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OVERVIEW

ET60W/ET65W Enterprise Tablets

As the first AI-driven tablets in their class of 10-inch rugged Windows tablets, the ET60W and ET65W deliver unmatched performance and productivity. Embedded AI features improve workflows and user experience, while the dedicated AI engine in the new Intel® Core™ Ultra platform paves the way for a new generation of applications that enable users to work smarter and faster. The tablets are loaded with the latest wireless connectivity, security and data capture features. And they can be used as a vehicle mount computer, a 2-in-1 laptop alternative and a standalone tablet.

Features & Benefits

Top 3 Customer Messages

1 **Redefine workforce efficiency with AI**

- With the next generation Intel Core Ultra platform and Intel® Adaptive Boost, AI applications run up to 70% faster[1] and require less battery power

- An AI-enabled touchscreen and advanced sensing technology deliver pinpoint accuracy and instant response times, whether workers are using bare fingers, heavy gloves or an active or passive stylus — even in heavy rain — without choosing touch mode settings

- Advanced AI-audio suppresses more noises, enabling higher quality voice, so workers can confidently place and answer calls and interact with voice-enabled applications in the loudest environments

2 **Enhanced versatility and flexibility**

- A friction hinge detachable keyboard turns these tablets into true 2-in-1 laptop alternatives for heavier data entry

- Only device in its class to offer battery hot swap as a standard feature for non-stop power

- All the fastest wireless connections, no matter where the job takes you — Wi-Fi 7 offers up to 5x the speed and 2x the bandwidth of Wi-Fi 6, plus 5G second generation Release 16 (ET65W) delivers faster cellular speeds

- Private 5G/CBRS[2] support (ET65W) for wireless coverage of widespread areas like ports and yards

- Optional data capture tools streamline and error-proof more workflows: 1D/2D barcodes and UHF RFID

3 **More rugged and more secure**

- Put through more real-world tests than any other tablets in their class

- Drop-tested on concrete, built for sub-zero cold and blazing heat, rapid and wide temperature changes, dustproof, corrosion-proof and can even be hosed off

- Multi-factor authentication with Windows Hello camera for facial recognition, plus optional fingerprint reader and Smart Card/CAC support

- Trusted Platform Module (TPM) secures authentication data, such as passwords and fingerprints

- SSD drive can be removed to protect sensitive data if tablet requires service

Additional Differentiating Features

SE55 1D/2D Advanced Range scan engine with IntelliFocus™ technology

Optional scanner easily captures 1D/2D barcodes in a variety of conditions over an extraordinary scanning range — from in-hand to the top shelf of a warehouse rack

Patent-pending rugged vehicle dock for forklift operation

Holds the tablet in place under heavy vibration, constant pounding, ramps and bumps; delivers the versatility of a tablet, without sacrificing any of the capabilities of a traditional fixed vehicle mounted mobile computer

Zebra Control Hub for Windows

Provides a single panel that makes tablet management easy for end users and IT; users can click to choose their preferences, while IT can access data to help troubleshoot, better manage the battery pool and more

Built to last with a long lifecycle — up to 8 years

Available for sale for four years, with service extended for an additional four years; forward thinking computing platform can meet your customer's business needs throughout the lifecycle

What's New

The ET60W and ET65W provide an excellent migration path from legacy Zebra L10/L10ax Windows tablets and legacy vehicle mount computers. Advancements include:

Newer, faster platform
Next generation Intel® Core™ Ultra platform delivers unmatched speed and efficiency — AI applications run up to 70% faster[1]

Next-gen AI-driven functionality
Embedded with AI features, including AI powered touchscreen and audio

Latest wireless connectivity
Support for: Wi-Fi 7 (5x the speed and 2x the bandwidth of Wi-Fi 6); 5G (30-40x less latency than 4G); Private 5G and CBRS[2]

Rugged forklift docking solution
Patent-pending rugged dock built to handle heavy vibration and constant pounding in forklift operations

More rugged
More rugged drop spec, IP66 sealing to support hose downs and a wider operating temperature range

Advanced range scanning
Optional SE55 1D/2D Advanced Range scan engine with IntelliFocus™ technology

Shared expansion back
Add the same supported modules for the ET6x Android tablets, including an RFID reader, Smart Card/CAC reader and a kickstand

Rugged friction hinge keyboard
Feels more like a laptop when typing or tapping the screen; display can be set at any angle

Zebra Control Hub for Windows
Improves usability; makes it easy to access and select tablet settings, all from a single application

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Competitive Highlights

Following are the top competitive selling points for the major competitive products. Complete competitive information can be found in the Selling Guide.

Panasonic TOUGHBOOK FZ-G2	Getac UX10	Dell 7030	Honeywell RT10w

Inferior ergonomics. The TOUGHBOOK G2 is more than 50% thicker, making it more cumbersome to hold and carry, impacting visibility in a vehicle dock.

Older Intel platform. TOUGHBOOK G2 is based on Intel's 12th gen Core i5/i7 platform; ET60W/ET65W's next generation Core Ultra 5/7 platform boosts AI application performance up to 70% faster.[1] Plus, the G2's older LPDDR4X RAM technology is slower and less power efficient.

Lacks embedded AI features. Does not support AI-powered touchscreen or audio.

Inferior data capture options. TOUGHBOOK G2 lacks an advanced scanning range option and RFID support; lower resolution front and rear cameras.

Less rugged. TOUGHBOOK G2 has lower sealing and a less rugged drop specification — it is dropped to plywood and not tested across the operating temperature range. The ET6xW is tested to tile over concrete and direct to concrete, and both tests are across the entire operating temperature range.

Hot swappable battery is an option. Only the ET60W and ET65W offer hot swap as a standard feature.

Inferior wireless connectivity. TOUGHBOOK G2 does not support Wi-Fi 7, Private 5G or CBRS — so users cannot access the fastest networks; inferior support for low-latency applications like AI and machine learning.

Inferior ergonomics. The UX10 is nearly 30% thicker, making it more cumbersome to hold and carry, impacting visibility in a vehicle dock.

Older Intel platform. UX10 is based on Intel's 12th gen Core i5/i7 platform; ET60W/ET65W's next generation Core Ultra 5/7 platform boosts AI application performance up to 70% faster.[1] Plus, the UX10's older LPDDR4X RAM technology is slower and less power efficient.

Lacks embedded AI features. Does not support AI-powered touchscreen or audio.

Inferior data capture options. No advanced range scanning option; no UHF RFID support; lower resolution front and rear cameras; no integrated NFC (HF RFID is available through an optional HF RFID reader.

Less rugged. UX10 has a less rugged drop specification — it is not tested across the operating temperature range and the drop surface is not specified. The ET6xW is tested to tile over concrete and direct to concrete, and both tests are across the entire operating temperature range. Also the vibration testing specifications are not listed.

Hot swappable battery is an option. Only the ET60W/ET65W offers hot swap as a standard feature.

Inferior wireless connectivity. UX10 does not support Wi-Fi 7, Private 5G or CBRS — so users cannot access the fastest networks; inferior support for low-latency applications like AI and machine learning.

Inferior ergonomics. Dell 7030 is nearly 40% thicker, making it more cumbersome to hold and carry, impacting visibility in a vehicle dock.

Older Intel platform. Dell 7030 is based on Intel's 12th gen Core i5/i7 platform; ET60W/ET65W's next generation Core Ultra 5/7 platform boosts AI application performance up to 70% faster.[1]

Lacks embedded AI features. Does not support AI-powered touchscreen or audio.

Inferior data capture options. Dell 7030 lacks an advanced range scanning option; no UHF RFID support; lower resolution rear camera; no integrated NFC (HF RFID is available through an optional HF RFID reader)

Less rugged. Less rugged drop specification — only from 4 ft/1.2m with the drop surface not specified. ET6xW is tested to tile over concrete and direct to concrete, and both tests are across the entire operating temperature range. Lower sealing.

Hot swappable battery is an option. Only the ET60W/ET65W offers hot swap as a standard feature.

Inferior wireless connectivity. Does not support Wi-Fi 7.

Significantly older Intel platform. RT10w is based on Intel's legacy Pentium platform; will significantly limit its ability to support modern and AI applications; offers one-quarter the RAM and 1/15 the storage of ET60W/ET65W's maximum configuration.

Lacks embedded AI features. Does not support AI-powered touchscreen or audio.

Inferior data capture options. Zebra's SE55 scan engine offers enhanced performance, better expected working ranges, faster trigger to beep and a more visible aimer than Honeywell's FlexRange; no UHF RFID support; lower resolution front and rear cameras.

Less rugged. RT10w has a less rugged drop specification (only from 4 ft/1.2m to concrete); lower sealing; smaller operating temperature range.

Lacks Hazloc model. Cannot be safely used around flammable materials.

Hot swappable battery is an option. Only the ET60W/ET65W offers hot swap as a standard feature.

Inferior wireless connectivity. RT10w does not support 5G, Wi-Fi 7, Private 5G or CBRS. Users cannot access the fastest networks; inferior support for low-latency applications like AI and machine learning.

Limited security features. Lacks facial recognition, fingerprint reader and Smart Card/CAC option.

NOTE: The information in this chart is obtained from publicly available information and is subject to change based on updates to competitive product specifications.

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Objection Handling

Operations Manager	Technology Decision Maker: Purchasing
"AI is trending right now, but we're only interested in investing in technology that will help our workers and operations."	**"Zebra has focused heavily on Android over the years. Why should we invest in a Windows device from Zebra?"**
Response:	**Response:**

"AI-driven" is far more than a buzzword — it substantially improves workflows, productivity and job satisfaction in very tangible ways.

The ET60W/ET65W supports embedded AI features that improve the functionality of the touchscreen and audio, the key ways users interact with a device. For example:

- Workers can use a stylus one minute and their finger a minute later, without needing to change touch mode settings. The AI-powered touchscreen instantly recognizes the input and adjusts for pinpoint accuracy — makes it so much easier for users to interact with the device and is critical during emergency situations

- AI-powered audio boosts noise identification and suppression technology to a new level — workers can conduct calls and accurately use speech recognition apps in the loudest environments

The dedicated AI engine in Intel's new Core Ultra platform efficiently handles heavy AI processing requirements, increasing application speeds up to 70% faster.[1] The opportunities for AI, augmented reality and machine learning applications on the ET60W/ET65W are endless. For example:

- For first responders, AI technology can help detect hazards, map out structures, predict how a hazard may spread based on environmental factors, and more

- AI can guide technicians step-by-step through complex resolutions

- AI systems can monitor yard activity, tracking the movement of vehicles, personnel, and shipments in real time to prevent bottlenecks and delays at dock doors

- On the manufacturing plant floor, AI predictive maintenance applications can analyze real-time machine performance and predict failures before they occur

While we are the market leader in Android rugged tablets, we know that many customers and markets are Windows dominant. We continue to invest heavily in hardware and software resources for our Windows tablets.

- ET60W/ET65W is the first tablet in this class to support Intel's next generation Core Ultra 5/7 platform which offers unmatched speed and efficiency with three dedicated engines and advanced features, such as Intel Adaptive Boost

- Zebra Tablet Control Hub for Windows enhances usability and productivity; workers can access and select their preferred tablet settings all from a single application; IT has access to information to help troubleshoot malfunctions and identify, remove and replace aging batteries before they impact user productivity

- If you need a custom Windows image, Zebra's Professional Services can create and stage it. Zebra's Custom Product Group can also create a custom BIOS tailored for your unique requirements as well, enabling faster and easier deployment

- Whether you choose a Zebra Android or Windows tablet, you can count on our long and proven track record for rugged reliability — Zebra tablets will function in any environment and application

- Additional Zebra-only software tools, such as 123Scan and Zebra Scanner SDK for Windows, make it easy to configure and manage the barcode scanner

- Zebra OneCare optional support contract covers everything is available for up to eight years

Key Links

Accessories

A complete portfolio of enterprise accessories enables your customers to tailor their solution to meet their application needs, while you increase revenue and margins. ET6x Windows and Android tablets share most accessories.

- Rugged friction hinge keyboard for a 2-in-1 solution

- Expansion back modules: RFID reader, Smart Card/CAC reader, kickstand

- Rugged vehicle dock for installations in the cab of a first responder vehicle, utility truck, delivery truck and more

- Warehouse keyboard is compatible with the rugged vehicle dock for installations in forklifts

- 2-slot battery charger

- Spare batteries (standard and extended)

- Variety of carrying options including soft handle and shoulder strap

- Passive or active stylus

- And more...

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Objection Handling

Operations Manager	Operations Manager	Operations Manager
"Why is the ET65W the right solution for vehicles out in the field — such as delivery trucks and first responder vehicles? "	**"Our workers and workflows can't afford any disruptions."**	**"We are concerned that a tablet won't be rugged enough to handle our forklift operations."**
Response:	**Response:**	**Response:**
Lightweight and rugged, the ET65W is built for life on the road – as well as out in the field and back in the office. The versatile tablet can be tailored to your way of working, enabling first responders or the field workforce to set a higher standard every second of every day.	With Zebra's long and proven track record for reliability, you get peace of mind that ET60W/ET65W tablets will function in any environment and application.	The ET60W/ET65W gives you the versatility of a tablet, without sacrificing any of the capabilities of a traditional fixed vehicle mount computer:

Operations Manager (col 1) – bullets:

- Rugged in-cab vehicle dock is designed for 10,000 insertions under the harshest conditions — easy to dock/undock quickly during emergency situations
- Rugged keyboard is ideal when the job requires heavy data entry; switch between tablet and laptop in seconds
- Low profile improves driver visibility
- Keep tablets and sensitive data secure with Windows Hello facial recognition, an optional Smart Card/CAC reader and fingerprint reader, removable hard drive and more
- The dedicated AI engine in Intel's new Core Ultra platform enables a new generation of AI-driven workflows
- 5G second generation Release 16 connects workers to the fastest cellular speeds

Operations Manager (col 2) – bullets:

- Engineered to the latest rugged standards and put through more real-world tests than any other tablet in its class to survive inevitable drops, unpredictable weather, even hose downs for easy cleaning
- Hot-swappable batteries (standard feature) and advanced battery health metrics make sure workers have plenty of power for every shift
- Latest wireless connectivity with support for 5G, Private 5G and Wi-Fi 7 provides more reliable connections inside your facility and out in the field
- Can be used in any environment: the touchscreen works even in heavy rain; super bright 1000 nit display is easy to view in any lighting condition; AI-powered audio ensures exceptional audio clarity in the loudest environments

Operations Manager (col 3) – bullets:

- Our patent-pending rugged vehicle dock holds the tablet in place under heavy vibration, constant pounding and operations over ramps and bumps; heated connectors prevent the build up of condensation and frost in freezer conditions
- With IP66 sealing, tablets can withstand vehicle hosedowns
- Support for Private 5G and CBRS[2] provides connectivity in ports and yards
- ET60W/ET65W can be powered by the forklift, eliminating the need to purchase and maintain batteries
- Workers can interact with the touchpanel wearing heavy gloves, and even seamlessly switch between a gloved and bare finger — without changing settings
- Pair the tablet with the same warehouse keyboard used with legacy fixed vehicle mounted computers for familiar key-based interactions

1. Compared to Intel's prior generation processors; https://www.intel.com/content/www/us/en/products/details/processors/core-ultra.html
2. CBRS is available in the US only

Markets

- Field Service and Operations
- Government: Public Safety and Defense
- Warehouse, T&L, Ports and Yards
- Manufacturing

Services

Manage and Support
Zebra OneCare™ Maintenance Plans keep your customers' tablets operating at peak performance, while eliminating unexpected repair costs. Customers can choose the right level of support they need, then further tailor their plan with flexible options like Battery Maintenance or Proactive Battery Replacement services.

Professional Services
If your customer uses a customized Windows image with task specific applications and settings, Zebra's Professional Services team can: stage their ET60W/ET65W tablets with this image prior to deployment; provide tailored custom Windows images; and through Zebra's Custom Product Group, offer custom BIOS solutions to meet all of your customer's unique specifications.

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