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Motorola lancerer ES400 - en ny Enterprise Digital Assistant

Motorolas forretningsområde for [Enterprise Mobility Solutions](#), lancerer i dag det nyeste produkt i sin [mobile computing](#)-portefølje. [ES400](#) er en Enterprise Digital Assistant (EDA) som med sin integrerede stemme- og datakapacitet tilbyder fagfolk den information og interaktion, der er nødvendig for at kunne løse deres arbejdsopgaver på bedst mulig vis – når som helst og hvor som helst.

Ledere og fagfolk inden for et bredt udsnit af brancher kan nyde godt af ES400's kombination af kraftfuld mobile computing og en push-to-talk egenskab serveret i et kompakt, let design.

– ”Motorola er klar over, hvor meget de mobile løsninger kan effektivisere en virksomhed, og et system, der er kritisk for forretningen, kræver naturligvis ressourcer af høj kvalitet. Med nye, specialudviklede applikationer og med en ny funktionalitet, kan vi med ES400 nå ud til en ny type af brugere, som har behov for en lille og alsidig håndholdt computer som denne. Den har en lang batterilevetid og er også omfattet af Motorolas serviceaftale”, siger Jonas Folkesson, chef for Motorola Enterprise Mobility Solutions i Skandinavien.

Motorolas mindste og letteste EDA kombinerer en alsidig og holdbar form med kapaciteten fra en computer. Designet gør den særlig velegnet til arbejde på farten, og som udstyr i forbindelse med [feltarbejde](#), [salg](#), [detailhandel](#) og inden for [sundhedsområdet](#).

– ”ES400 EDA kombinerer de bedste egenskaber indenfor mobilitet, kommunikation og funktionalitet uden at gå på kompromis med design eller anvendelsesmuligheder”, siger Jonas Folkesson.

– ”Den store fordel ved ES400 er dens evne til at leve op til virksomheders krav om hurtighed, styrke, holdbarhed og bekvemmelighed. Når en medarbejder ”i felten” har behov for stabil og sikker adgang til information og hurtig interaktion gennem sin EDA, kan Motorolas ES400 arbejde sammen med Windows Mobile”, siger Kevin Dallas, chef for Windows Embedded Business Unit hos Microsoft.

ES400 EDA lanceres på det skandinaviske marked i september 2010.

Læs hele pressemeddelelsen på engelsk nedenfor.

For mere information om ES400 EDA, besøg www.motorola.com/ES400

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Om Motorola

Motorola er verdenskendt for innovative kommunikationsløsninger. Motorola videreudvikler den måde som verden sammenkobles og er førende inden for infrastruktur til bredbåndskommunikation, virksomhedsmobilitet, offentlige sikkerhedsløsninger, samt høj definitions video og mobilt udstyr. Det er Motorolas ambition, at mennesker, virksomheder og myndigheder bliver i stand til at kommunikere bedre og mere mobilt. Motorola havde en omsætning på 22 milliarder dollars i 2009. Find mere information på:

<http://www.motorola.com>

Motorola Introduces ES400 Enterprise Digital Assistant for Task Completion Anywhere, Anytime

True business-class device empowers mobile workers with information and interaction needed to act right on the spot

SCHAUMBURG, Ill. – June 17, 2010 – The [Enterprise Mobility Solutions](#) division of [Motorola](#), Inc. (NYSE: MOT) today announced the newest addition to its [mobile computing](#) portfolio – the [ES400](#) global Enterprise Digital Assistant (EDA). The ES400's integrated voice and data capabilities unleash the full potential of mobile professionals by empowering them with the information and interaction they need to transform operations, increase enterprise profitability and complete their jobs anywhere, anytime.

Enterprise managers and workers across multiple industries will benefit from the ES400's unprecedented combination of the most powerful aspects of mobile computing with push-to-talk capabilities in a compact and lightweight design.

Motorola's smallest and lightest EDA combines a sleek form factor with advanced performance – allowing mobile workforces to overcome productivity challenges and securely access business-critical applications on the go. Built on the Microsoft Windows Mobile 6.5 platform, the ES400 EDA enables workers in [field service](#), [field sales](#), [retail](#), [healthcare](#), [utilities](#), [manufacturing](#), [transportation/distribution](#) and small and medium businesses to collect data and access business-critical applications and back-end systems on the spot.

Key enterprise features include:

- Customizable Motorola Enterprise User Interface (MEUI) makes business-critical information and functions available with one key press. Includes enterprise-specific enhancements like photo annotation.
- One button push-to-scan: 1D and 2D bar code reading fulfilling the needs of mobile workers.
- Large, super-bright, three-inch VGA screen (750 NITS – nearly twice as bright as consumer devices for usage indoors and outdoors) plus integrated keyboard.
- Easy and accurate input with stylus and touch-screen allowing signature capture that is often necessary for completing field tasks.
- Standard battery power to endure full shifts in nearly any work environment. An extended-life battery is also available.



- True worldwide communications with user-selectable 3.5G WAN: GSM HSPA and CDMA RevA compatibility.
- Broad WLAN functionality supporting 802.11 a/b/g, enabling data and push-to-talk over VoIP compatibility.
- Durable construction to withstand dust, drops and bumps occurring every business day. Meets MIL-STD 810G drop specifications leading to lower total cost of ownership (TCO).
- Enterprise-class security including built-in biometric fingerprint reader.
- Three-year life cycle for easier, better IT support and product management, support and service programs designed for business, adding to a better return on investment (ROI).
- Built on the standards-based Windows Mobile 6.5 platform to power seamless connectivity, application compatibility and support for industry-specific applications and advanced security and device management mobility needs.
- Full product specifications including GPS, camera, 3-axis accelerometer and user interface operation can be found at:

<http://www.motorola.com/web/Business/microsites/US-EN/ES400/index.html>.

“Motorola recognizes that mobile teams are the lifeblood of an organization, and empowering these teams with unmatched features and functionality to eliminate road blocks in the field is critical to an organization,” said Greg Brown, co-CEO of Motorola, Inc. “The new ES400 EDA combines the best features of mobility, communications and task functionality without compromising performance or design – offering mobile workforces the ability to take action and capture information with a single click – in front of the customer where it counts most.”

The ES400 is aimed at task managers working hands-on in the field or in the office and juggling management responsibilities. Fast access to high-value data and applications is crucial to sustain productivity for these workers. The ES400 includes the unique MEUI, which provides users with a custom and customizable business-class interface. Designed for efficiency and speed, MEUI features include: one-touch access to applications, a business-focused home screen, a single touch barcode scanner, an enterprise-class camera application, a simplified call management screen with touch-friendly dial-pad, and readily accessible device management tabs to eliminate the need to drill down through multiple menus and screens to adjust settings. And with the standards-based Windows Mobile 6.5 operating system, the ES400 enables rich applications to be easily developed, ported and deployed on the device, while meeting enterprise security needs.

“Microsoft has long recognized mobility as a critical element of the enterprise, and we are committed to building and supporting innovative platforms for this market, including the upcoming release of a new OS solution for the recently announced Windows Embedded Handheld brand based on Windows Mobile 6.5 technologies,” said Kevin Dallas, general manager of the Windows Embedded Business Unit at Microsoft. “When front-line workers need secure access to information and quick interaction through their EDA, Motorola’s ES400 teams with Windows Embedded to enable the solution.”



Motorola's new ES400 EDA will be available later this year to customers through the Motorola EMS sales team and members of the [PartnerEmpower™](#) channel program. For more information on the ES400 EDA, please visit www.motorola.com/ES400.

More information on Windows Embedded, as well as its platforms and technologies for the enterprise handheld device market, can be found by visiting <http://www.microsoft.com/presspass/presskits/embedded/default.aspx>.

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 \$22 billion in 2009. For more information, please visit www.motorola.com.

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