

# OVERVIEW

## ET80/ET85 Rugged 2-in-1 Windows Tablet

First responders, utility field service teams and manufacturing production line workers need a tablet that is tailored for the essential work they perform. And that's exactly what the ET80/ET85 delivers. This 12-inch rugged tablet enables workers to stay connected to the information, tools and people they need to take the right action at the right time — whether they're in the field, on scene, in a vehicle, on a factory floor or at the office. In just seconds, this standalone tablet can become a laptop or a fixed or mobile full workstation. The ET80/ET85 — the right tablet for the workers the world depends on.



## Features & Benefits

### Top 3 Customer Messages

#### 1 Resets the bar for ergonomics

- Greater than 35% thinner and 20% lighter than major 2-in-1 competitors with the same screen size
- Low profile when placed in the vehicle dock gives drivers maximum visibility
- True laptop replacement with rugged friction hinge keyboard
- Bright 12 in. display is easy to view in bright sunlight; 3:2 aspect ratio provides more room to view more information
- Sleek modern design is easy to clean with few crevices; fanless design is ideal for clean rooms

#### 2 Connect to the fastest wireless networks — period

- Only device in its class to support 5G (ET85); gives workers access to faster cellular speeds and offers a more future-proof platform
- Only device in its class to offer support for WiFi 6E (the new 6 GHz spectrum) for faster wireless speeds and lower latencies
- Public safety network certification for first responders; support for CBRS (ET85)<sup>1</sup>
- Three pass-through antenna ports for superior in-vehicle coverage

#### 3 Zebra-only productivity and collaboration software tools

- PowerPrecision+: battery health metrics help ensure that workers have battery power they can count on every shift
- Workforce Connect: enterprise-class push-to-talk and secure text messaging features; includes visibility into worker availability and location
- 123Scan: makes it incredibly easy to configure the optional integrated barcode scanner and format data for applications

### Additional Differentiating Features

#### Latest rugged standards

Rugged tested to the latest MIL-STD-810H standard; certified at IP65, even with the ports open; fanless design won't spread contaminants; Class 1 Division 2 certification

#### Ultimate processing power

Offers Intel's 11th generation processors, providing a generational leap in performance

#### Universal docking solution

Create a mobile workstation in vehicles and forklifts or a desktop in the office or the factory floor; accommodates both tablet and laptop modes

#### Best-in-class data capture

Highest resolution rear camera in its class (13 MP); optional integrated scanner offers Zebra's industry-leading scanning technology for first-time every-time capture of virtually any barcode

### What's New

Key advancements over Zebra's R12 tablet include:

#### True 2-in-1 device

Rugged friction hinge keyboard feels more like a laptop when typing or tapping the screen; display can be set at any angle

#### Latest wireless technologies

Supports WiFi 6E (standard) and 5G (optional); faster, more reliable, future-ready connections

#### Superior docking solution

Thinner vehicle dock for better visibility; supports more ports

#### Intel's 11th gen processors

Generational leap in processing power; higher RAM memory options

#### More rugged

Rugged tested to the latest MIL-STD-810H standard; higher IP65 sealing even with the ports open

#### Fanless design

Ideal for manufacturing clean rooms

#### Better data capture options

13 MP rear camera; optional integrated barcode reader

#### Two-factor authentication

Windows Hello camera for facial recognition, plus fingerprint reader

#### Select Mobility DNA/ DataCapture DNA tools

Support for Workforce Connect, PowerPrecision+ and 123Scan

### Target Markets

- Law enforcement/police
- Emergency services
- Fire
- Utilities/field service
- Manufacturing

## Competitive Highlights

Following are the top competitive selling points for the three major competitive rugged 2-in-1 solutions. A complete analysis can be found in the Selling Guide.

### Panasonic Toughbook CF-33



**Heavier and thicker.** The ET80/ET85 offers superior ergonomics and portability — it's thinner and lighter than the Toughbook 33 as both a tablet and 2-in-1 device. The ET80/ET85's thin, lightweight design makes it easy to grab and go, so workers always have access to the tools and data they need, when they need it. And when docked in a vehicle, the ET80/ET85's thinner profile improves driver visibility and safety.

**Inferior wireless connectivity.** The Toughbook 33 does not support 5G or WiFi 6E (the new 6 GHz band). That means users can't access the fastest networks today and won't have a future-ready solution as these technologies become more widespread in the future.

**Older generation processors.** With 10th gen Intel Core processors, the Toughbook 33 is a generation behind the ET80/ET85.

**Can't get a 'fully loaded' device.** Panasonic has made many of its I/O options mutually exclusive. For example, you can't have both a fingerprint reader and SmartCard reader; or can't have both a barcode reader and second USB port. In addition, the Long Life battery adds a bump on the back and is not compatible with convertible mode.

**More expensive asking price.** Toughbook 33 has a higher asking price. The ET80/ET85 gives customers a rugged, thin and light, true 2-in-1 experience — at a great value.

### Getac K120



**Heavier and thicker.** The ET80/ET85 offers superior ergonomics and portability — it's thinner and lighter than Getac K120 as both a tablet and 2-in-1 device. The ET80/ET85's thin, lightweight design makes it easy to grab and go, so workers always have access to the tools and data they need, when they need it. And when docked in a vehicle, the ET80/ET85's thinner profile improves driver visibility and safety.

**Inferior wireless connectivity.** Getac K120 does not support 5G or WiFi 6E (the new 6 GHz band). That means users can't access the fastest networks today and won't have a future-ready solution as these technologies become more widespread in the future. In addition, Getac does not support CBRS (Citizens Broadband Radio Service).

**Lower resolution display.** The K120's lower resolution 1920 x 1080 display provides an inferior viewing experience compared with the ET80/ET85's QHD (2160 x 1440). Getac's 16:9 widescreen aspect ratio isn't optimized for the vertical layout of documents, manuals and web pages, forcing users to vertically scroll when reading.

**More expensive asking price.** Getac K120 has a higher asking price. The ET80/ET85 gives customers a rugged, thin and light, true 2-in-1 experience — at a great value.

### Dell Latitude 7220 Rugged Extreme



**Not a true 2-in-1 device.** Without a friction hinge keyboard, Dell Latitude does not offer a true 2-in-1/laptop experience like the ET80/ET85. When used in "laptop" mode, Dell's display is propped up with a kickstand; users have less flexibility to position the display angle to match what's most comfortable at that moment.

**Thicker profile.** The ET80/ET85 is thinner than Dell Latitude 7220, making it easier to hold and carry. And when docked in a vehicle, the ET80/ET85's thinner profile improves driver visibility and safety.

**Inferior wireless connectivity.** Dell Latitude 7220 does not support 5G or WiFi 6E (the new 6 GHz band). That means users can't access the fastest networks today and won't have a future-ready solution as these technologies become more widespread in the future. In addition, Dell does not support CBRS (Citizens Broadband Radio Service).

**Older generation processors.** With 8th gen Intel Core processors, Dell Latitude 7220 is three generations behind the ET80/ET85.

**Smaller, lower resolution display.** Dell Latitude 7220's 11.5 in. 1920 x 1080 display provides an inferior viewing experience compared with the ET80/ET85's 12 in. QHD (2160 x 1440). Dell's 16:9 widescreen aspect ratio isn't optimized for the vertical layout of documents, manuals and web pages, forcing users to vertically scroll when reading.

## Qualifying Questions

**Q Do your workers need a device they can count on...one that won't leave them stranded in their high-stakes environments?**

**A** Zebra understands that mission-critical workers need more than a rugged device; they need a tablet that is tailor made for the essential work they perform. Every aspect of the ET80/ET85 has been designed with a deep understanding of how much is at stake. It's rugged and ready to handle the elements. It connects to the fastest wireless networks with support for 5G (ET85) and WiFi 6E. Advanced battery metrics ensure that workers have battery power they can count on, every shift, every day. In short, the ET80/ET85 always performs at the highest level, so your workers can too.

**Q Do you want a single device with powerful in-vehicle capabilities?**

**A** The highly adaptable ET85 is built for life on the road. WiFi 6E support and options for 4G or 5G, plus CBRS<sup>1</sup> private broadband network support, give workers the fastest wireless connections whether they're patrolling in a vehicle or maintaining infrastructure in a remote location. With the universal docking solution, you can create a mobile workstation in vehicles, as well as a desktop computer in the office. And when the tablet is placed in the vehicle dock, its low profile gives drivers maximum visibility for improved safety. Three pass-through antenna ports provide consistently superior cellular, WiFi and GPS services in vehicles. And certification on leading public safety networks gives first responders reliable connections they can count on.

**Q Are your workers currently using a rugged 2-in-1? Do they find these devices too bulky or heavy to carry with them at all times?**

**A** Traditional rugged 2-in-1 devices are thick and heavy. That means they're often left behind in the vehicle rather than carried on scene where they can make a difference. The rugged ET80/ET85 sets the bar when it comes to portability. It's greater than 35% thinner and 20% lighter than major 2-in-1 competitors with the same screen size. The ET80/ET85 can transform from tablet to laptop and back in seconds by simply attaching and detaching the rugged keyboard. And rest assured: this sleek tablet doesn't compromise on durability. It's rugged tested to the latest MIL-STD-810H standard and is sealed to IP65 even with the ports open, so workers can drop it, hose it down, work in dusty areas or out in the pouring rain and still count on reliable operation.

## Sales/Reference Materials

**The Source (for internal Zebra only):**  
<https://zebra.showpad.biz>

**ET80/ET85 Product Page:**  
[www.zebra.com/et8x-series](http://www.zebra.com/et8x-series)

**Partner Gateway:**  
<https://partnerportal.zebra.com>

**Services:**  
[www.zebra.com/zebraonecare](http://www.zebra.com/zebraonecare)

**Support Pages:**  
[www.zebra.com/support](http://www.zebra.com/support)

## Accessories

The ET80/ET85 offers one of the most robust accessory families in its class. Your customers can customize their solution to meet their application needs, while you increase revenue and margins.

Key accessories include:

- Rugged friction hinge keyboard for a 2-in-1 solution
- Universal docking solution offers up to nine additional ports and can be used in a police car, truck, forklift and office
- 4-slot battery charger
- Rugged boot to boost durability
- Expansion backs: auxiliary secondary battery slot for double-shift power, plus either a rotating hand strap or CAC reader
- Adapter that adds Ethernet and a serial port
- Variety of carrying options including carrying case and shoulder strap
- And more

# Objection Handling

Operations Manager	Operations Manager	Technology Decision Maker: Purchasing
<p>“Our current rugged 2-in-1 tablets are working well enough. We don’t see the need to upgrade right now.”</p>	<p>“Our workers can’t afford any downtime — period.”</p>	<p>“We need a solution that will evolve with our operations.”</p>
<p><b>Response:</b></p>	<p><b>Response:</b></p>	<p><b>Response:</b></p>
<p>By migrating to the latest technology, you can empower your workers to contribute at their greatest potential, when and where it matters most. Here’s what makes the ET80/ET85 different:</p> <ul style="list-style-type: none"> <li>• Greater than 35% thinner and 20% lighter than major 2-in-1 competitors with the same screen size; the ET80/ET85 is easier to carry anywhere and everywhere, so workers always have access to the tools and data they need</li> <li>• Latest wireless connectivity with support for 5G (ET85) and WiFi 6E offers access to the fastest wireless networks — faster uploads/downloads, more reliable connections, better quality video calls</li> <li>• Universal docking solution lets workers dock and undock in seconds</li> <li>• Latest Intel 11th generation processor provides a more future-proof platform</li> </ul>	<p>Zebra has a long and proven track record for reliability in public safety, utility, field service and manufacturing applications.</p> <ul style="list-style-type: none"> <li>• Engineered to the latest rugged standards to survive inevitable drops; dust tight and can be hosed down even when the ports are open</li> <li>• Corning® Gorilla® Glass for strength against drops, vibration, shock and more</li> <li>• Can be used in any condition: the touchscreen works when wet and with gloves; bright 800 nit display is easy to view in bright sunlight</li> <li>• Advanced battery health metrics make sure workers have healthy batteries and plenty of power for every shift</li> <li>• Two-factor authentication lets workers log in via facial recognition, instead of stopping to take off their gloves</li> <li>• C1D2 (Class 1 Division 2) certification for use in hazardous locations</li> </ul>	<p>The ET80/ET85 is the ultimate future-ready investment. You get unmatched value today, and the peace of mind that your tablet will grow with your operations for years to come.</p> <ul style="list-style-type: none"> <li>• If you need a tablet today, purchase the tablet only. You can add the rugged friction hinge keyboard at any time to create a 2-in-1 solution and replace a laptop</li> <li>• The ET80/ET85 is the only device in its class to support the latest wireless technologies so your tablet is ready for 5G (ET85) and WiFi 6E whenever your network is</li> <li>• The universal docking solution offers up to nine ports to meet nearly any connectivity need</li> <li>• Two expansion back options let you add functionality when needed, including a secondary battery slot for double-shift power and a CAC reader</li> </ul>

1. CBRS is only available in the US; CBRS requires 4G or 5G radio.

## What’s in the Box?

In addition to the ET80/ET85 tablet, also included are a standard battery and documentation.

## Services

Keep your customers’ ET80/ET85 tablets operating at peak performance and enable their mission-critical operations with **Zebra OneCare® Maintenance Plans**, which help eliminate unexpected repair costs, maximize device uptime, and generate more revenue and margin on your tablet sales.

Zebra OneCare is never one size-fits-all. Your customers can choose the right level of support they need, then further tailor their plan with flexible enhancements, including:

- Battery Maintenance and Battery Refresh services
- Expedited shipping and logistics options
- Device commissioning services that provide returned or replaced devices with the right software and application versions ready to use right out of the box
- VisibilityIQ™ Foresight for unparalleled insight into the health, usage and performance of devices



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