

## Launch Bulletin – PMB-10830

Date	Contact	Email / Telephone
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Bulletin Type (Select One)	Business Segment	Portfolio	Applicable Region(s)
<input type="checkbox"/> Distributor Notice <input checked="" type="checkbox"/> Product Marketing Bulletin	<input checked="" type="checkbox"/> EMC <input type="checkbox"/> DCS <input type="checkbox"/> Printers <input type="checkbox"/> Supplies <input type="checkbox"/> SWS <input type="checkbox"/> Solutions <input type="checkbox"/> Service	Mobile Computer	<input checked="" type="checkbox"/> NA <input checked="" type="checkbox"/> EMEA <input checked="" type="checkbox"/> LA <input checked="" type="checkbox"/> APAC

<b>Description:</b>	<b>EC50 and EC55: Launch Announcement</b>
<b>Reason for Change:</b>	<b>PMB-10830: Announcing the Launch of EC50 and EC55 “Starter” Bundles</b>

### 1. Introduction

As the EC50 WLAN and EC55 WWAN/WLAN enterprise mobile computers ramp in sales, there has been requests to offer them paired with a single-slot charge cradle to form a “starter kit” in one single orderable SKU at a discounted bundle price (Note: country-specific AC cable cord for the single-slot cradle still needs to be ordered separately).

The “starter kit” will include:

#### EC50

- Qty 1 of EC500K-0xB223-xx - EC50 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, GMS (AOSP for China SKU), 8-PIN Back Connector AND
- Qty 1 of CRD-EC5X-1SCU-01 - EC50/EC55 Single Slot Charge & USB3.0 Cradle; Supports device with/without trigger gun; Includes power supply (PWR-BGA12V50W0WW) and DC cable (CBL-DC-388A1-01); AC line cord sold separately

#### EC55

- Qty 1 of EC55xK-xxB223-xx - EC55 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, e-SIM (no e-SIM for China SKU), GMS (AOSP for China SKUs), 8-PIN Back Connector AND
- Qty 1 of CRD-EC5X-1SCU-01 - EC50/EC55 Single Slot Charge & USB3.0 Cradle; Supports device with/without trigger gun; Includes power supply (PWR-BGA12V50W0WW) and DC cable (CBL-DC-388A1-01); AC line cord sold separately

## 2. Configurations Available for Booking

Part Number	Description	Discount Category	List Price (USD)	Planned First Book Date	Comments
KT-EC501SCRD-NA	EC50 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, GMS, 8-PIN Back Connector W/ EC5x Single Slot Charge Cradle, US, Canada, Puerto Rico	A8-2	\$1,050.00	1/1/2022	
KT-EC551SCRD-NA	EC55 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, e-SIM, GMS, 8-PIN Back Connector W/ EC5x Single Slot Charge Cradle, US, Canada, Puerto Rico	A8-2	\$1,115.00	1/1/2022	
KT-EC501SCRD-A6	EC50 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, GMS, 8-PIN Back Connector W/ EC5x Single Slot Charge Cradle, ROW - excludes China	A8-2	\$1,200.00	1/1/2022	
KT-EC551SCRD-A6	EC55 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, e-SIM, GMS, 8-PIN Back Connector W/ EC5x Single Slot Charge Cradle, ROW - excludes China	A8-2	\$1,350.00	1/1/2022	
KT-EC501SCRD-CN	EC50 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, AOSP, 8-PIN Back Connector W/ EC5x Single Slot Charge Cradle, China Only	A8-2	\$1,200.00	1/1/2022	China ONLY
KT-EC551SCRD-CN	EC55 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, no e-SIM, AOSP, 8-PIN Back Connector W/ EC5x Single Slot Charge Cradle, China Only	A8-2	\$1,350.00	1/1/2022	China ONLY

For EMEA Region see below:

Disclaimer: Pricing shown below is based on current Zebra system exchange rates.

Part Number	Description	Discount Group	List Price (USD)	List Price (EUR)	Planned First Book Date	Comments
KT-EC501SCRD-A6	EC50 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, GMS, 8-PIN Back Connector W/ EC5x Single Slot Charge Cradle, ROW - excludes China	A8-4EMCPORT	\$1,200.00	€ 996.00	1/1/2022	
KT-EC551SCRD-A6	EC55 Android, 4GB RAM/64GB Flash, SE4100, 5MP Front Camera, 13MP Rear Camera, Micro SD, e-SIM, GMS, 8-PIN Back Connector W/ EC5x Single Slot Charge Cradle, ROW - excludes China	A8-4EMCPORT	\$1,350.00	€ 1,121.00	1/1/2022	

### 3. Country Release Schedule

N/A

### 4. Future Configurations

Additional SKUs may be added post launch. Please consult Solutions Pathway.

### 5. Reference Material on the Web

EC5x product information and marketing assets can be found on [Partner Gateway](#) and on <http://www.zebra.com/ec50-ec55> including, but not limited to:

- **EC50 / EC55 Specification Sheet**
- **EC50 / EC55 Battle Card**
- **EC50 / EC55 Customer-facing Presentation**
- **EC50 / EC55 Selling Guide Presentation**
- **EC50 / EC55 Product Word Descriptions**
- **EC50 / EC55 Customer Top 5 Reasons to Buy**
- **EC50 / EC55 Partner Top 5 Reasons to Sell**
- **EC50 / EC55 Configurations and Accessories Guide**
- **EC50 / EC55 Practical Guide to Selling (Positioning Guide)**

For Zebra associates, product information will be available on [The SOURCE](#). Use search term: “EC50” or “EC55”

- **Software Support:** at <http://www.zebra.com/support> and search “EC50” or “EC55”
- **Graphics Library:** For product photography, visit the [Media Library](#), and search word “EC50” or “EC55”

<b>Public Announcement date</b>	January 26, 2021
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### 6. LifeGuard for Android

Recently Zebra introduced LifeGuard™ for Android™ (LG) representing an Operating System (OS) security support model for select Zebra Android products covered by a Zebra OneCare active contract. (Read about LifeGuard as part of our [Mobility DNA Solution](#)).

**EXAMPLE**

LG is available on the *[insert product family]* and for devices covered by a Zebra OneCare active contract, it includes the following support:

- 1) **Extended Security Service Life** - Security updates under LG is based on the device life cycle. Under LG, security patches are made available for the product hardware service life. For Zebra products that is either 6, 8, or 10 years. This is well beyond the security support provided by Google. Extended security support significantly lowers customer Total Cost of Ownership (TCO) by enabling devices to stay in service for a longer period of time.
- 2) **Timely, Periodic Security Updates** – customers receive security updates as frequently as monthly or quarterly (depending on the platform lifecycle). Having the latest updates on a regular cadence enhances portfolio security while making update logistics more manageable.
- 3) **Security Support Through OS transitions** - when Zebra releases a new Android OS, quarterly, LifeGuard updates for the older OS continues for a period of 12 months. Referred to as an OS Transition Period (OTP), this maintains the security of the customer portfolio during the transition to a new OS release.

For more information about LifeGuard, please click [here](#).

## 7. Zebra Services

The following Services are available to keep the EC50 / EC55 operating at peak performance throughout its lifecycle:

Support Offer	Service Description	Service Part Number	Time of Purchase	Length of Coverage
<b>Zebra OneCare Essential</b>	<ul style="list-style-type: none"> <li>• Multiple years of seamless coverage at a one-time cost</li> <li>• Depot repair with 3-day in-house turnaround time</li> </ul>	Z1AE-EC50XX-3C00 Z1AE-EC55XX-3C00	Up front with the hardware (prepaid) or within 30	3 years

	<ul style="list-style-type: none"> <li>Covers: <ul style="list-style-type: none"> <li>Normal wear and tear</li> <li>Internal and external components damaged through accidental breakage</li> <li>Select accessories that ship together with the product</li> </ul> </li> <li>Service Dashboard</li> <li>Automatic application of changes</li> <li>Full access to technical support resources</li> <li>Rights to download and use software releases and supporting documentation</li> </ul>	Z1AE-EC50XX-5C00 Z1AE-EC55XX-5C00	days thereafter	5 years
<b>Zebra OneCare Select</b>	<ul style="list-style-type: none"> <li>Multiple years of seamless coverage at a one-time cost</li> <li>Advance device replacement</li> <li>Commissioning</li> <li>Covers: <ul style="list-style-type: none"> <li>Normal wear and tear</li> <li>Internal and external components damaged through accidental breakage</li> <li>Select accessories that ship together with the product</li> </ul> </li> <li>Enhanced Service Dashboard</li> <li>24/7 Level I support</li> <li>Automatic application of engineering changes</li> <li>Full access to technical support resources</li> <li>Rights to download and use software releases and supporting documentation</li> </ul>	Z1AZ-EC50XX-3C03 (NA only) Z1AS-EC50XX-3C03  Z1AZ-EC55XX-3C03 (NA only) Z1AS-EC55XX-3C03		3 years
		Z1AZ-EC50XX-5C03 (NA only) Z1AS-EC50XX-5C03  Z1AZ-EC55XX-5C03 (NA only) Z1AS-EC55XX-5C03		5 years

### 8a. Software Support and Entitlement Process

Except for warranty coverage, which will be as specified below, End User Customers are required to have a valid Zebra OneCare Technical Support and Software (TSS), Special Value, Essential or Select service agreement in place to be entitled to any restricted software including Printer Profile Manager Enterprise, Enterprise Connector, LifeGuard, telephone and e-mail support. End user Customers will need to provide

product information when initiating their support requests, including the serial number of the product configuration(s) for which they require restricted software and/or support.

For warranty coverage, software is licensed “as is” with no warranty. However, unless otherwise stated by Zebra in the product warranty exceptions list at [https://www.zebra.com/content/dam/zebra\\_new\\_ia/en-us/support-and-downloads/general/Warranty/product-warranty-exceptions-list.pdf](https://www.zebra.com/content/dam/zebra_new_ia/en-us/support-and-downloads/general/Warranty/product-warranty-exceptions-list.pdf) or in a sales agreement between Zebra and End-User Customer, for restricted software and for licensed demoware, as identified at [zebra.com](http://zebra.com), End-User Customer may, for a period of 90 days from when the instance of Software or Hardware are first shipped by Zebra or, with proof of purchase or license, from the purchase date whichever is later, obtain if available, releases, from <https://www.zebra.com/us/en/support-downloads.html> and technical support.

End User Customers who wish to purchase a services agreement can do so through the normal channels that they currently use to purchase Zebra products and services. Requests to download restricted software releases are completed through Support and Downloads pages at <https://www.zebra.com/us/en/support-downloads.html>. For purposes hereof End User Customer means the original user of the product.

## 8b. ZaaS (as a Service)

Zebra is making a change to better process “as a Service” subscription orders, based on their unique attributes. These changes should result in faster order processing and improved support for Renewal quotes and Add-ons (Incremental Licenses that will terminate at the same time as the original contract).

For submission of orders that include Zebra “as a Service” SKUs, please submit these orders to [ZaaS@zebra.com](mailto:ZaaS@zebra.com).

Updated Order Criteria. For your convenience, we have updated Zebra’s Bookable Order Criteria reference guide to reflect the process change for “as a Service” subscription orders.

## 9. Other Information

**NOTE: PLEASE REFER TO THE LINKS BELOW FOR THE MOST UP TO DATE PRODUCT INFORMATION AND PRODUCT OPTIONS. INFORMATION SUCH AS GLOBAL (REGION SPECIFIC) PRICING, PRODUCT AVAILABILITY, AND PRODUCT ACCESS CODES ARE AVAILABLE. ZEBRA ASSOCIATES SIGN INTO THE EMPLOYEE PORTAL USING YOUR COREID/USER NAME AND PASSWORD. ZEBRA PARTNERS/DISTRIBUTORS SIGN INTO PARTNERGATEWAY. THE SOLUTIONS PATHWAY LINK WILL BE UNDER “CONNECTING TOOLS”.**

Zebra Associates: [Click Here](#)

Zebra Partners/Distributors: [Click Here](#)

## 10. Frequently Asked Questions

N/A

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