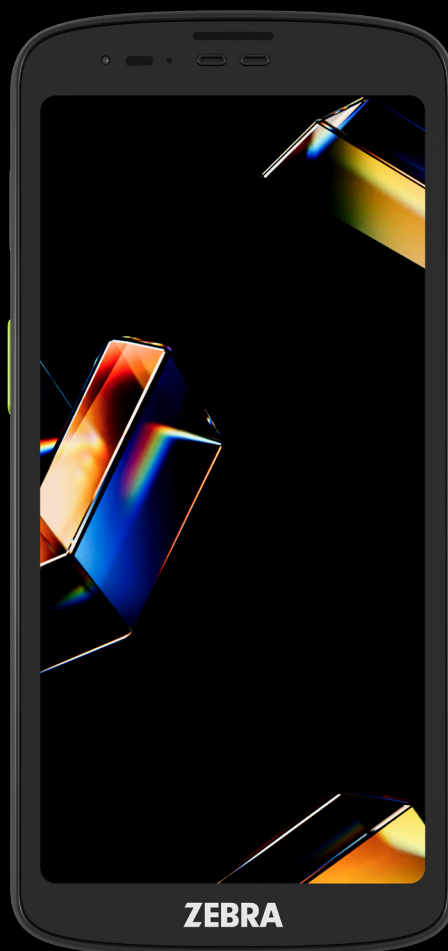


# Introducing the Zebra Frontline **Price-Sensitive** portfolio

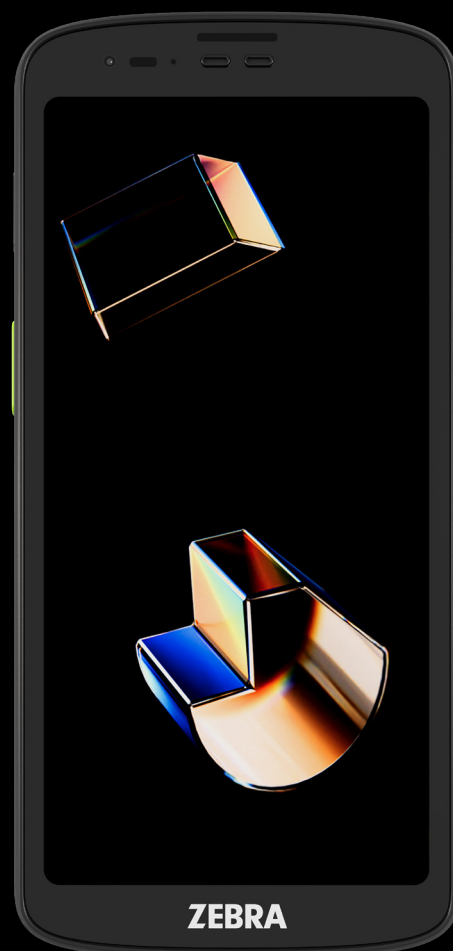
## Understanding when to sell the TC201 and TC101

Competition for enterprise mobile computers has never been tougher. You're not just up against other enterprise manufacturers—now you're fighting consumer-grade handholds 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<br>64 GB UFS Flash                                                                        | Up to 8 GB LPDDR5 RAM/<br>128 GB UFS 3.1 Flash                                                 |
| OS roadmap                                                        | Through Android 18                                                                                        | Through Android 19                                                                             |
| AI Support                                                        | Not supported                                                                                             | Cloud-based AI<br>AI audio                                                                     |
| Android Strongbox/<br>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<br>Scannerless models available<br>(Note: Scan engine availability varies by region) | AC670, SR500,<br>SR560 Angled Scanner<br>(LATAM and APAC only)<br>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<br>Up to 3.94 ft. (1.2 m);<br>>200 tags per second                       |
| Dimensioning                                                      | No                                                                                                        | No                                                                                             |
| Drop Spec                                                         | 4 ft. (1.2 m)<br>5 ft. (1.5 m) with rugged boot<br>From -10°C to +50°C                                    | 5 ft. (1.53 m) <sup>1</sup><br>6 ft. (1.83 m) with rugged boot<br>From -10°C to +50°C          |
| Tumble Spec                                                       | 500 1.6 ft. (0.5 m) tumbles<br>500 3.3 ft. (1.0 m) tumbles<br>with rugged boot                            | 750 1.6 ft. (0.5 m) tumbles<br>750 3.3 ft. (1.0 m) tumbles<br>with rugged boot                 |
| Wi-Fi                                                             | Wi-Fi 6/Wi-Fi 6E <sup>2</sup>                                                                             | 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<br>Optional: DNA Core+<br>Optional DNA high-value apps                                 | Standard: DNA Core<br>Optional: DNA Core+<br>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.

