



# Product Communication



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**Subject:** CN50 Launch information

With its newest mobile computer, the CN50, Intermec redefines and leads innovation in the rugged PDA category. The CN50 is the smallest and lightest rugged mobile computer on the market today. With its optimal form factor and high performance characteristics, the CN50 offers the best business value available in a rugged and smart PDA form factor. This pocketable device is rugged enough for demanding environments and small and light enough to carry all day.

The Intermec CN50 mobile computer is designed specifically for on-the-go field mobility workers, supporting customer service operations that must be completed fast. The CN50 in a single compact rugged device, provides robust application processing with instant user response, automated barcode and document capture, digital camera, and 3.75G wireless WAN voice and data communication. With its advanced technology platform the CN50 ensures better customer service and bottom line results now and in the future. In short, the **CN50 mobile computer as an addition to the Intermec portfolio, delivers a powerful combination of communication technologies in a light and compact rugged package for highly mobile workers.**

On the following pages we will introduce the following concepts:

- Product description
- Internal positioning
- Competition
- Markets & applications
- Ordering and availability
- Documentation



**Product Description:** (A full detailed presentation is attached)

- **An extension to the CN3 / CN4 Series**
  - **Dual Core Arm Intel XScale processor**
  - **128MB RAM x 512MB ROM**
  - Numeric or Alphanumeric keypad
  - Bluetooth & 802.11 b/g WiFi radios
- **Smaller and lighter than other full-featured devices**
- **3.75G wireless technology**(HSDPA and HSUPA High speed downlink and uplink data transmission with integrated antenna) supports simultaneous voice and data activity improving worker productivity.
- **Standard on-board Digital Compass, Accelerometer and Assisted-GPS**
- **Rugged device** (IP54 & 1.5m drop spec) according to MIL-STD rules
- **Enhanced Mobile Document Imaging** captures full-page documents in field without the use of extra devices or services
- **Colour camera** (3.1 megapixel with flash) **and 2D Imager**
- **Micro-SD card slot** for removable **memory up to 32 GB**

## **Internal Positioning**

The CN50 is focused on highly mobile workers, where activity is dominated by “hold and carry” applications

and direct customer interaction. The CN50 allows users to:

- Hold and carry the industry's smallest, lightest and most advanced high-performance 3.75G mobile computing device.
- With its multicore processor, CN50 completes more tasks faster on a single high-performance multifunctional device.
- Expand service offerings by leveraging more data-intensive enterprise applications such as always-on vehicle and pedestrian-based services with real-time location, directional movement and navigation information. Applications requiring secure data transfer of detailed technical diagrams, documents, and electronic payment information or large file attachments such as, higher-resolution images for proof-of-condition and geo-stamping for proof-of-location.

Resource Kit / Product Utility	CN3 / CN4	CN50
Bluetooth	<input checked="" type="checkbox"/>	
Communications	<input checked="" type="checkbox"/>	
Data Collection	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Device Management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Device	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mobile Gadgets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Printing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RFID	<input checked="" type="checkbox"/> Only CN3	
Antares Migration	<input checked="" type="checkbox"/>	
Location Services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Multimedia	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sensor / Accelerometer		<input checked="" type="checkbox"/>
iFTP	<input checked="" type="checkbox"/>	
iLaunch	<input checked="" type="checkbox"/>	
Intermec Browser	<input checked="" type="checkbox"/>	
Intermec Terminal Emulator	<input checked="" type="checkbox"/>	
WWAN Toolkit	<input checked="" type="checkbox"/>	
Connection Manager	<input checked="" type="checkbox"/>	
SmartSystems	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Keyboard Remapper	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SIP Designer	<input checked="" type="checkbox"/>	
Bluetooth Wireless Printing		<input checked="" type="checkbox"/>
Applet	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Features Demo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Enhanced Mobile Document Imaging	<input checked="" type="checkbox"/> Only CN4	<input checked="" type="checkbox"/>

CN4 / CN4e – Designed to build on the success of the CN3 and to continue leadership as a 3.5G, fully rugged mobile computer. The CN4 offers a complete set of optimized SW tools and HW accessories and is designed to operate reliably in the most demanding end-user environments. **This is the easiest migration path for existing 700 Series and CN3 applications due the huge number of accessories and software application tools**



CN50 – Rugged mobile computer that is optimized for highly mobile workers; allows Intermec to **expand into new applications where the CN3/4 is not the best fit** due to form factor or lack of co-existing area imager and colour camera. The CN50 is designed for ergonomically demanding applications that require a solution that is “small and light weight” but still needs to be full featured and rugged

**Competition**

Although there are several products in the market with similar specifications (Motorola MC55 & MC75, Opticon H19), the CN50 should not be seen as directly in competition with these products due to following

**unique selling points:**

- Like all Intermec mobile handheld computers, the CN50 conforms to **MIL-STD 810G** specifications (26 drops on all faces, sides and corners. Vibration and crash safety standards). Although the CN50 family supports four wireless technologies in a single unit, the **elimination of any external antennas** maximizes the rugged nature of the device and further minimizes maintenance costs and potential down time without jeopardizing coverage.
- The CN50 is built on a unique **multiprocessor architecture** with dedicated ARM and DSP processors to deliver robust application processing with nearly instantaneous response, all at the lowest levels of power consumption. For extreme-duty applications, the **extended-life battery** provides ample power to drive consistent, full-featured functionality without compromise to the compact and lightweight design.
- The CN50 has the **latest 3.75G wireless WAN radio** to deliver the fastest data and voice communications available on UMTS wireless networks. With high speed uplink packet access (**HSUPA**) technology, the CN50 provides fast and reliable data connectivity for uploading large documents, real-time images or synchronization with your enterprise data base.
- The **integrated digital compass** provides a real-time indication of directional heading to enhance the functionality of the GPS radio. By improving the accuracy of the turn-by-turn directions mobile workers are able to deliver better customer service and improve on-time delivery.
- A **built-in accelerometer** allows the CN50 to rotate the display based on the orientation of the device, improving worker efficiency and the user experience during signature capture or similar operations. A bright 3.5" QVGA display provides exceptional viewing in full sunlight.
- The CN4 Series and CN50 feature a unique, optional imaging application called Intermec **Enhanced Mobile Document Imaging (eMDI)** which gives mobile workers a fast and reliable way to convert paper documents into electronic form.

Easy to use and to Integrate. Through a simple point and capture action, eMDI enables mobile workers to consistently and easily capture documents and reduce the variability in image quality between users. eMDI is easily integrated with common document management systems. APIs are available to customize the user experience.

eMDI streamlines back office operations and **improves cash flow** by reducing time-to-payment for services rendered because delivery confirmations can be imaged in the field and sent wirelessly to the home office. Customer service and other staff gain real-time access to document images, which can be used to answer customer queries, issue invoices update records and **reduce the cost** of storage and management of documentation.

- As with other Intermec devices, **SmartSystems** makes it easier to use Intermec's mobile device features to provide consistent, centralized access to Intermec data collection devices such as mobile computers, RFID readers and printers.

For further information about beating the competition, please contact your sales representative.

**Markets & Applications**

With a small size, light weight and rugged form factor combined with a 3.75G (HSDPA / HSUPA) radio which provides high performance voice and data communication, the CN50 is particularly suited to highly mobile field workers fulfilling customer needs in T&L (postal, package and LTL), field service, and consumer goods (DSD – presale/merchandising)

Packed with road ready capabilities, the CN50 offers companies the opportunity to deploy into new areas of their businesses and realize increased return on their mobility investments.



**Primary Target:** Focused on high mobility applications such as **Postal Carrier Last Mile Delivery**, **Courier Package Express** or **Less-than-Truckload Pickup & Delivery**.

The package of features in the CN50 brings real benefits in many areas such as: **Route Planning** – Use real location and time data to plan routes, thereby reducing the total number of kilometres travelled. **Route Optimisation** – Use real location and time data to dynamically alter routing in response to unexpected changes. **Load balancing** – Collect start and end point information together with real time location data to equalise the distances walked by pedestrian workers. **Knowledge support** – Rapidly download locally relevant information such as maps and directions to assist new hires or temporary workers who may be unfamiliar with the area. **Dispute resolution** – Use Geo-location and date, time and position stamping to assist with dispute resolution and penalties.

Intermec's **Enhanced Mobile Document Imaging** converts paper documents to images which can be transmitted electronically to expedite the billing process and improve cash flow and in conjunction with real time information - Customer service and other staff gain real-time access to document images which can be used to answer customer queries and update records. Because eMDI is an integrated feature of the Intermecc CN50 mobile computer, transportation and logistics companies can avoid the extra expense, maintenance and management of in-cab scanning solutions or roadside services. eMDI works successfully with full-size A4 or smaller documents in outdoor, indoor and cab lighting conditions.

**Secondary Targets:** Field Service and Consumer Goods for **specific Pre-sales and Merchandising**. The CN50 is a viable solution for **some** applications in these segments; however the CN50 does not include all of the attributes and features of the CN3/CN4 so in many cases these devices will be the preferred solution.

**Other applications such as Healthcare:** Patients records, prescription lookup, physician reference, pager replacement. Asset management in surgery or and **Home Healthcare** (viewing patient information and medical records in the palm of the hand). **Hospitality:** Provide a superior guest experience through kerbside check-in, tableside ordering and payment, and the ability to rapidly respond to requests for concierge service, housekeeping and maintenance. Other applications such as: Voice 1:1, task management and scheduling, mobile check-in, POS, or incoming guest calls. **Airline-Terminal** (inside personnel) where a small form factor and the latest 3.75G radio is important because airline terminal WiFi isn't always reliable. The CN50 combination of scanner, camera, small form factor, and Bluetooth support for peripherals such as automated readers opens up access to application areas such as **EAM in-field** (meter reading for example)

### **Ordering and availability**

For a complete list of configurations and accessories available for the CN50, please refer to the EMEA 2009 Q3 price guide.

### **Documentation**

The CN50 launch kit can be found at [www.intermec.com](http://www.intermec.com) > **Partner Login** (upper right corner, access using your login and password) > **Product Tools** > **Launch Kits** > **CN50 Mobile Computer**. **Other useful information can be found at**

#### **1. Manuals:**

Please refer to the following web link to obtain the latest updated manual information <http://www.intermec.com/support/manuals/search.aspx?productnodeid=CMPTRCN50> where you will find:

- Getting Started Guide
- Product Manuals
- Programming/ Software Manuals
- Accessory Manuals

Attached to this documentation you can find a sales presentation

### **2. Field Marketing material**

The CN50 will form a core component of our global lead generation campaign focussed on Field Mobility. This campaign is currently in development and will be localised and executed in EMEA from late Q3 onwards. Campaign materials (including emailers, print and banner advertisements and white papers) for this and also more product-centric marketing materials will be available in local language on the Partner Marketing Centre over the coming months:

<http://www.mktpoint.com/intermec/PMCRFI/mainpage.asp>

You can also find a number CN50 product and application images on our Image library:

<http://imgasset.intermec.com/res/sites/intermec/>

### **3. Training**

From Q4 2009 onwards, the CN50 will be included in the standard in-field mobile systems course as part of the ICE program. Please, contact your local Intermec professional services team.

In addition to the GS&S training, there is an online module (available from the CN50 Launch Kit site) that provides more technical details.

### **Documents attached**

- [Product Profile](#)
- [Accessory Guide](#)
- [Sales Power Point Presentation](#)
- [Specific CN50 vs Motorola comparison](#)

If you have any questions regarding this announcement please contact EMEA Product Marketing Specialist

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