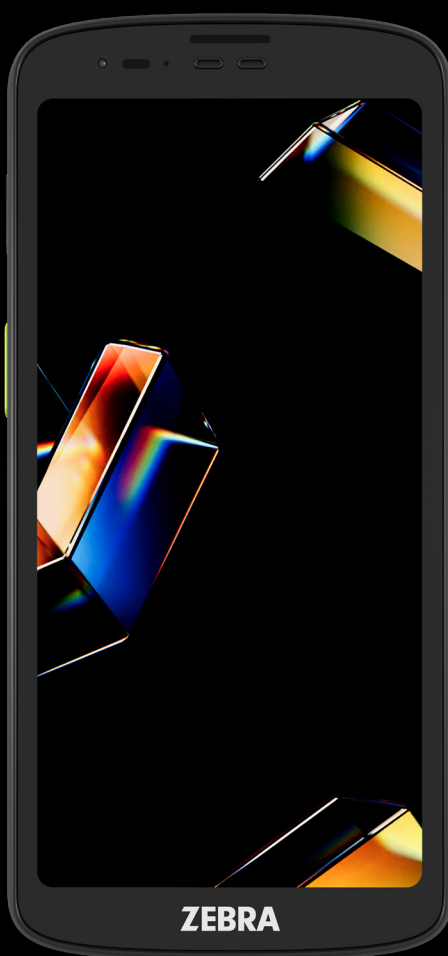


Introducing the Zebra Frontline **Price-Sensitive** portfolio

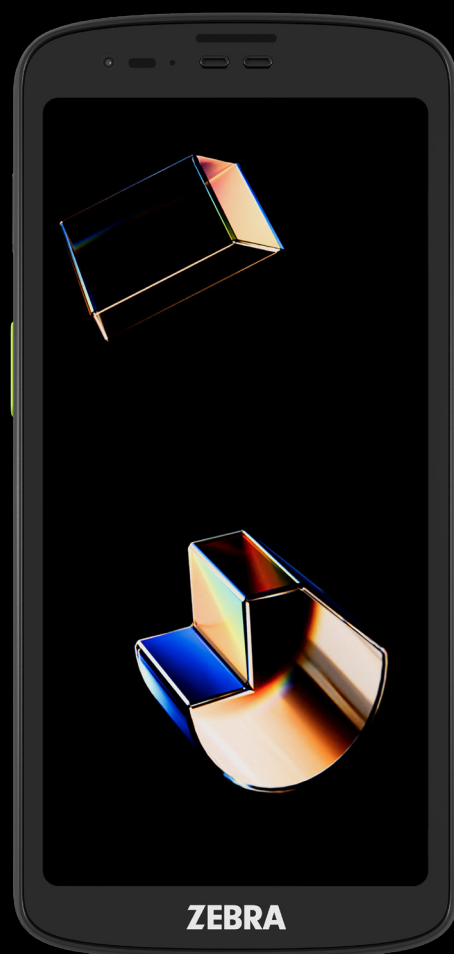
Understanding when to sell the TC201 and TC101

Competition for enterprise mobile computers has never been tougher. You're not just up against other enterprise manufacturers—now you're fighting consumer-grade handhelds and low-cost competitors too. Meet Zebra's new 'price-fighter' lineup: the TC201 and TC101, built to help you win deals with even your most cost-sensitive customers.



TC201

The new standard
in cost-effective
mobile computing
for the frontline



TC101

The enterprise-
class alternative to
consumer devices

Who wins with Zebra price- sensitive frontline models?

Everyone.



Why your customers win

Part of Zebra's new Frontline portfolio, the Value Tier TC201 and the Ultra-Value Tier TC101 give your most cost-conscious customers choices that fit their budgets—without sacrificing:

Enterprise features required to streamline workflows and improve worker productivity.

Rugged design and extended lifecycle required to keep devices in the hands of workers instead of in the repair depot, and deliver the lowest TCO.

Unmatched services designed to meet the unique needs of the enterprise.

A common software platform for easy management of all Zebra devices—eliminating the complexities, time and cost of managing different devices on completely different platforms.

The peace of mind that comes from partnering with a company that you and your customers can trust to be here today and tomorrow—with the constantly evolving technology, software and solutions that you expect from the long-standing #1 market leader in enterprise mobile computing.

Why you win

Own the entry-level value tier.

The TC201 and TC101 are purposefully built to win in price-sensitive markets where customers are considering consumer or low-cost supplier devices. Now you can help customers meet tight budget requirements and deliver the enterprise-grade durability, data capture features, support, and manageability their frontline operations need to maximize productivity.

Win back low-cost lost deals. Re-engage with accounts lost to low-cost competitors, such as Urovo, Newland, CipherLab, and Chainway. Lead with features that mean fewer post-sale headaches and less cost, including longer lifecycle and lower TCO, better service and no-cost Zebra DNA software tools that make every aspect of the device lifecycle easier.

Turn first-time would-be consumer- or low-cost supplier customers into long term Zebra customers. The TC201 and TC101 are accessible first steps into the trusted Zebra ecosystem for customers who may not have considered Zebra before—especially if cost is a factor. These devices can help you land the initial opportunity, prove Zebra's value in daily operations, and build a path to future sales.

Always lead with the TC201 for cost-sensitive customers—and if price remains an issue, offer the TC101.

When to sell the TC201 and TC101

When to sell the Value Tier TC201

A general rule of thumb is to lead with the TC201 Value-Tier mobile computer for cost-sensitive customers. The TC201 is loaded with many of the latest mobile computing features and capabilities and shares the same processor as the TC501 and TC701, providing a low-cost entry-level device that doesn't compromise on the most important features required to streamline processes and boost workforce productivity.

When to sell the Ultra-Value Tier TC101

When the cost-competitive TC201 just won't fit in the budget and customers prioritize cost over premium features, present the TC101. This Ultra-Value Tier device is still a rugged enterprise-class Zebra device, but offers a modestly reduced feature set that reduces device cost—and is more aligned with customer apps that don't require intensive processing or top-tier features to deliver responsive apps that keep pace with the speed of business.

Upgrade opportunities

Both models provide major upgrade opportunities from prior generation devices with substantial feature improvements:

- Migrate your TC15 customers to the Ultra-Value Tier TC101
- Migrate your TC21, TC26, TC22, and TC27 customers to the Value Tier TC201

Feature Comparison

Affordable frontline models for the most cost-conscious customers		
	TC101	TC201
Platform	Qualcomm® Dragonwing™ QCM4490	Qualcomm® Dragonwing™ Q-6690 up to 2.0 GHz
Memory	6 GB LPDDR5 RAM 64 GB UFS Flash	Up to 8 GB LPDDR5 RAM/ 128 GB UFS 3.1 Flash
OS roadmap	Through Android 18	Through Android 19
AI Support	Not supported	Cloud-based AI AI audio
Android Strongbox/ Secure Element	No	Select SKUs
Display	6 inches, HD+, 450 NITS	6 inches, FHD+, 450 NITS
Battery Power	3800 or 5200 mAh	3800 or 5200 mAh
Battery Features	Removable, PowerPrecision	Optional hot swap, PowerPrecision
Scan Engine(s)	SE4100, SR500, SR560 Scannerless models available (Note: Scan engine availability varies by region)	AC670, SR500, SR560 Angled Scanner (LATAM and APAC only) Scannerless models available
Cameras	13 MP rear, 5 MP front	16 MP rear, 5 MP front
Ultra-wide angle camera	No	No
Integrated RFID	No	Optional, select SKUs Up to 3.94 ft. (1.2 m); >200 tags per second
Dimensioning	No	No
Drop Spec	4 ft. (1.2 m) 5 ft. (1.5 m) with rugged boot From -10°C to +50°C	5 ft. (1.53 m) ¹ 6 ft. (1.83 m) with rugged boot From -10°C to +50°C
Tumble Spec	500 1.6 ft. (0.5 m) tumbles 500 3.3 ft. (1.0 m) tumbles with rugged boot	750 1.6 ft. (0.5 m) tumbles 750 3.3 ft. (1.0 m) tumbles with rugged boot
Wi-Fi	Wi-Fi 6/Wi-Fi 6E ²	Wi-Fi 7
Cellular	5G Rel 16	5G Rel 17
Weight	236 g	245 g
Profile	12.5 mm	12.5 mm
Zebra DNA Support	Standard: DNA Core Optional: DNA Core+ Optional DNA high-value apps	Standard: DNA Core Optional: DNA Core+ Optional DNA high-value apps

1. Drop spec applies to AC670 and SR500 scan engines; refer to TC201 spec sheet for SR560 drop spec.
2. Requires upgrade to Zebra DNA Core+, not available in all regions.

