



SET THE BAR FOR **SELF-SERVICE EXCELLENCE** WITH MICRO KIOSKS FROM MOTOROLA

MOTOROLA MICRO KIOSKS



With our Micro Kiosks, you can take self-service to a new level. Customers can easily check pricing and inventory, locate product in the store, scan a loyalty card to retrieve special offers and loyalty point balance and view related items, as well as scan game card pieces, print coupons and more. You can even enable same day pick up for online orders. When customers arrive at your store, they can enter the order number, scan the order bar code on a printed receipt or displayed on their mobile phone, or simply scan their loyalty card. Backroom associates are instantly notified that the customer is in the store, as well as the location of the kiosk the customer is using, enabling prompt delivery of merchandise — a true 'no-wait' experience.

THE CHALLENGE: MEETING CUSTOMER DEMANDS FOR INSTANT SERVICE

Today's consumers have more shopping options than ever before, carving out their own shopping paths based on their needs for price, variety, quality and convenience. Customers can choose to visit a local 'brick and mortar' store, browse through a catalog or visit an online Internet store to shop and place orders 24 hours a day — or combine shopping options. For example, a customer might stand in the aisles of your store and use their smartphone to get the information they need

to make a buying decision — they may visit a social network to read product reviews or check to see how your pricing compares to online stores.

Regardless of whether consumers are in a physical or online store, they all expect one thing — instant service. Even small delays in service can result in frustration, potentially jeopardizing both the sale and customer loyalty. How can you meet the high expectations of the consumers standing in the aisles of your store without increasing your workforce — and your overhead costs?

THE SOLUTION: WOW CONSUMERS WITH THE ULTIMATE IN SELF-SERVICE

Motorola's family of Micro Kiosks allows you to meld online and in-store shopping paths, delivering a truly unique retail experience that takes in-store personalized service to new heights. Integrating your web and brick and mortar stores gives your customers greater convenience and more in-store shopping options, while providing you with more ways to reach and engage your customers.

With a self-service solution in the aisles of your store, your customers can always access the help they need, when and where they need it. In today's tech-savvy, connected lifestyle, self-service technology is not only embraced by consumers of all ages, it's preferred. Even when a store associate is available, 60 percent of consumers under the age of 35, 47 percent of consumers aged 36-50 and 42 percent of consumers over 51 always or usually opt for self-service.

With proof of acceptance in the numbers, the time to deploy a self-service solution could not be better. And with our Micro Kiosk family, you can deploy intuitive, on-demand applications that give your shoppers instant access to the information they want. Cost-effective and compact, our kiosks can be blanketed throughout your store, putting the power of self-service in every aisle or department. Whether customers need to check pricing, see their frequent shopper discounts, find a specific item or look up the balance on a gift card, the answers they need are right at their fingertips — there's no need to locate an associate.

In addition, our kiosks can do so much more than price look-up. You can easily build sophisticated and valuable services that integrate multiple touch points, such as direct mail, mobile marketing and the Internet — so your shoppers can scan bar-coded coupons displayed on the screen of their mobile phones, print coupons or use a no-hassle, no wait option when picking up an Internet order. Promotions can be displayed in the aisles of your store, right at the point of the buying decision, helping boost the success of promotions. And our Micro Kiosks easily serve as dual-use devices for a faster return on investment (ROI). A wide variety of employee-facing applications can help your associates better serve your customers and help you better educate and manage your associates.



With Motorola Micro Kiosks in the aisles of your store, customers can easily get an instant answer to one of the most commonly asked questions: "How much does this cost?" You can also take self service to the next level by allowing customer to view available sizes, colors and more. And if customers still need assistance, the press of one button can connect them to the right associate in the right department via push-to-talk.

VERSATILE DEVICES — MANY APPLICATIONS

Since you can meet multiple business objectives for customers and employees alike with a single device, you can put this smart investment to work every minute of every workday.

CUSTOMER-FACING APPLICATIONS

Our multi-function, multimedia-capable kiosks incorporate all the features you need to reinvent the self-service experience with engaging applications designed to serve virtually any customer need — from simple to complex information requests.

Information look-up: pricing, inventory and location

With the power of self-service in every aisle, you can give your customers convenient access to a wide range of information — from product pricing and location to the ability to print out value-added information like complementary recipes and product specifications. For example, a customer can scan the tag on a sweater to confirm current pricing along with any applicable frequent-customer discounts. Shoppers can also browse your online store or catalog and check inventory for a specific product. If the item is out-of-stock, customers or your associates can check availability at nearby stores and even reserve the item at their location of choice. And your customers no longer need to experience the frustration of wandering store aisles to locate an item. At the press of a few keys, they can find the exact location of any product in your store.



Since customers can get this commonly requested information on their own, your store associates now have more time to attend to other business-critical tasks, as well as provide personalized attention to more complex customer needs.

Large ticket item sales support

Selling large ticket items such as televisions or expensive software just got easier. Your paper ticket process requires time and energy from associates on the sales floor, your customers, associates at the register and backroom workers. A Micro Kiosk allows you to eliminate that time — as well as the inventory errors that can lead to a frustrated customer who finds out at the register that the item is not in stock.

Now, customers simply scan the bar code on an item tag to determine if the product is in stock and reserve the item. Backroom workers receive the order instantly, so the item is waiting at the register or a will-call area for the customer. No more tags to print and manage. And you can keep large and high-value items off the sales floor, maximizing floor space and protecting against theft.

Speedy in-store pickup

Kiosks allow you to combine web-based ordering and the physical brick-and-mortar store to provide rapid same-day in-store pickup of merchandise. Now, when shopping at your online store, customers can choose to pick up the item at the local store rather than waiting for standard shipping or paying shipping fees. When customers enter the store for pickup, there's no need to wait in the checkout line. Instead, they can approach any Motorola Micro Kiosk and either enter

their order number, swipe a loyalty card or scan an order confirmation displayed on their mobile phone to instantly access the order record.

The order department is instantly notified of the customer's arrival, along with the location of the kiosk the customer is using. An associate can promptly deliver the pre-paid merchandise right to the customer — providing the 'get in and get out' experience that everyone wants.

Convenient paging system

Some of your customers may have more complex needs that can't be satisfied through your self-service system. Other customers may simply prefer to speak directly to a sales associate rather than use a computer-based system. Our Micro Kiosk family offers a series of features to provide an instant connection to the right associate. The press of a button can place a push-to-talk call to an associate's mobile device — which could be a Motorola two-way radio, handheld mobile computer or TEAM VoWLAN smartphone. Or you could opt to use text or text-to-speech to allow customers to send a specific message to an associate. In near real-time, associates are notified of the exact kiosk location where assistance is required — as well as the customer's name if available — enabling a prompt and personalized response.

Loyalty and gift card applications

When customers can scan their loyalty cards to check loyalty club points, print out coupons and receive relevant special offers based on their purchasing

history, you deliver real value that helps strengthen those relationships, leading to more repeat visits and higher customer retention rates.

Gift cards have become wildly popular, making gift giving easy — ‘givers’ can let recipients choose what they want, and with Motorola Micro Kiosks, recipients can more easily manage their gift cards and even receive additional value. A scan of a gift card can return the remaining balance, as well as present any additional offers you may want to extend to gift card holders.

And since our Micro Kiosks can scan a physical loyalty card just as easily as the bar code displayed on a smart phone, you can provide the same conveniences regardless of whether your consumers choose to carry physical or virtual loyalty and gift cards.

Guided selling

Our Micro Kiosks offer real-time, high speed connections to the Internet and your back-office CRM and inventory systems, so you can deliver on-the-spot rich value-add information to your customers. For example, when a customer scans a blouse to confirm pricing, you can also present alternative available colors, as well as coordinating pieces and accessories. Whether your customers are looking to purchase a tent or digital camera, with our kiosks, you can provide helpful product information to assist in the decision-making process — and increase basket size. And with our powerful multimedia-enabled kiosks, customers can even preview a CD prior to purchase.

Creative electronic campaigns — email, text and more

Engage and excite your customer base by transforming traditional direct mail and online campaigns into a cool, in-store experience. Encourage store visits by sending customers fun contest-style teasers, complete with a bar code. Customers can opt to receive the offers via a text message on their mobile phones or an electronic direct mail. Regardless of whether the delivery vehicle is electronic or a printed direct mail piece, shoppers simply scan the bar code on any kiosk in your store to find out what they’ve won — whether it’s a new TV, a buy-one-get-one-free offer or 20 percent off any item of their choice. Your customers will be eager to arrive at your store to find out what they’ve won, while the kiosk delivers a convenient, fun and hassle-free experience.

Inside the store, the kiosk can also be used to display custom signage to accomplish two campaign objectives. You can promote the campaign right in the aisles of your



Motorola’s Micro Kiosk family can scan mobile bar codes — electronic versions of bar codes displayed on mobile phones — allowing you to take advantage of the very latest trends in electronic marketing. Instead of physical loyalty, gift and game cards and coupons, you can issue convenient electronic bar codes that customers can always find at the press of a button — no more paper and plastic to track and manage.

store, ensuring that every customer passing a kiosk is aware of the campaign and how to participate. And you can also display signage that informs customers where and how to find out what they’ve won the moment they walk in the store. And since all our Micro Kiosks have additional ports to support any needed peripherals, you can connect a printer that allows customers to print out coupons, game pieces and more.

If customers opt to allow you to utilize the GPS-based information in their mobile phone, you can even send timely offers when customers are driving by or have entered your store, increasing repeat visits as well as basket size.

Marketing and promotional solutions

A multimedia powerhouse, the Motorola Micro Kiosk is an ideal platform to display a wide range of marketing and promotional initiatives. Whenever a kiosk is not in use, you can run display ads to promote sales and upcoming events, highlight featured and new products as well as emphasize the strengths of your brand. Use the kiosk to remind shoppers of an upcoming do-it-yourself workshop on how to lay tile or an appreciation event for loyalty card holders. Interactive applications provide added value for just about any type of product. For example, you can help customers choose a palette of paint colors for the interior of their home or find the right moisturizer for a specific skin type. You can even use our Micro Kiosks to create a new revenue stream — you can sell display advertising spots to brands and

manufacturers to promote their products and special offers right in the aisles of your store.

ASSOCIATE-FACING APPLICATIONS

In addition to providing robust self-service solutions for your customers, Motorola Micro Kiosks give store employees the tools they need to maximize on-the-job effectiveness and customer satisfaction. Associates can access the same customer-facing applications to better assist those customers who are less comfortable using the kiosk — including on-the-spot price and inventory checks. With a wide range of product information right at their fingertips, even newer employees can answer questions and serve customers as swiftly as your most seasoned workers. Other employee applications include:

Affordable employee training

Convenient kiosks help keep employees up to date on the very latest information — from store policies and specials to new products. Replace paper memos and instructor-led training and let your staff watch training presentations on any kiosk instead. The result is a more personal and engaging training experience that is also highly scalable — and very cost-effective. For example, brief presentations on new products and weekly specials keep your employees up to speed on the latest inventory — and which items to promote.

Access work schedules

By scanning their employee badge, workers can view and print their work schedules, punch in and out for shifts and breaks and even request schedule changes. And since store associates can complete these tasks from anywhere on the sales floor, they can spend more time on the sales floor — there is no need to waste time walking to the back room or centralized time clock.

Workforce management

Provide store managers with a more efficient and effective means to manage tasks. Store managers can easily create real-time task lists for individual workers, specific departments and other groups — such as marking down seasonal items, restocking shelves and updating promotional displays and end caps. With

a quick scan of a badge, an associate can view and even print the appropriate task list. As each task is completed, employees simply return to any kiosk in the store to confirm task completion, giving managers an audit trail of which employee executed which task and how long it took to complete tasks, improving on-the-job accountability. The resulting real-time visibility into task status allows managers to ensure timely completion of tasks to ensure the effective execution of store-level initiatives. And since managers can access work schedules, they can review and act on schedule change requests and monitor shift changes to help keep the store properly staffed — all without ever leaving the sales floor.




EVERYTHING YOU NEED TO SUCCEED

When you choose Motorola for your kiosk solution, you get true deployment simplicity — we offer everything you need to deploy a rich self-service solution in your retail operation. In addition to Micro Kiosks, we offer a complete portfolio of award-winning wireless LAN (WLAN) infrastructure, management software and support services. Our indoor/outdoor WLAN portfolio offers a robust wireless connection, regardless of the size of your facility or physical challenges in your environment. For example, our WLANs easily accommodate the presence of the metal fixtures and other equipment common in retail front and back rooms that can create RF blind spots, as well as coverage in outdoor areas to support outdoor shopping areas. Compatibility with Motorola's Mobility Services Platform (MSP) substantially reduces one of the largest costs associated with any mobility solution — day-to-day management. MSP enables centralized and remote staging, provisioning and day-to-day monitoring of all your Micro Kiosks, regardless of whether they are in one building, in multiple locations across the country — or around the world. And when you choose one of Motorola's Service from the Start programs, you'll enjoy affordable coverage that will keep your Micro Kiosk solution up and running, with protection that begins from the date of purchase.

For more information on how you can take self service to the next level in your retail operations, please visit www.motorola.com/microkiosks or access our global contact directory at: www.motorola.com/enterprisemobility/contactus

MOTOROLA MICRO KIOSKS AT-A-GLANCE

The following chart can help you match the right Motorola Micro Kiosk with your business needs.

| | MK500 | MK3000 | MK4000 |
|---|--|---|---|
| |  |  |  |
| SPECIFICATIONS | | | |
| Description | Compact kiosk designed for basic self-service options | Mid-size kiosk designed to deliver rich customer facing applications and basic employee-facing applications | Full-size dual-purpose kiosk designed to deliver rich customer and employee facing applications |
| Display | 3.5 in. color QVGA touch screen with 3 programmable buttons | 8 in. color WVGA touch screen with 4 programmable buttons | 12.1 in. color SVGA LCD touch screen |
| Dimensions | Slim 1.7 in./4.2 cm profile | Slim 2.17 in./5.5 cm profile | Slim 2.43 in./6.17 cm profile |
| Processor | 520 MHz | 624 MHz | 624 MHz |
| Memory | 64MB SDRAM/64MB Flash and up to 32GB via MicroSD slot | 128MB SDRAM/64MB Flash and up to 32GB via MicroSD slot | 128MB SDRAM/64MB Flash and up to 32GB via MicroSD slot |
| Operating system | Microsoft® Windows® CE | Microsoft® Windows® CE | Microsoft® Windows® CE |
| Bar code scanning | Choice of 1D laser or 2D advanced imager; supports mobile bar codes | Choice of 1D laser or 2D advanced imager; supports mobile bar codes | Choice of 1D laser or 2D advanced imager; supports mobile bar codes |
| Communication | 802.11a/b/g wireless, wired Ethernet and Power over Ethernet | 802.11a/b/g wireless, wired Ethernet and Power over Ethernet | 802.11a/b/g wireless, wired Ethernet and Power over Ethernet |
| Mounting | Compliant with standard VESA brackets for easy mounting | Compliant with standard VESA brackets for easy mounting | Compliant with standard VESA brackets for easy mounting |
| Customization | One mini USB port for support for 1 third party peripheral | Three mini USB ports for simultaneous support for up to 3 third party peripherals printers, MSRs, keyboards, etc. | Three USB ports for simultaneous support for up to 3 third party peripherals printers, MSRs, keyboards, etc. |
| Voice | VoWLAN support | VoWLAN support; TEAM solution for push-to-talk to two-way radios, Motorola mobile computers and popular smartphones | VoWLAN support; TEAM solution for push-to-talk to two-way radios, Motorola mobile computers and popular smartphones |
| App development environment | IE 6.0, Motorola PocketBrowser, Visual Studio .Net 2005, SMDK for C, .NET and JAVA | IE 6.0, Motorola PocketBrowser, Visual Studio .Net 2005, SMDK for C, .NET and JAVA | IE 6.0, Motorola PocketBrowser, Visual Studio .Net 2005, SMDK for C, .NET and JAVA |
| Multimedia support | Stereo speakers | Stereo speakers and headset jack | Stereo speakers, microphone and headset jack |
| APPLICATIONS | | | |
| Price Look-up | • | • | • |
| Inventory Check | • | • | • |
| Loyalty & Gift Card application | • | • | • |
| Time Clock | • | • | • |
| Employee Scheduling | | • | • |
| Employee Training | | | • |
| Call Box ("Ring the bell to page someone") | • | • | • |
| Mobile Barcodes/Coupons | • | • | • |
| Task Management | | • | • |
| Audio Listening Station | | • | • |
| Advertising | • | • | • |
| Forms - Application Form Entry | | | • |
| Store Layout Maps | | | • |
| Electronic Catalogue | | | • |
| Digital Signage | • | • | • |
| Guided Selling | | • | • |
| Bridal/Baby Registry | | | • |

THE MOTOROLA MICRO KIOSK FAMILY



Motorola Micro Kiosks have what it takes to deploy highly successful self-service applications targeted at consumers and employees. Our products offer leading features and functionality for consistent, high quality performance, including:

Power and performance. A high-speed XScale™ processor and robust memory architecture provide the power for even the most demanding applications.

Easy-to-read high-resolution display. Choose the model that best fits your application needs — a large 12.1 inch (30.7 cm) color touchscreen for multimedia-intensive applications for customers and employees, an affordable mid-size 8 inch (20.3 cm) WVGA for rich customer self-service applications, or a low-cost 3.5 in. (8.9 cm) QVGA touchscreen for self-service price checks and other basic applications.

World-class bar code scanning. As a leader in bar code scanning technology, we continue to set the bar for the industry. As a result, you can be sure your customers can easily capture virtually any kind of bar code — from 1D codes on product tags to 2D codes on mobile phones. There is no need to align the bar code with the kiosk, so your customers get a successful read on the very first scan. And our scanning technology reads bar codes on mobile phone displays with ease, allowing you to give your shoppers the convenience of mobile coupons, mobile loyalty cards and more.

Easy customization — tailor the self-service experience to best meet the needs of your customers and your business. The MK4000 and MK3000 sport three USB ports (the MK500 includes one USB port), enabling you to completely customize the solution to best meet the needs of your business. Add a keyboard for more complex text-based information. Add a printer to enable on-the-spot printing of coupons, registries, product specs and more. Or, add a magnetic stripe reader (MSR) for swiping a customer loyalty card or employee badge.

Easy and cost-effective application development. Based on Microsoft® Windows® CE, with integrated support for Internet Explorer, Visual Studio .Net, EMDK for C, .NET and Java, Motorola Micro Kiosks let you easily develop highly intuitive applications for any age group.

Rapid and cost-efficient installation. Each of our Micro Kiosks is thoughtfully designed for easy installation in the retail environment, giving you the freedom to deploy kiosks wherever they will best serve your customers. Slim profiles require very little real estate on the sales floor and compliance with standard VESA brackets enables easy mounting on walls, shelves, tables, end caps and more. Support for 802.11a/b/g ensures compatibility with virtually any wireless LAN (WLAN) — eliminating the need to run a network connection to each device, while providing a fast connection to the Internet and back-office systems.

APPLICATION BRIEF
RETAIL

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