



Reducing the cost of mobility with best practices in mobile computer management





EXECUTIVE SUMMARY

The largest cost associated with mobility is the physical deployment and day-to-day management of the mobile computers. When IT personnel are burdened with the need to physically touch devices to prepare them for initial use, update software applications and troubleshoot device problems, the spiraling costs can significantly erode the benefits of mobility — and reduce the efficiency and effectiveness of IT organizations. To address these challenges, Motorola has developed a management solution that is tightly integrated with Motorola mobile computers — Mobility Services Platform (MSP) 3. This white paper takes a look at Motorola's unique management solution — why is it ideally suited for management of Motorola mobile computers, how it differs from competitive solutions, and the many benefits it affords the enterprise.

How can companies reap the benefits of mobility without impacting the productivity of an already overloaded IT organization — or reducing the financial gain that mobility affords?

Background: management — the largest cost of any mobility solution

Every day, more businesses put mobile computers in the hands of on-the-go workers to provide access to the tools and information needed to conduct business anywhere and anytime. Through the power of mobility, enterprises across industries are improving the speed of business and customer satisfaction levels — while reducing the cost of doing business.

Inside the four walls, the extension of mobile data to workers on the warehouse floor can ensure that incoming materials go from dock to stock as quickly as possible, and are always stored on the right shelf, available when needed to replenish production lines or fulfill orders. On the retail floor, workers with a mobile computer can check stock and pricing in seconds — without ever leaving the customer's side. In a hospital, healthcare workers can ensure that the right medication is administered to the right person at the right time with a quick scan of the bar code on the patient wristband and the medication package, improving patient safety.

Outside the four walls, service technicians can access work orders, view customer maintenance history, check service level agreement status, obtain real-time directions and place a call to a supervisor — all with a single device. Sales personnel can check inventory and pricing and place orders in real time — complete with the customer's signature. And law enforcement officers can improve safety by checking for any outstanding tickets or warrants before approaching a vehicle, as well as write error-free electronic citations in seconds with a quick scan of the bar code or swipe of a magnetic stripe on the back of a driver's license — all at the quick press of a few buttons.

From manufacturing and wholesale distribution to healthcare, travel and transportation, retail and government, it is mobility that is enabling enterprises to deliver the right information to the right person so the right action can be taken at the right time — regardless of location. It is mobility that is streamlining day-to-day business processes, improving worker productivity and eliminating costly data errors. Mobility allows enterprises to improve the velocity of business and customer service levels — while reducing the cost of doing business.

But it is also mobility that presents a major challenge to the IT department, threatening to significantly increase staffing requirements — and costs. While the benefits of mobility are well established, mobile computers are always on the move, inside and outside the enterprise — tracking and supporting these devices and the applications running on them becomes a time consuming and expensive proposition. The simple act of updating a version of an application can ripple into hundreds of hours of time spent locating and updating devices. If a user's device is malfunctioning, the device must be brought into your IT department — a costly effort considering the hourly cost of the mobile worker and your IT support staff. It is a simple fact that the costs associated with the operational day-to-day management and support of mobile computers can far outweigh the associated capital costs — often eroding the financial benefits that drove the enterprise to implement mobility. And in addition, an already over-tasked IT department can end up over-burdened with lower level administrative tasks that take time away from more crucial IT business initiatives.

How can companies reap the benefits of mobility without impacting the productivity of an already overloaded IT organization — or reducing the financial gain that mobility affords?

Mobility Services Platform (MSP) 3 is a best-in-class remote management solution that sets the standard for the management of mobility solutions. When you choose MSP 3, you enjoy a number of unique competitive advantages that deliver unparalleled management functionality for your Motorola mobile computers — as well as cost-efficiency of the management function.

The Motorola solution: robust remote management and centralized control of mobile computers

Drawing on a long history of experience as an industry leader in the development and deployment of enterprise mobility solutions, Motorola recognized that without a management component, companies would be forced to spend a great deal of human capital on day to day management of mobile computers. And that additional investment could significantly erode the return on investment (ROI) — and substantially increase the total cost of ownership (TCO) for any mobility solution.

While third party management software applications are available, Motorola realized how much more robust mobile computer management could be if it were fully integrated as a part of the enterprise mobility solution. In addition, as the manufacturer of the mobile computers, Motorola's engineering knowledge of their mobile computer mechanics would allow the tightest coupling between management system functionality and mobile computer functionality. This holistic approach led to the creation of Mobility Services Platform (MSP) 3 — a best-in-class remote management solution that sets the standard for the management of mobility solutions.

MSP 3 is a software mobility management solution that enables enterprises to completely and remotely control all mobile computers and all the software that is resident on those devices — from the

operating system to the business applications. MSP 3 is built on open standards, yet optimized to enable complete and remote end-to-end control over every aspect of Motorola mobile computers and the software resident on those devices — from initial staging and ongoing provisioning through to day-to-day support. With this functionality, tasks that previously took days, weeks and even months can now be executed in minutes — allowing mobile computer management to reach a new level of cost-efficiency.

Mobile computer management: the Motorola advantage

MSP 3 reaches beyond the benefits associated with remote staging, provisioning and control of mobile computers, delivering added value to the enterprise. When you choose MSP 3, you enjoy a number of unique competitive advantages that deliver unparalleled management functionality for your Motorola mobile computers — as well as cost-efficiency of the management function:

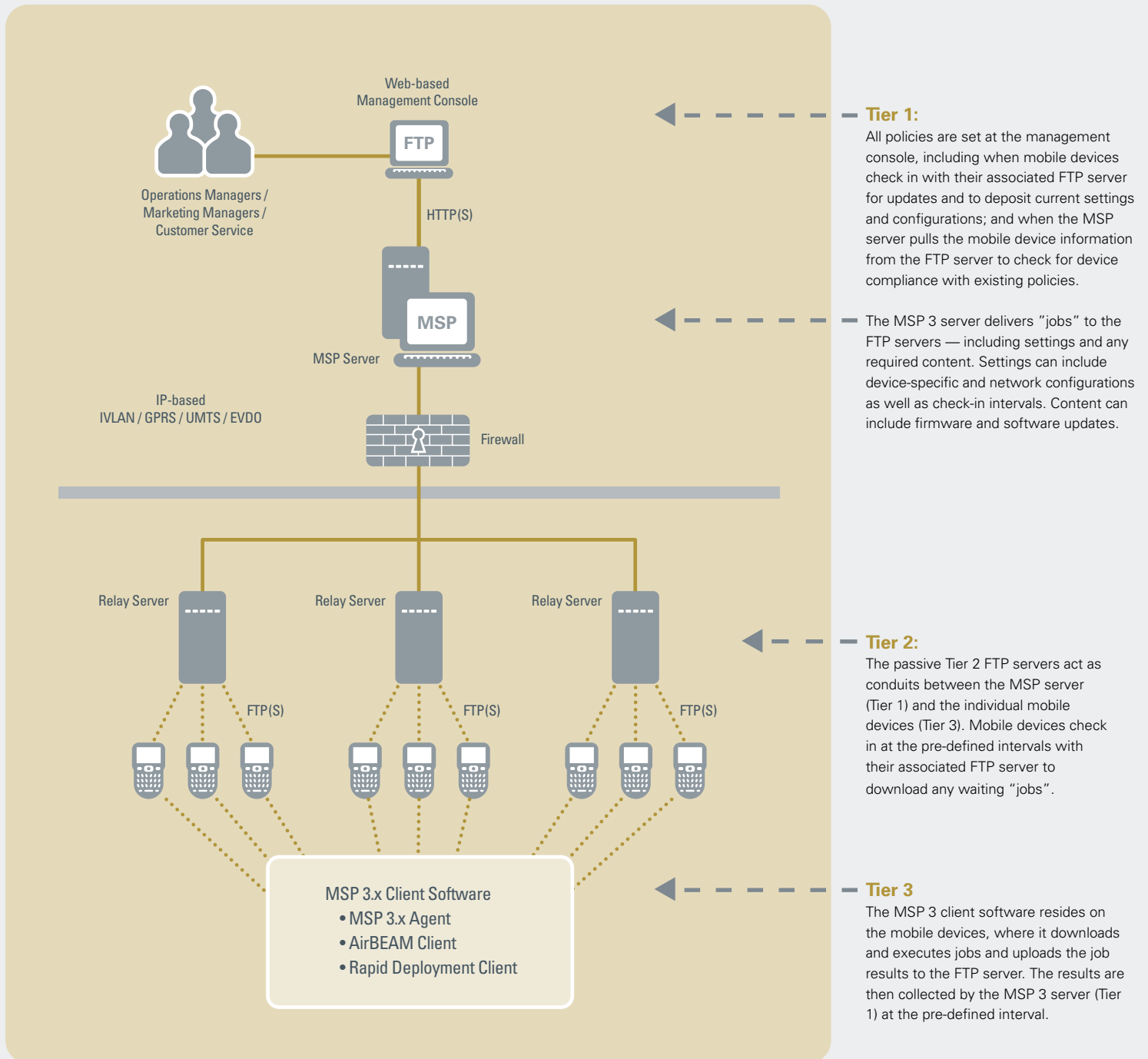
Staging functionality...right out of the box¹

As the manufacturer of the mobile computers, Motorola exclusively offers the ability to pre-load required software on Motorola mobile computers. Because of this capability, Motorola mobile computers are automatically 'MSP-enabled' and ready for initial provisioning — right out of the box. Alternatively, competitive solutions will likely require some form of hands-on manipulation to prepare devices — typically, a software client must be loaded manually onto each device to enable integration

¹ Motorola has successfully tested support of 100,000 mobile devices with 1,000 external FTP Relay Servers.

² MSP 3 has been tested with varying configurations from small numbers of mobile devices to very large numbers likely to exceed that found in most enterprises. This testing has demonstrated that MSP 3 can perform acceptably even when installed on modest server hardware. MSP 3 requires at least one Relay Server, which could be running on the same server hardware as MSP or an separate server. As a result, scalability is highly flexible, dependent on the number of FTP servers deployed and the communications connection.

The advantages of a 3-tier architecture: Superior scalability — support for up to 100,000 devices



Eliminating direct communications between the MSP 3 server and the individual devices creates a scalable and extensible architecture capable of supporting large volumes of devices — ideal for large distributed enterprise environments. And the ability to implement a single MSP server for global management also simplifies your management architecture — there is only one MSP server to manage and maintain, one server that provides a convenient anywhere anytime web-based window into hundreds of thousands of mobile computers anywhere in the world. (While in many cases, a single MSP 3.X server will be sufficient, the number of MSP 3.X servers required is dependent upon the customer environment.)

MSP 3 is a software mobility management solution that enables enterprises to completely and remotely control all mobile computers and all the software that is resident on those devices — from the operating system to the business applications.

with the management solution. As a result, MSP 3 offers a new level of integration between management solution and mobile computers, delivering superior capability right out of the box.

3-tier architecture provides maximum scalability

Our 3-tier architecture provides superior scalability — a single MSP 3 server can support up to 100,000¹ devices. The MSP 3 server (Tier 1) communicates with the FTP (or relay) servers (Tier 2) over standard FTP/FTPS protocol, issuing required ‘jobs’ for mobile devices: what software to update and when; configuration setting updates and when to execute, and what information should be collected at what intervals from mobile devices. Jobs are defined at the MSP Management Console, as well as the interval at which mobile device must check in with the FTP servers (the default is every 15 minutes).

The bulk of the processing is then handled by the Tier 2 industry standard FTP servers. The FTP servers:

- House the jobs and updated software files (for example, new applications, application updates or operating system fixes)
- Store the myriad of management data uploaded by each device upon every ‘check-in’ — from IP address to the list of software installed, make and model of the device, remaining memory and battery power, and more
- Upload the management data back to the Tier 1 MSP Server to enable administrators at the MSP Management console to see when jobs have

been successfully completed and specific device information to help proactively troubleshoot any device or network issues.

By offloading the heavy processing from the MSP 3 Tier 1 server to the Tier 2 FTP relay servers, a single MSP 3 server is able to support an extraordinary number of devices — the processing load is simply distributed across FTP servers, and FTP servers can be added as needed to support virtually any number of mobile devices.² One server also simplifies your management architecture — there is only one MSP server to manage and maintain, one server that provides a convenient anywhere anytime web-based window into hundreds of thousands of mobile computers anywhere in the world.

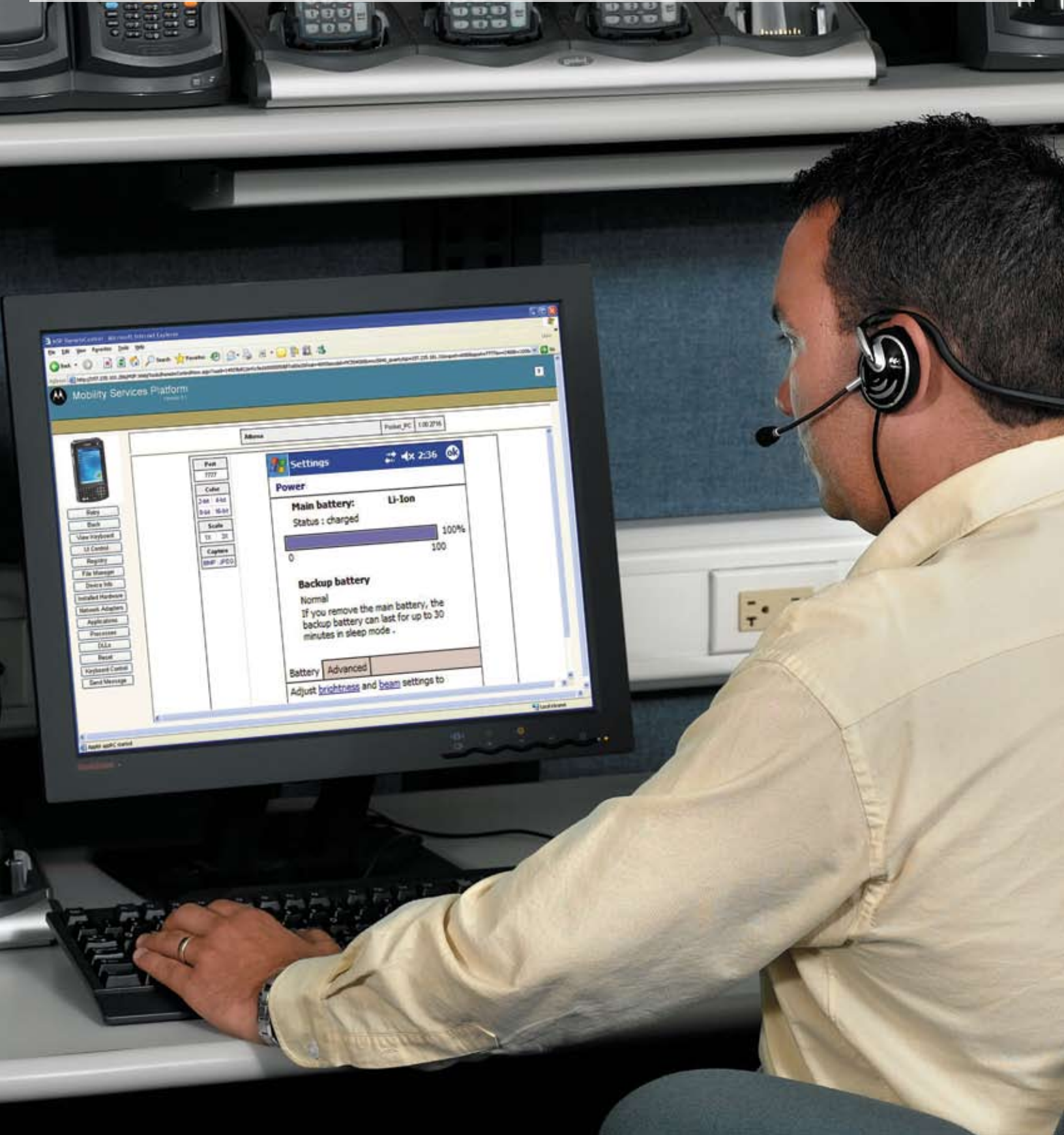
Standards-based

Not only is MSP 3 easy to deploy — the standard based architecture seamless integrates with your existing network infrastructure. For example, while many competitive solutions offer remote provisioning of devices, many require a proprietary server to be purchased and deployed, adding capital costs as well the operational costs associated with powering and managing that server. But MSP 3 allows you to leverage your existing technology investments — instead of requiring incremental investments in proprietary single use equipment.

Control over all your mobile computers... and all their functionality

Motorola understands that mobility solutions usually require a wide range of devices — even within a specific area of the enterprise. For example, in the

MSP enables administrators to stage, provision, update, monitor and control the entire mobility solution from a single central location — including the mobile computers, the software resident on the mobile computers (including the operating system and applications) and the wireless LAN infrastructure.



warehouse, vehicle-mount computers might be installed on forklifts, while workers in receiving or shipping at the dock door might carry handheld mobile computers. Executive management may carry a slim pocketable enterprise digital assistant (EDA), while sales executives might require a more durable handheld device capable of advanced data capture. With MSP 3, you can manage all your mobile computers — regardless of their functionality.

Software vs. a hardware approach for superior flexibility

A software-based solution, MSP 3 offers a number of advantages over hardware-based competitive offerings. The first is upgrade simplicity. A simple software upgrade allows you to take advantage of new features and functionality as they become available — no hardware to reconfigure or component upgrades required. The second is portability. Since MSP 3 is software based, it provides a new level of flexibility. While, in many cases, MSP 3 will be traditionally loaded onto a server in the Network Operations Center (NOC), it can also be loaded onto a laptop for use in office locations without a broadband connection. The result is a standalone MSP 3 workstation — no connection to the NOC required. And finally, this software- and standards-based solution requires no proprietary hardware, simplifying network architecture and enabling the utilization of existing available hardware.

Plug-in framework provides maximum extensibility

Support for plug-ins enables the easy expansion of MSP 3 capabilities, ensuring that MSP 3 can meet your mobility management needs today and in the future. Through our Programmer's Developers Kit (PDK), you can customize the functionality of MSP to meet the specific requirements of your devices and applications. For example, you could:

- Add a Settings Plug-In to configure settings for new peripherals, such as Bluetooth or GPS
- Add a Condition Plug-In test for application specific situations, for example, to monitor transaction in progress
- Add a Control Module to report identification information about peripherals (for example a magnetic stripe reader or a mobile printer)

In addition, plug-ins can also enable the tight integration of MSP 3 into your help desk system — regardless of the architecture of that system. The PDK can enable the extraction of information resident in the MSP system to support:

- Faster issue identification and resolution
- Richer analysis and trending
- The enrichment of knowledge bases with the latest troubleshooting information.

For example, you might automatically generate and email custom reports with pertinent data to support personnel, or extract and automatically send information about failing devices to your trouble ticketing system.

Designed for ease of use

MSP 3 is designed for usability, allowing your administrators to navigate and view the vast amount of information in an easy-to-digest format. For example, the visual relay server status allows administrators to rapidly spot any issues — a task that would be much more time consuming in a data-driven report. The universal traffic light color scheme enables administrators to quickly view the status of all relay servers, and identify which servers need attention — green represents that the machine is functioning properly, yellow indicates a potential issue developing, and red indicates that the machine is no longer functioning properly.

The core functions: stage, provision and control

Staging

The first step in deploying mobile computers is staging — the initial provisioning of the devices with the all the desired configuration settings and software applications. Today, there are three options for staging mobile computers:

Manual staging

In the absence of any type of mobility management solution, IT must physically remove devices from their boxes and manually configure each device

with the appropriate settings and load the desired software — a very time consuming and error-prone costly procedure.

Semi-manual staging

There are many software-based mobile computing management solutions that enable remote staging of devices, but only after IT has installed the required software client onto the devices — IT is still required to spend time and money physically handling devices as part of the staging process.

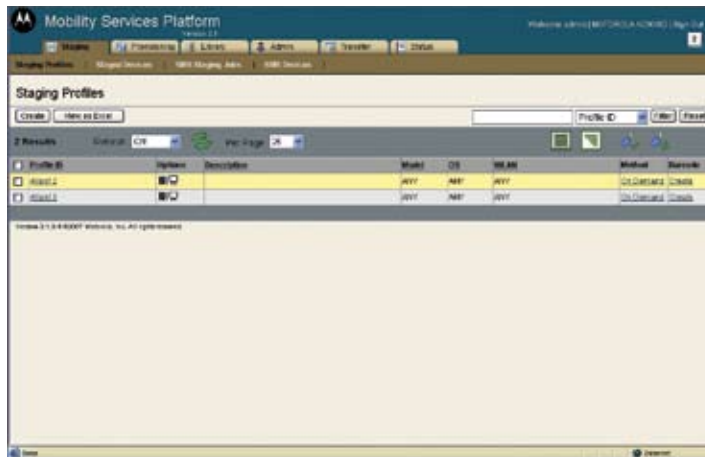
Fully automated staging

Only Motorola's mobility management solution, MSP 3, offers fully automated staging that does not require any hands-on by IT and only a few clicks

by end users. When you choose Motorola mobile computers, you obtain a unique benefit — as the device manufacturer, our mobile computers are manufactured with a built-in staging client that enables remote over-the-air staging for true out-of-the-box provisioning. IT personnel can stage thousands of mobile computers around the world in days rather than months. Regardless of whether users are inside the office walls, across town or on the other side of the world, users need only remove the mobile computer from the box, turn the unit on and perform one of the following easy tasks to complete the staging process:

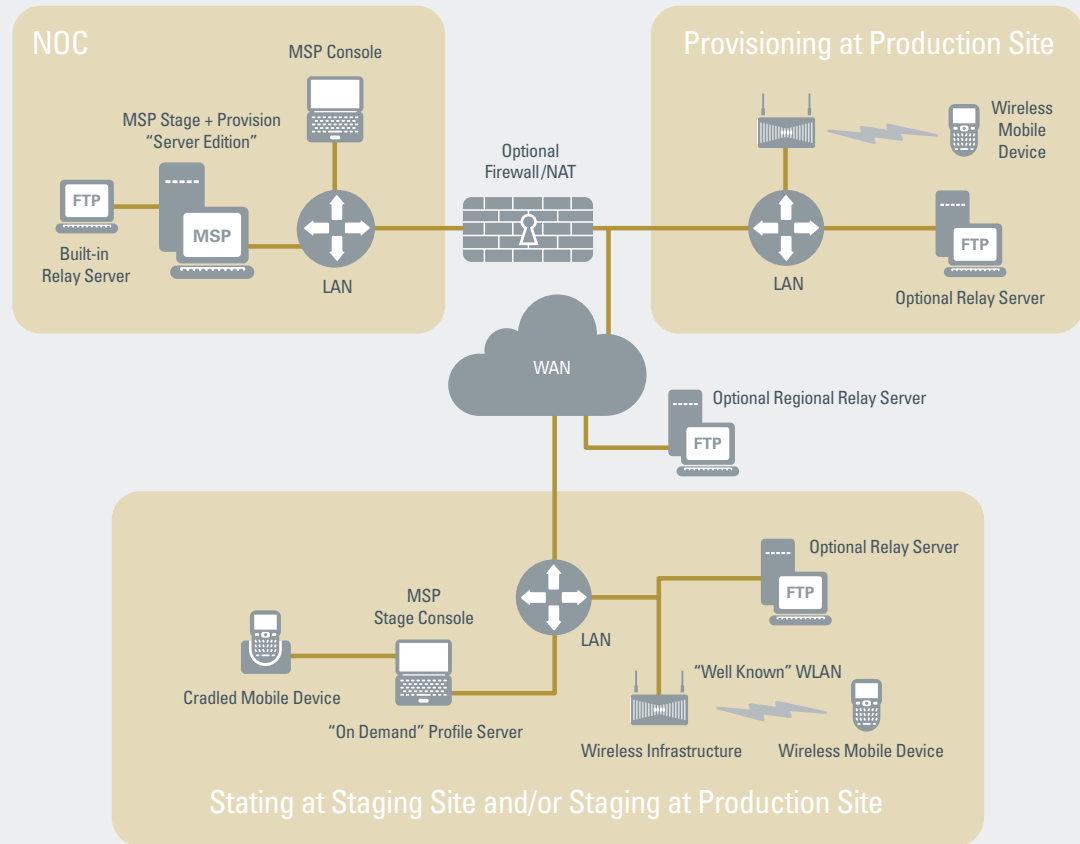
- Bar codes — Scanning a short series of bar codes completes staging of the device

MSP 3: Staging Profiles Screen



Rich staging functionality allows IT personnel to develop a library of staging profiles to meet your specific enterprise requirements. Three staging methods provide the flexibility to choose the best method for your users: by scanning a series of bar codes, docking the device in a cradle or simply asking users to connect to a predefined staging network.

MSP 3.x Deployment Configurations: MSP Stage and Provision Server Edition



MSP's network architecture provides the flexibility to adapt to the management requirements of virtually any enterprise structure.

In the NOC: In the NOC, the MSP server can include a built-in integrated FTP server for 'one box' simplicity, or external FTP servers can be placed throughout the enterprise network as needed. **At local staging and provisioning sites:** The ability to utilize external FTP servers for staging and provisioning allows virtually limitless scaling — FTP servers can be added as needed to support device volume. Since MSP 3 can run on any computer running Windows XP Professional, an administrator can run MSP 3 on a laptop to locally stage smaller satellite or remote offices that may not have a broadband connection. **Tier 2 division:** Tier 2 FTP servers can be split into two layers — regional and local. Regional FTP servers can be utilized to maintain low processing requirements on the MSP Server associated with operating system (OS) updates. Typically 30MB or more, an OS update file can be sent from the MSP Server to a handful of regional servers, which can then 'serve' the file to the local FTP servers — eliminating the load associated with the MSP 3 main server distributing that file to thousands of local FTP servers. **Flexible updating methods at the Tier 3 mobile device level:** Mobile devices can 'check in' with local FTP servers to download any updates and to upload management criteria specific to the device over either the wireless or wired LAN, giving enterprises control over the load on WLANs. **Flexible staging methods:** Devices can be remotely staged over-the-air (OTA) via the WLAN through bar code scanning or by connecting to a predefined staging network; over the wired LAN via device cradle, ActiveSync, bar code scanning or connection to a predefined staging network; and over the WWAN via short message service (SMS).

- Microsoft ActiveSync™ or Ethernet cradle — When the device is connected to a laptop via USB, the laptop acts as a proxy server. The laptop checks in with the FTP server associated with the mobile device and pulls any waiting jobs and associated software updates to its local hard drive. The MSP 3 client resident on the device then accesses and executes the job, including the updating of any firmware or software applications.
- Connection to a pre-defined staging network — Users can connect the device to a pre-defined staging network via either the wired or wireless LAN — the necessary settings and programs are then automatically downloaded from the associated FTP server.
- SMS — Staging Profiles can also be sent via SMS messages over the wireless WAN (WWAN), enabling remote and simplified staging for users who are outside the office walls.

Right out of the box, users are able to complete the staging process and begin using Motorola mobile computers in minutes. In addition, Motorola MSP allows your IT department to further simplify the staging process by enabling the delivery of customized messages to the mobile computer to direct users through any required steps, ensuring the simplicity of the staging process from the end-user point of view. For example, after a mobile computer is powered on, a message can direct the user to dock the device in the cradle to automatically load the right software and configure the device properly.

The ability to automatically and remotely stage devices anywhere in the world saves hundreds of hours of IT time that is now available for other more critical business tasks — dramatically reducing the costs and eliminating the errors in the staging process.

MSP 3: Provisioning Compliance Screen

Policy Name	Date	Count	Success	Status	Start Date	Next Date	Not Verified
DeviceBackup	On-Going	1	0	0	0	0	0
LocationCheck	Manual	1	0	0	0	0	0
RemoteAdmin	On-Going	2	2	0	0	0	0
TrunkDefAuth	Manual	1	0	0	0	0	0
TrunkDefBackup	Manual	0	0	0	0	1	0
TrunkDefCheck	Manual	0	0	0	0	1	0
TrunkDefInstall	Manual	0	0	0	0	0	0
TrunkDefLock	Manual	0	0	0	0	0	0
TrunkDefUninstall	Manual	1	0	0	0	0	0
TrunkDefVerify	Manual	1	0	0	0	0	0

Ongoing provisioning enables you to automatically keep all mobile devices compliant with the right software and firmware. Devices can be adjusted to check-in at a suitable interval (for example, every 15 minutes, every 2 hours, or every day) to balance network and device impact against the timeliness of performing updates and reporting compliance.

Our 3-tier architecture provides superior scalability. Tier 2 FTP relay servers act as conduits between MSP3 Tier 1 servers and mobile devices, enabling support for an extraordinary number of devices. There is only one MSP server to manage and maintain — one server that provides a convenient anywhere anytime web-based window into as many as one hundred thousand mobile computers anywhere in the world.

Security and the staging process

With Motorola's MSP 3, you can be confident that communications throughout the staging process are secure — regardless of the staging method. If staging takes place over the SMS gateway via a wireless WAN, two configurable VPN clients are available (at an additional cost) — an IPSec and SSL — to establish a secure tunnel over the public network back to the enterprise relay server. And when staging takes place over the wireless or wired LAN, the data is automatically protected by whatever security protocols and mechanisms are in place on those networks.

Staging in action in the enterprise

With the power of Motorola's MSP 3 Stage Edition, IT can quickly and easily provision a wide range of devices throughout the enterprise. For example, MC35 integrated mobile voice and data devices utilized by the sales force and inside and outside the four walls; MC70 integrated voice and data devices utilized by field service organizations; MC9090 rugged mobile computers utilized on the warehouse floor; VC5090 vehicle mount mobile computers deployed on forklifts and MC9097 rugged mobile computers used in trucks for direct store delivery (DSD) drivers can all be staged and ready for use within minutes — with no need for IT to ever physically touch the devices.

Provisioning

While staging is typically performed once in the life of a mobile computer, continuous provisioning is an ongoing process. Throughout the life of the device, device settings may need modification, and the operating system, firmware and applications resident on the device will need to be updated as patches and new versions become available. Deployment of new versions of applications can be particularly challenging — if there is a period of time where different versions of

software are in use, file compatibility issues can arise between users. And this situation can easily ripple into unproductive time users and IT administrators might spend trying to troubleshoot the problem.

MSP 3 provides two powerful tools that radically simplify this traditionally time-laden and costly activity: policy-based provisioning and over-the-air update capabilities. These functionalities enable the deployment of a compliance model for provisioning, allowing IT staff to keep all applications, device settings, operating systems and firmware up to date on all mobile computers — all with minimal effort. To ensure device compliance, IT administrators need only to set a policy that defines when devices should 'check in with' to MSP 3. When a non-compliant mobile computer checks in, the MSP 3 server pushes any applicable updates to the relay server. If the device meets all the conditions of the policy, the updates will be executed. If the device does not meet policy conditions, the job is queued until the device is in the proper state.

This feature-rich function enables the identification of however many unique policies are needed to meet enterprise needs. For example, different policies can be set by device type, operating system, geographic region or even employee type.

With MSP 3, administrators are no longer required to physically perform the same set of steps on thousands of devices. Now administrators need only set the policy once — MSP 3 does the rest. The process of keeping mobile computers up to date is almost completely automated, radically reducing what is typically a major cost in mobility solutions, as well as eliminating the possibility of errors during the provisioning process.

MSP Use Case: Help end users configure and launch applications

Control

In addition to initial staging and ongoing provisioning, enterprises must provide support for on-the-move employees who may be experiencing difficulties with their mobile computers or need mission critical applications deployed to their devices. IT managers may want to monitor device and battery utilization of mobile computers in the field. Inefficiencies in support quickly translate into spiraling hard and soft costs. The hard costs are obvious and easily quantifiable — direct IT administrator support time. But the soft costs are often hidden in the form of end users who are unable to work until the device is returned to service. While soft costs are often not easily or typically quantified by the enterprise, imagine the cost to pay hundreds of end-users to sit on the phone with technical support to resolve issues as they search for settings and perform diagnostics for the technician on the other end of the phone.

In most instances, device issues are not related to an actual malfunction that requires device repair — customers all around the world have reported that most often, the user has inadvertently and unknowingly changed a setting in the configuration or the software. To reduce the massive amount of time IT organizations spend trying to troubleshoot device issues, MSP 3 offers Remote Control. With this function, your IT administrators can literally take control of a device in seconds, able to instantly view a wide range of information — from memory usage and device settings to software versions and storage status. In addition to the ability to see the many device metrics, support personnel can also take complete control of the device to upload a new configuration file, an application that was accidentally deleted or a software update software; change a device setting; restore a component of an application that may have corrupted; and more. IT administrators can even lock a device that has been lost or stolen by disabling the user interface — and easily unlock and return the device to immediate service in the event a misplaced device is located.

As a result, the majority of support calls for mobile computer issues can be resolved in a fraction of the time. The number of IT personnel required to support your end-users can be significantly reduced.



How MSP Works:

With MSP, your help desk can rapidly troubleshoot and resolve issues — without any physical hands-on with the device. For example, a retail store has deployed a custom mobile application for inventory reconciliation. Workers simply walk through the store scanning the bar codes on the various items, while the application walks workers through the step-by-step process of storing data and prompting users for the next scan.

The store associate notices that the device is not scanning as quickly as on the last shift, and calls the help desk to report the problem. Since the MSP 3.x Administrator has configured the system to monitor device usage, the help desk technician can instantly run a report that will provide many performance statistics for the store associate's device. Based on the information in the report, the help desk technician is able to quickly identify that the application has corrupted and must be re-loaded. The technician then utilizes the MSP 3.x console to send the latest application to the retail associate's device along with a custom message explaining that the device must be rebooted before launching the updated application. In just minutes from the time the call was placed, the store associate is back up and running. Down time — and any effect on productivity — was effectively minimized.

About Motorola

Motorola's enterprise mobility solutions are at work around the world in a wide variety of industries, helping large enterprises to small and medium-sized businesses streamline operations for competitive business advantage. When you choose Motorola, you choose the strength of an industry leader — and the power of tested and proven end-to-end solutions. Regardless of whether you need mobility inside or outside the enterprise walls, there is a Motorola device that is right for the job — from bar code scanners to rugged or PDA-style handheld integrated voice and data devices to vehicle-mount workstations and notebook computers. Our mobility solutions offer the reliability, security, manageability and superior uptime that your mission critical applications demand. Our world-class business partners provide best-in-class applications that integrate easily with your existing environment to minimize deployment costs and disruption of day-to-day business procedures. Our planning services can help ensure your mobile solution is designed from the ground up for maximum success, factoring in ease-of-use and user adoption rates as well as wireless connectivity requirements. Our post-deployment services minimize downtime, helping to keep your mobility solution running at peak performance every day of the year. And our management solutions bring a new level of simplicity to the management of mobility solutions, enabling you to easily stage, update, monitor and troubleshoot your mobile computers from a single centralized location.

End-users are back up in a shorter period of time, minimizing any impact on company productivity. And remote access to the web-based MSP 3 application ensures that, regardless of where your support personnel are located, they are always in the know, able to navigate to whatever information is needed to identify the issue — and act as needed to correct the issue.

Summary

With MSP 3, enterprise customers enjoy a superior degree of integration between the mobility management system and the mobile computers — a level of integration not possible with third party solutions. When it comes to management of mobile computers, Motorola's MSP 3 offers a best-in-class solution that provides true control over the most significant cost associated with any mobility solution: management. With MSP 3's centralized web-based control panel, IT personnel have the power to stage, update and troubleshoot devices — anywhere and anytime. Easy to use and easy to deploy, this software-based solution offers a superior architecture that delivers maximum extensibility and scalability, enabling a single server to support up to one hundred thousand mobile computers. With MSP 3, you'll substantially reduce the time and cost associated with managing your mobility solution, delivering a rapid return on investment. And the ability to easily customize MSP 3 to meet the needs of your specific devices and applications ensures that the investment you make today will easily serve your future needs, providing outstanding investment protection. When it comes to the management of Motorola mobile computers, no 3rd party management solution does it better than MSP 3.

To find out how MSP 3 can simplify management of your enterprise mobility solution, please visit us on the web at www.motorola.com/msp, or access our global contact directory at motorola.com/enterprise/contactus



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