Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Data Capture (continued)								
Rear Camera	16 MP with HDR	13 MP	13 MP	16 MP	13 MP	13 MP (optional)	13 MP	The MC9400/MC9450 offers the highest resolution rear camera in this group, providing highly detailed photos to document proof of condition, proof of compliance and more. HDR provides better detail in very light and very dark areas of the photo.
Front Camera	8 MP	No	No	No	No	No	No	Only the MC9400/MC9450 has a front-facing camera to support video conferencing, locationing applications including Visible Light Communication (VLC), as well as Identity Guardian biometric facial recognition.

Regional Competitors

Yellow shading indicates the best specification among products in this chart. Competitive information is based on publicly available information at time of publication.

		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Data Capture (continued)								
OCR	Yes Available OCR Wedge licenses: vehicle identification, tire identification, license plate, meter and shipping container identification numbers, drivers' licenses and identification cards	No	No	No	No	No	No	Zebra's optional OCR Wedge licenses effortlessly capture standardized data, such as information on license plates, shipping container IDs in ports and yards and more.







Regional Competitors

Yellow shading indicates the best specification among products in this chart. Competitive information is based on publicly available information at time of publication.

		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Connectivity								
WLAN	Wi-Fi 6E* 802.11 a/b/g/n/ac/ax/d/h/i/ r/k/v/w/mc 2x2 MU-MIMO * Available December 2023	Wi-Fi 5 802.11 a/b/g/n/ac	Wi-Fi 5 802.11 a/b/g/n/ac/d/h/i/k/ r/v 2x2 MU-MIMO	Wi-Fi 5 802.11 a/b/g/n/ac/d/e/h/i/k/ r/w	Wi-Fi 5 a/b/g/n/ac/d/e/h/i/k/ r/w MU-MIMO	Wi-Fi 5 802.11 a/b/g/n/ac/e/d/h/i/r/ k/v/w 2x2 MU-MIMO	Wi-Fi 5/ Wi-Fi 6 Ready 802.11 a/b/g/n/ac/ax- ready/d/e/h/i/k/r/v	<p>Only the MC9400/MC9450 supports Wi-Fi 6E, which offers 4x the bandwidth, 4x higher capacity and 75 percent lower latency than Wi-Fi 5. Wi-Fi 6E future proofs the network with the capacity to support AR and other advanced, low latency apps. Other advantages include:</p> <ul style="list-style-type: none"> • Supports 2x2 Mu-MIMO, which boosts Wi-Fi network capacity, speed and range • Supports more Wi-Fi protocols such as 802.11mc for locationing applications • Superior Wi-Fi radio firmware to increase the quality and reliability of Wi-Fi connections








Regional Competitors

Yellow shading indicates the best specification among products in this chart. Competitive information is based on publicly available information at time of publication.

		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Connectivity (continued)								
Bluetooth	V5.3 and Secondary BLE for beaconing within BLE battery	V5.0	V5.0	V4.1	V4.1	V5.0	V5.1	The MC9400/MC9450 supports a newer Bluetooth standard, which offers better audio quality, lower power requirements and flexible connectivity options.
5G Public and Private	Yes (MC9450) Data connections only	No	No	No	No	No	No	The MC9450 is the first integrated gun-style device to offer private and public 5G wireless data connectivity, bringing new affordable wireless networking options to expansive outdoor and indoor environments. A large number of target customers are ideal prospects for private 5G networking: warehousing, yards, ports, utilities, mining/energy and manufacturing.








Regional Competitors

Yellow shading indicates the best specification among products in this chart. Competitive information is based on publicly available information at time of publication.

		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Security Features								
Biometric facial recognition	Identity Guardian	No	No	No	No	No	No	Only the MC9400/MC9450 supports a front-facing camera and biometric facial recognition. Zebra's Identity Guardian saves workers time since they don't need to type in credentials to log into the device and removes the risk of shared/compromised passwords.
OS Security	LifeGuard™ for Android™	Standard patch support from Google	Point Mobile PULS	Standard patch support from Google	Standard patch support from Google	Standard patch support from Google	Standard patch support from Google	LifeGuard for Android provides regular and timely OS patches and security updates throughout the MC9400/MC9450's life, protecting data from hackers and breaches.


Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Security Features (continued)								
Private 5G support	Yes (MC9450)	No	No	No	No	No	No	Support for Private 5G and CBRS networks gives businesses complete control over cellular connections. All devices must use SIM cards to gain access onto a private 5G network, making the overall environment more secure.








Regional Competitors

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		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Solutions								
Device tracking	Yes, with Device Tracker license Optional BLE battery enables device tracking when the device is powered off or low in power	Not available No secondary BLE beacon	Not available No secondary BLE beacon	Not available No secondary BLE beacon	Not available No secondary BLE beacon	Not available No secondary BLE beacon	Not available No secondary BLE beacon	A single missing device can lower productivity and ROI, but with thousands of square feet in a warehouse or manufacturing floor, it's easy to misplace a device. Zebra's Device Tracker provides instant visibility into all your devices, eliminating time-consuming searches for missing devices and maximizing device availability. This cloud-based solution that can scale up to 100,000 devices and 5,000 sites. Teams have everything they need to monitor, flag and recover devices. Managers and admins can access reports and fleet-wide historical data to improve device utilization.

Regional Competitors

Yellow shading indicates the best specification among products in this chart. Competitive information is based on publicly available information at time of publication.

		APAC	EMEA	EMEA	EMEA	APAC	APAC	
Feature	Zebra MC9400/ MC9450	Urovo RT40	Point Mobile PM451	M3 Mobile UL20	M3 Mobile US20	CipherLab RK95	Chainway C61	Why it matters
								
Solutions (continued)								
Push-to-Talk (PTT)	Yes with Workcloud Communication	PTT available	No	No	No	No	No	Warehouses, manufacturing and other organizations can connect their staff with a fully-scalable suite of communication tools with Zebra's Workcloud Communication. Staff can stay connected via secure texts or voice messaging using PTT.
TE Support	Ivanti All-Touch TE preloaded and pre-licensed	Not specified	Not specified	Not specified	Not specified	Mirror Terminal Emulation software	Not specified	Support for Ivanti TE enables customers to run their 'green screen' apps right out of the box — no backend modification or user training required. Ivanti All-Touch TE is preloaded and pre-licensed on the MC9400/MC9450 for easy deployment.

Selling against Honeywell

Comparing Zebra SE58 vs. Honeywell FlexRange (EX30)

Zebra SE58 vs. Honeywell EX30 (FlexRange)

Better performance, superior scanning ranges and a brighter, more visible aimer!



Superior expected working ranges

- Better working ranges, both near and far
- Improves worker safety and productivity – less climbing or crouching to scan hard-to-reach barcodes
- Additional ranges enable more efficient outdoor scanning in ports, yards, etc.



Green laser aimer is up to 7x more visible

- Green laser aimer is up to 7x more visible than a red aimer; highly visible wide cross-hair pattern
- Allows workers to see the aimer farther away in any lighting
- Workers can more quickly and accurately target barcodes at a variety of distances, in any lighting condition, from the dimmest corners of the warehouse to bright sunlight outdoors
- Minimizes the scanning of wrong/unintended items



Intelligent data capture with IntelliFocus™

- Uses intelligence to quickly determine the barcode distance and capture it, whether the barcode is in hand or across the room
- Adjustable illumination and intelligent autofocus
- No sacrificing scanning speed for working range



Superior performance

- Higher resolution sensor (SE58: 1 MP and 2 MP; EX30: 1 MP and 1 MP)
- Zebra's exclusive PRZM Intelligent Imaging technology
- Fast decode across a variety of barcode types and densities

Zebra Mobility DNA vs. Honeywell Mobility Edge

An earlier Android commitment – and more expertise



Nearly a decade of proactive commitment.

Zebra recognized the potential advantages of Android in the enterprise and committed to Android in 2011. As a result, we have more expertise in developing, enhancing and delivering software to make Android more 'enterprise-ready'.



Long-term major investment in Mobility DNA.

We have invested more than \$300 million in Mobility DNA and continue to invest, refining tools through multiple OS versions and thousands of deployments. Our time-tested expertise offers customers unique value with built-in utilities, applications and end-to-end enterprise solutions.



Powerful platform approach.

All Zebra Android mobile computers support a substantial number of Mobility DNA applications. And all Zebra product families support some or all of their DNA family of apps – DataCapture DNA for scanners and Print DNA for printers.



Reactive commitment.

Honeywell released Mobility Edge and committed to Android after a major market driver for Android was announced by Microsoft — the end of support for Microsoft Windows Mobile and CE.



Newer software, less 'tried-and-true'.

Honeywell released Mobility Edge in late 2017 and has announced Mobility Edge tools before they are available.



No platform approach.

Honeywell is developing Mobility Edge in piecemeal fashion, across multiple chipsets, with varying committed lifecycle availability and support — making it more complex for customers who want to deploy multiple products.

Zebra Mobility DNA vs. Honeywell Mobility Edge

	Zebra Mobility DNA	Honeywell Mobility Edge
INTEGRATE		
Development Tools	EMDK Full device development	Honeywell SDK Limited: Scanning APIs only
	Enterprise Browser (+EAC/DOM injection) Fully configurable browser for native application look/feel Includes Enterprise Application Configurator (EAC) to simplify DOM injection at no additional cost	Honeywell Enterprise Browser Does not include DOM injection
	VisibilityIQ API Integrate unique, actionable insights on device inventory, health, and utilization into customer business systems	No documented APIs available
SECURE		
Staging	Mx Layer of enterprise features for robust security, management	Mobility Edge Limited: Fewer enterprise features

Zebra Mobility DNA vs. Honeywell Mobility Edge

	Zebra Mobility DNA	Honeywell Mobility Edge
SECURE (continued)		
OS Support	LifeGuard for Android Monthly (current OS, security), quarterly (maintenance and security previous OS), rollback support, cumulative (LG3), unique OS transition period, committed Android 16 support * Available with Zebra OneCare maintenance plan	Mobility Edge/Sentinel Limited: quarterly, sequential updates; inconsistent support across models (varying number of Android releases and years of support); frequency of regular updates is unpredictable (at times, there are long gaps between releases)
Lockdown	Enterprise Home Screen Comprehensive security set	Honeywell Launcher Limited: Not as many security options (e.g. no USB debugging or blocked access to file system)
GMS disable	GMS Restricted Mode Configuration of Google Services	No available solution
DEPLOY		
Staging	StageNow Freely available; doesn't require EMM	Staging Hub On par with Zebra
EMM enrollment	Zebra Zero Touch Zebra Zero Touch Service for Google enrollment	Zero Touch No Google enrollment service

Zebra Mobility DNA vs. Honeywell Mobility Edge

	Zebra Mobility DNA	Honeywell Mobility Edge
MANAGE		
Diagnostics	Device Diagnostics Full hardware diagnostics	Device Diagnostics Limited: Basic hardware check
Device Locationing	Device Tracker Device accountability, loss prevention, and quick recovery * Optional BLE battery enables tracking of devices that are turned off or out of power	Device Finder Limited: Basic device recovery
Connectivity Insights	Wireless Insights Part of IT infrastructure monitoring solutions from Aruba, Mist and Extreme, enabling instant visibility of mobile device data, voice and roaming	No solution
Connectivity Analysis	Wireless Analyzer Advanced, in device Wi-Fi network analysis tool for data, roaming and voice analysis	Limited: Basic Wi-Fi diagnostics

Zebra Mobility DNA vs. Honeywell Mobility Edge

	Zebra Mobility DNA	Honeywell Mobility Edge
MANAGE (continued)		
Trouble-shooting	RxLogger A freely available built-in troubleshooting service	No solution
Battery Management	PowerPrecision On-device state of health, battery API's for off device collection of battery health	Limited: On-device simple battery gauge
EMM Enablement	OEMConfig Interface for Zebra Mx API's Remote Control API's Secure remote control Staging API StageNow integration into EMM LifeGuard OTA Automated Android updates delivered over-the-air	OEMConfig Interface for Honeywell API's Smart Device Suite Platform EMM solution for use within China

Zebra Mobility DNA vs. Honeywell Mobility Edge

	Zebra Mobility DNA	Honeywell Mobility Edge
OPTIMIZE		
Connectivity Performance	Wireless Fusion Optimized to perform better than standard Android	No documented advanced capabilities
Peripheral Management	Device Central Bluetooth pairing and connection utility for users with shared printers, headsets and scanners	Limited support only for Honeywell Wireless Tether
Data Capture	NG Simulscan Multi-Barcode: capture up to 100 barcodes in a single scan /any barcode, specific barcodes, changing or fixed quantity); document capture: easily capture and crop image of documents	Limited: Multi-Barcode up to 10 barcodes; no document capture feature
Data Capture	OCR Wedge On-device, fine-tuned for six use cases: TIN, VIN, license plate, IDs, meters, and containers	Limited: phone number and zip code






Zebra Mobility DNA vs. Honeywell Mobility Edge

	Zebra Mobility DNA	Honeywell Mobility Edge
OPTIMIZE (continued)		
TE	TekTerm for Android Terminal emulation including SAP	No solution
TE	All Touch Terminal Emulation Fully-featured flexible terminal emulation solution for Zebra mobile computers	Honeywell SmartTE On par with Zebra
OTHER		
Cloud-based portal for managing tools	DNA Cloud A unified cloud-based interface that makes it easy to deploy, configure and manage the full portfolio of Mobility DNA tools	Limited availability: Comparable solution is available in China, but is not available globally




Added Value with Zebra Services

Added value with a full portfolio of Services




Zebra OneCare Select

-  3- or 5-year protection covering device functional failure, normal wear and tear, and accidental damage
-  Like new device shipped same day with next business day delivery*
-  Devices are delivered fully commissioned and ready to work out of the box.
-  Access to VisibilityIQ™ OneCare** dashboard to manage your contracts and track the status of your repairs
-  Optional Battery Maintenance to meet your needs and help you avoid downtime

Professional Services

-  Gold Build ensures your Mobile Computers (MC) 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™

-  Cloud-based dashboard to view fleet insights and make decisions based on analytics across your entire device fleet
-  Address potential device issues before they impact your business, and uncover opportunities for cost-cutting, right-sizing inventory and reducing lost or stolen assets
-  View everything in an easy-to-grasp, color-coded dashboard and get alerts on your fleet of mobile devices

* For RMAs received before the cutoff time. Next business day subject to availability and site accessibility conditions in specific regions.

**For Mobile Computers and Scanners only. Includes Cloud-based visibility to repair, technical support, contracts, LifeGuard reports, and more.

Sales Tools and Resources

Sales Enablement Tools

Internal Zebra Tools	Partner Tools	External Tools
Product beauty/application photography	Product beauty/application photography	Spec Sheet
Selling Guide Presentation	Selling Guide Presentation	Customer Presentation
Battlecard	Battlecard	Product page on Zebra.com
Product descriptions	Product descriptions	Product video
Product video	Product video	Infographics (Retail, Manufacturing, T&L, Ports and Yards)
Practical Guide to Selling (Positioning Guide)	Practical Guide to Selling (Positioning Guide)	Product Brochure
3D Browser	Solutions Pathway pages	ESG Flyer
The Source product page		
Solutions Pathway pages		

Marketing Reference Material

The Source (for internal Zebra only): <https://zebra.showpad.biz/>

MC9400/MC9450 Product Home: www.zebra.com/mc9400-mc9450

Services: <https://www.zebra.com/us/en/services.html>

Learning Portal: https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio_training.aspx

Solutions Pathway: <https://solutionspathway.zebra.com>

Developer Tools: <https://developer.zebra.com>

Mobility DNA: <http://www.zebra.com/mobilitydna>

Support: www.zebra.com/support



Thank you!

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