



Motorola lancerer fremtidens mobile databehandling

Den nye MC9500 er en robust, mobil datamaskine som kombinerer høj ydelse med innovativ design og administrationssystem

København – 17. september, 2009 – [Motorola, Inc.](#) lancerer i dag [MC9500](#) – en industriel håndholdt datamaskine som hæver [mobil databehandling](#) et niveau med øget produktivitet, mere strømlinet drift og reduceret omkostninger for ejeren. Den håndholdte MC9500 er beregnet til at levere pålidelig ydelse til mobilt personale i de mest krævende brugermiljøer, som transport og logistik, post og pakkedistribution, feltservice og beredskabsansatte.

MC9500 bygger på de udmærkede egenskaber i forgængeren Motorola MC9000, men introducerer nye muligheder som modulært 3.5G WAN - noget som giver en nyskabende løsning for [entreprisemobilitet](#) som lader virksomheder ændre på måden, de driver virksomhed på. MC9500 giver øget driftseffektivitet gennem ekstrem robusthed og avanceret ergonomi og redefinerer samtidig driftsadministrationen gennem et unikt udstyrsprogram og en helt ny tilgang til batteristyring.

MC9500 er endda vandtæt takket være det indbyggede tætningsystem IP67

– Allerede med lanceringen af den håndholdte MC9000 beviste Motorola sit lederskab og ændrede hele markedet for håndholdt databehandling, siger Gerald McNerney, vice president, mobile computing product management i Motorola Enterprise Mobility Solutions. – Den nye MC9500 viser vores vilje til innovation og til at fortsætte med at redefinere industristandarder ved at levere de mest alsidige løsninger.

Smidigt udstyrsprogram

I forbindelse med lanceringen af MC9500 lancerer Motorola også branchens første universelle udstyrsprogram, noget som giver helt ny fleksibilitet og modularitet og optimerer pladsbehovet for håndholdte maskiner, opladere, batteripakker og kabler. Det nye udstyrssystem giver også mere økonomiske migrationsveje til kommende generationer af håndholdt udstyr og hjælpe administratorer med at have oversigt over opladning og batteriholdbarhed.

Robust og tilgængelig

For location afhængige virksomheder har MC9500 professionel GPS-funktionalitet, som giver dækning selv i de mest udfordrende miljøer. De rige funktioner for dataindhentning omfatter 1D laserscanner eller 2D imager, samt et 3 megapixel autofokus digitalkamera som kan bruges for at tage billeder, optage på video og scanne dokumenter for at give enkel registrering af signatur eller for at dokumentere tilstand ved levering.

Læs hele pressemeddelelsen nedenfor (engelsk).

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Om Motorola

Motorola er verdenskendt for innovative løsninger inden for kommunikation og fokuserer på at forbedre den måde, verden er forbundet på. Fra infrastrukturen i bredbåndskommunikation, virksomhedsmobilitet og offentlige sikkerhedsløsninger, til høj opløsnings video - og mobilapparater. Motorola leder den næste bølge af innovative kommunikationsløsninger, som gør mennesker, virksomheder og regeringer i stand til at være mere mobile og i tættere kontakt med hinanden. Motorola solgte for 30.1 milliarder dollars i 2008. For yderligere information besøg venligst: <http://www.motorola.com>.



Motorola Introduces the Future of Mobile Computing Today

New MC9500 rugged mobile computer features superior performance, state-of-the-art design and revolutionary backroom management system

HOLTSVILLE, N.Y. – September 15, 2009 – [Motorola, Inc.](#) (NYSE: MOT) today announced the [MC9500](#) – a premium industrial-class handheld device that takes [mobile computing](#) innovation to the next level to further increase productivity, streamline operations and reduce total cost of ownership.

The new MC9500 leverages the features and functionality of the industry's best-selling Motorola MC9000 mobile computer and introduces new capabilities such as modular 3.5G WAN for a groundbreaking [enterprise mobility](#) solution that can change the way organizations do business. Designed to improve operational efficiencies with its extreme ruggedness and superior ergonomics, the MC9500 also redefines backroom management with a unique accessory system and a new approach to battery management.

Researched and field tested to meet the needs of the most demanding customer environments, the MC9500 mobile computer delivers reliable performance for mobile workforces in the [transportation and logistics](#), parcel/post, [direct store delivery](#), field service and [public safety](#) industries.

"Motorola has proven leadership in mobile computing – initially changing the market landscape with the introduction of the MC9000," said Gerald McNerney, vice president of mobile computing product management, Motorola Enterprise Mobility Solutions. "The new MC9500 is a testament to our commitment to innovation and demonstrates our continued ability to redefine the industry standard with the most versatile solutions on the market."

Motorola Redefines Backroom Management

Adding to the revolutionary design and functionality of the MC9500 mobile computer, Motorola is also introducing the first universal accessory system. Designed to enable an unprecedented level of flexibility and modularity, the new system helps maximize backroom efficiency by optimizing the space needed for mobile computers, charging cradles, power packs and cables. In addition, the new backroom management system provides increased return-on-investment by integrating an agnostic cradling approach that can support a variety of Motorola mobile computers enabling customers to migrate to future generations without replacing or upgrading the backroom management infrastructure. To further increase productivity and reduce downtime, Motorola MAX *Battery* provides information indicators on the battery that allow backroom managers and users to see the charge level as well as battery health to ensure maximum uptime.

"As enterprise needs evolve, organizations are looking for more than the latest technology to meet the business-critical needs of mobile workers," said David Krebs, analyst, VDC. "Motorola has embraced these requirements with its new MC9500 which integrates an innovative combination of features, functionality and design to empower the mobile workforce and impact business operations. And with a unique approach to accessories and battery management, Motorola is demonstrating its ability to identify enterprise challenges and deliver future-proof solutions that meet customer demands."

Designed for the most demanding [field mobility](#) applications, the MC9500 mobile computer offers an unsurpassed feature set in a sleek and reliable form factor for enterprises demanding the most versatile and rugged solutions. It is the first mobile computer to provide modular 3.5G WAN with support for GSM HSDPA or CDMA-EVDO Rev A wireless broadband connectivity in one device – allowing customers to select the 3.5G network that best meets their needs. Known as Motorola MAX *FlexWAN*, a feature of Motorola's mobility architecture eXtensions (MAX), this cellular network flexibility allows businesses to deploy a single pool of mobile computers that will provide the best coverage for users in different geographies. In addition to advanced ergonomic design the new MC9500 mobile computer also features a portfolio of modular, swappable keypads that meet the needs of virtually any application.

The MC9500 incorporates interactive sensor technology (IST) – a new Motorola feature that supports a host of motion-sensing applications that enable organizations to derive increased business value. For example, enterprises can increase worker accountability by detecting and logging device drops. In addition, the IST improves power management by enabling the MC9500 mobile computer to automatically revert to sleep mode when not in use or if the display is face down. And for added flexibility, in applications such as signature capture, the integrated accelerometer also allows the display to dynamically switch between portrait and landscape modes based on the orientation of the device.

The MC9500 is the first mobile computer based on Motorola's Mobility Platform Architecture 2.0 – redefining the design and innovation of rugged mobile computing solutions. Equipped with the Marvell XScale PXA320@806 MHz processor and Microsoft® Windows® Mobile 6.1 operating system, the MC9500 places the latest technology



in the hands of mobile workforces around the globe. With enterprise-class GPS functionality, it provides coverage in even the most challenging environments for reliable location-based services. The MC9500 also offers a variety of data capture options to provide increased flexibility for enterprise customers, including a 1D laser scanner or 2D imager. A 3-megapixel auto-focus high-resolution digital color camera can be used with either the scanner or imager for the capture of high-resolution photographs, video footage and documents – allowing for easy signature capture, proof of condition or delivery.

“Motorola’s intuitive MC9500, combined with Microsoft’s easy-to-use Windows® Mobile platform helps users communicate, collaborate and stay connected so they are empowered to act while on the move,” said Paul Bryan, senior director of business experiences product management in Microsoft’s Mobile Communications Business.

To help customers maintain peak performance, Motorola [Enterprise Mobility Services](#) recommends [Service from the Start with Comprehensive Coverage](#) for end-to-end and inside-outside protection for the MC9500 mobile computer. From the first day of the hardware purchase, customers can rest assured that no matter what is damaged — from broken displays, keypads, and internal and external components to select accessories — the repair is covered. With Motorola’s Service from the Start with Comprehensive Coverage, unexpected repair expenses can be significantly reduced, providing service peace of mind.

Motorola relies on a worldwide network of best-in-class partners to deliver enterprise mobility solutions that provide real-time information for better decisions and better results. With a level of industry experience and business acumen that can only be garnered through in-the-field experience, our partners can add significant value to enterprise mobility solutions. The MC9500 will be available worldwide through Motorola channel partners and Motorola sales.

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$30.1 billion in 2008. For more information, please visit www.motorola.com.

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