

Product Communication



Type: EMEA Product Announcement
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Subject: PB2-PB3 Mobile Printers Launch Kit

Intermec announce the PB2 and PB3 commercial mobile receipt printers providing low cost, light receipt printing solutions for DSD/route accounting, retail queue busting and field service applications. The lightweight two-inch and three-inch printers seamlessly complement the Intermec CN3 series, and new CK3 mobile computers.

The Intermec PB2 and PB3 printers are available with an optional magnetic stripe reader, giving workers the flexibility to accept payments via their mobile computer or printer. Payments can be processed on the go and receipts can be generated immediately, improving customer satisfaction, increasing productivity, and creating new opportunities for sales.

Designed to support mobility, the printers can be comfortably worn all day using the belt loop system that comes standard with every printer, or the optional shoulder strap. Hands-free options also include a weather-resistant, IP54-rated environmental case that adds protection for outdoor applications such as electronic citations, postal delivery, and car rental return processing without impairing mobility.

Unlike other mobile printers that need to be plugged in and idle while recharging, the PB2 and PB3 printers feature long-lasting, field-replaceable batteries that can be charged independent of the printer, maximizing uptime and convenience.



Intermec PB2



Intermec PB3

Product Description

- Standard features on each printer
 - 203 dpi (8 dots/mm), 2+ ips, direct thermal print head , **prints 1D barcodes & PDF417 & logos**
 - English/Latin characters; Customer installable language fonts: Arabic, Hebrew, Cyrillic, Greek, or Polish,
 - RS-232
 - 1MB/4MB RAM/Flash
- Three configurations available
 - Bluetooth, v2.0, Class II
 - **Bluetooth with magnetic stripe reader (MSR)**
 - **WiFi / 802.11b/g 2**
- Custom options include
 - IrDA or no radio (RS-232 only)
 - **Smart card reader (SCR); PB3 only**

Comes with **everything needed to get started printing** – printer, battery, AC charger, belt clip, 1 roll of media, quick start guide, & thermal print head cleaning pen.

* Market Differentiator Highlighted in **Blue**

Markets & Applications

There is a big market opportunity of about 250 M\$ in EMEA for mobile printers and several rugged products are experiencing a face off market approach. With the recent announcement from one of our competitors of the end of life of a well known mobile receipt printer family, Intermec sees a big opportunity in the markets and applications mentioned above. In these markets, the PB2/PB3 meets the need for a light weight mobile

printer designed for on-the-go workers; it offers increased productivity with a low upfront purchase cost.

Both the PB2 and PB3 have been tested to work with Intermec's most popular handhelds in key applications:

- 700 Series or CN3/CN3e family – field mobility
 - Route accounting receipts
 - Field Service proof of service
 - Postal/Parcel route delivery sales
 - Public transportation roving ticket and sundry sales
 - Electronic citations and payments
 - Utilities route payments

- CN2B / CK3 / CK31 – in-premise
 - Mobile POS
 - Retail line/queue busting
 - Rental returns

Priced affordably to enable efficient, cost-effective receipt printing where and when it's needed, the PB2/PB3 commercial receipt printers help companies increase return on their mobility investment.

Competition

When we try to compare with our biggest competitors in mobile printing, Intermec has a few important general strengths to remember:

- Biggest AIDC presence in EMEA, both employees and revenue.
- The only company who has true smart printing capability with "SmartSystem" free tool.
- Flexible media handling
- Better Together – Intermec PB2/PB3 are fully tested to work with Intermec's most popular handhelds. The PB2/PB3 printers are part of a complete hardware solution from Intermec, that also includes Intermec receipt media and Medallion Support services, as well as a full range of AIDC products.

When comparing specifically against the PB2/PB3's main direct competitor, the Zebra MZ series, whilst sharing some commonalities such as comparable battery types (Li-ION), print resolution (203 dpi), operating temperature range, accessories and LED user interface, there are also some innovative features Intermec provides to its PB2/PB3 product range:

- More rugged - ready for outdoor use (IP54 with case vs. IP 42 rating)
- Better drop specification for 2" printer (1.5m/5' vs. 1.2m/4')
- Maximum uptime with field replaceable battery pack (vs. requirement for printer to be plugged in to re-charge)
- Easy media loading
- Secure, wrap around snapping belt loop (vs. plastic open-ended clip)
- Supports customers wanting to accept payments (MSR – all models or SCR for PB3 vs no card reader option)
- A good complement to an Intermec mobile computing solution featuring CK3, CN3 or 700 Series

Additionally you should consider the PB2/PB3 mobile printer range comes complete with everything needed in order to get the printer up and working quickly.

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

Ordering and availability. The following initial configurations are ALREADY orderable.

Intermec			
p/n	Description	Price List	Max. Disc.
PB2A020E	PB2, 2" portable commercial receipt printer with Bluetooth v2.2	505.00 €	B
PB2A030E	PB2, 2" portable commercial receipt printer with 802.11g radio	655.00 €	B
PB2A021E	PB2, 2" portable commercial receipt printer with Bluetooth v2.2 and MSR (magnetic stripe reader)	580,00 €	B
PB3A020E	PB3, 3" portable commercial receipt printer with Bluetooth v2.2	580.00 €	B
PB3A030E	PB3, 3" portable commercial receipt printer with 802.11g radio	730.00 €	B
PB3A021E	PB3, 3" portable commercial receipt printer with Bluetooth v2.2 and MSR (magnetic stripe reader)	655.00 €	B

ACCESSORIES & MEDIA			
756983	PB2 IP54 Certified Environmental Case	67.00 €	C
756985	PB3 IP54 Certified Environmental Case	97.00 €	C
756998-2	PB2 belt clip/belt loop system	25.00 €	C
756998-1	PB3 belt clip/belt loop system	25.00 €	C
757351	Shoulder Strap	25,00 €	C
757150	Printhead Cleaning Pen	10,00 €	C
757160	MSR Cleaning Cards (5 per order)	5,00 €	C
318-040-001	Battery, 2200 mAh Li-ION	50,00 €	C
5892RJD9 -1	Serial Coiled Cable, RJD9	25,00 €	C
157261	Univeral AC Adapter	25,00 €	C

Field Marketing material

A press release has already been issued and can be found on the Intermec public site. In addition, you can also find a number of good pictures of the PB2-PB3 mobile printers on our image library <http://imgasset.intermec.com/res/sites/intermec/>

Training

Training will be delivered in a web-based, high-level technical training covering the features and functionality of the device. This will be offered to Intermec Sales and Honours Partners via Intermec University: <https://www.intermecuniversity.com/>

Documents attached

- [Product Profile](#)
- [Sales Power Point Presentation](#)

If you have any questions regarding this announcement please contact your Local Product Marketing Representative or EMEA Product Marketing Specialist.

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