



# ET80/ET85 Rugged 2-in-1 Tablet

## SELLING GUIDE

June 3, 2021



For Internal Use by  
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Introducing the  
**ET80/ET85**

The device you can trust  
so you can serve the  
people who depend on  
you. Made for the  
difference you make.

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# The Opportunity

# Why the ET80/ET85?

Rugged, thin and light, a true 2-in-1 experience — at a great value



## Enhance Zebra's 12-inch tablet business

Represents a major upgrade to the R12

## Access growing 2-in-1 market

\$300M TAM global market expansion

## Greater than 35% thinner and 20% lighter than 2-in-1 competitors

With low profile for better visibility in vehicles

## True laptop replacement

Friction hinge and color backlit keyboard

## Advanced wireless connectivity

Fastest WiFi and cellular speeds with support for WiFi 6E and 5G (ET85)

## Designed to the latest rugged standards

Rugged tested at MIL-STD-810H; fanless design for clean rooms

## Software differentiators

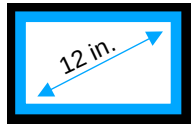
Mobility DNA and DataCapture DNA for Windows

# Market opportunity



## Rapid acceleration of 2-in-1 market<sup>1</sup>

- 2-in-1 tablet shipments are expected to grow by 7.2% CAGR from 2020 to 2024
- 2-in-1 market is growing faster than both notebooks and slate tablets



## Strong market desire for large display size

- Display size is one of the most impactful factors driving demand of rugged 2-in-1 tablets, with 12-inch as the most preferred size
- Larger screen devices are consistently preferred among law enforcement, manufacturing, critical field services and emergency personnel



## In-vehicle mounting

- Large screen tablets and 2-in-1s are frequently mounted in vehicles
- Globally, more than 54% of 2-in-1 tablets will be mounted in vehicles by 2024<sup>1</sup>

**How the ET80/ET85 wins:** Competitive 12 in. 2-in-1 devices from Panasonic and Getac are large, heavy and expensive. The ET80/ET85 is greater than 35% thinner and 20% lighter than these competitors with the same screen size. The ET80/ET85 takes up less space in a vehicle's cab, blocks less of the driver's visibility and is easier to carry. And only the ET80/ET85 supports the latest, fastest wireless technology with support for WiFi 6E and 5G.



# Zebra Rugged Tablet Portfolio

# Tablet Portfolio

12"

10"

8"



ET5x



L10



ET8x

Operating System



Features

**Surprisingly rugged, thin and lightweight for everyday business use**

- 8- and 10-inch models
- Z-Backs add functionality; additional power, scanning & payment modules
- 8" Integrated Scanner option
- Rugged Frame option increases durability

**Seriously rugged to the core, Incredibly versatile**

- Three 10" form factors:
  - XSLATE – Classic form factor
  - XPAD – Rugged integrated handle
  - XBOOK – with kickstand and keyboard
- Built-in barcode reader option - XPAD
- Rugged specs that outperform in the harshest conditions

**Uncompromised rugged mobility**

- True 12" 2-in-1 tablet with friction hinge keyboard
- Rugged, yet surprisingly thin and lightweight for a 12" tablet
- Advanced wireless communications and processor
- Universal docking solution – desktop and vehicle



# Zebra Rugged Tablet Portfolio Comparison

Feature	ET51/ET56 8-inch	ET51/ET56 10-inch	L10 10-inch	ET80/ET85 12-inch
<b>Physical characteristics</b>				
<b>Dimensions</b>	228 mm x 150 mm x 12.7 mm	269 mm x 181 mm x 12.7 mm	XSLATE: 280.8 mm x 195.2 mm x 22 mm XPAD: 280.8 mm x 255.9 mm x 22 mm XBOOK: 280.8 mm x 210.8 mm x 60 mm	Tablet only: 308 mm x 225 mm x 16 mm Tablet with keyboard: 308 mm x 244 mm x 29 mm
<b>Weight</b>	1.26 lbs./570 g	1.69 lbs./765 g	XSLATE: 2.8 lbs./1.3 kg XPAD: 3.1 lbs./1.4 kg XBOOK: 4.63 lbs./2.1 kg	Tablet only: 2.8 lbs./1.3 kg
<b>Display (Viewing)</b>	8.4 in. Supports up to 2560x1600 720 nits Daylight viewable Corning Gorilla Glass	10.1 in. Supports up to 2560x1600 540 nits Daylight viewable Corning Gorilla Glass	10.1 in. 2K resolution WUXGA 1920 x 1200 12:10 aspect ratio Standard 500 nits Optional: View Anywhere® Display 1000 nits	12 in. QHD 2160 x 1440 3:2 aspect ratio 800 nits Sunlight viewable Corning Gorilla Glass Night-vision mode
<b>Display (Touch)</b>	Capacitive 10-point multi-touch	Capacitive 10-point multi-touch	Capacitive 10-point touch; glove and wet touch; optional pen digitizer	Capacitive 10-point touch; glove and wet touch; MPP 2.0 active pen supported

# Zebra Rugged Tablet Portfolio Comparison

Feature	ET51/ET56 8-inch	ET51/ET56 10-inch	L10 10-inch	ET80/ET85 12-inch
<b>Performance characteristics</b>				
<b>Operating System</b>	Android 8.1 (upgradeable through Android 11) Windows 10 IoT Enterprise	Android 8.1 (upgradeable through Android 11) Windows 10 IoT Enterprise	Android 8.1 (upgradeable through Android 11) Windows 10 Pro	Windows 10 Pro Windows 10 IoT Enterprise* (* Expected Q4 2021)
<b>Processor</b>	Android: Qualcomm Snapdragon 660 octa-core 2.2 GHz Windows: Intel Atom E3940 quad core 1.6 GHz (Turbo Frequency = 1.8 GHz)	Android: Qualcomm Snapdragon 660 octa-core 2.2 GHz Windows: Intel Atom E3940 quad core 1.6 GHz (Turbo Frequency = 1.8 GHz)	Android: Qualcomm Snapdragon 660 octa-core 2.2 GHz Windows: 8 <sup>th</sup> Gen Intel Core i5/i7, vPro 1.1-1.9/ 2.5-4.2 GHz	11th gen. Intel Core i7-1180G7 vPro 11th gen. Intel Core i5-1140G7 vPro 11th gen. Intel Core i5-1130G7
<b>Memory</b>	Android: 4 GB LPDDR4 SDRAM Discrete /32 GB MLC eMMC Flash Windows: 4 GB LPDDR4 RAM; 64 GB eMMC Flash	Android: 4 GB LPDDR4 SDRAM Discrete /32 GB MLC eMMC Flash Windows: 4 GB LPDDR4 RAM; 64 GB eMMC Flash	Android: 4 GB/64 GB or 128 GB eMMC; 8 GB/128 GB eMMC Windows: 4, 8, 16 GB RAM 128, 256, 512 GB, 1 TB SSD	8 GB or 16 GB LPDDR4x-4266 128 GB, 256 GB, 512 GB SSD (tool-less removable)

# Zebra Rugged Tablet Portfolio Comparison

Feature	ET51/ET56 8-inch	ET51/ET56 10-inch	L10 10-inch	ET80/ET85 12-inch
<b>Performance characteristics (continued)</b>				
<b>Physical Connectors</b>	Docking connector, USB-C	Docking connector, USB-C	Docking connector, (2) USB 2.0, USB Type-C port, 3.5 mm audio, Ethernet, Serial or HDMI-in (optional)	Docking connector; keyboard connector; (1) USB-C USB 3.2 Gen 2, USB-PD charging, USB DisplayPort, (2) USB 3.2 Gen2 Type A  Optional expansion connector for 10/100/1000 Ethernet and DB9 true serial ports
<b>Battery</b>	25 Whr Optional hot swap: 24.4 Whr	38 Whr Optional hot swap: 24.4 Whr	Standard: 36 Whr up to 10 hours* Extended: 98 Whr up to 27 hours*  Hot swap battery feature comes standard  * Battery runtime from MobileMark 2014	Standard: 39.8 Whr up to 11 hours*  Optional hot swap: 25.8 Whr, up to 17 hours total*  * Battery runtime from MobileMark 2014

# Zebra Rugged Tablet Portfolio Comparison

Feature	ET51/ET56 8-inch	ET51/ET56 10-inch	L10 10-inch	ET80/ET85 12-inch
<b>Wireless Connectivity</b>				
<b>WLAN</b>	Android: 802.11 a/b/g/n/d/h/i/k/r/ac Windows: 802.11 a/b/g/n/ac/r/k/v Dual band 2x2 MIMO	Android: 802.11 a/b/g/n/d/h/i/k/r/ac Windows: 802.11 a/b/g/n/ac/r/k/v Dual band 2x2 MIMO	Android: 802.11 a/b/g/n/ac/d/h/i/r/k/w; 2x2 MU-MIMO Windows: 802.11a/b/g/n/ac 2x2 MIMO	WiFi 6E, 802.11ax R2 including the new 6 GHz band 802.11a/b/g/n/ac R2/ax R2 Dual band 2x2 MIMO
<b>WWAN</b>	ET56: Global LTE (data only) North America LTE (data only): AT&T and Verizon	ET56 Windows only: Global LTE (data only); North America LTE (data only): AT&T and Verizon	Windows: Optional global LTE Android: Optional global LTE with carrier aggregation AT&T FirstNet Ready Verizon PNTM	5G, LTE AT&T FirstNet Ready Verizon PNTM CBRS
<b>Bluetooth</b>	Android: v5.0 / 2.1+EDR Class 2 (Bluetooth LE) Windows: v4.2, Bluetooth LE	Android: v5.0 / 2.1+EDR Class 2 (Bluetooth LE) Windows: v4.2, Bluetooth LE	Android: v5.0, Bluetooth LE Windows: v4.2, Bluetooth LE	V5.2 with Audio LE
<b>GPS</b>	ET56: GPS, Galileo, Glonass, A-GPS	ET56: GPS, Galileo, Glonass, A-GPS	Autonomous and Concurrent GPS, GLONASS, Galileo, BeiDou, and A-GPS. Supports IZat™ XTRA	GPS, GLONASS, BeiDou/Compass, Galileo. Dual band (L1 + L5) with aGPS
<b>Optional pass-through RF ports</b>	None	None	Five	Three

# Zebra Rugged Tablet Portfolio Comparison

Feature	ET51/ET56 8-inch	ET51/ET56 10-inch	L10 10-inch	ET80/ET85 12-inch
<b>Data Capture Options</b>				
<b>Barcode Scanning</b>	SE4710 or SE4750 available via expansion back	SE4710 or SE4750 available via expansion back	SE4710 (Optional on L10 XPAD only)	Optional integrated SE4107
<b>Rear Camera</b>	Android: 13 MP Windows: 8 MP	Android: 13 MP Windows: 8 MP	13 MP	13 MP
<b>Front Camera</b>	Android: 5 MP Windows: 2 MP	Android: 5 MP Windows: 2 MP	Android: 5 MP Windows: 2 MP	5 MP with Windows Hello facial recognition
<b>RFID</b>	No	No	Optional UHF RFID	No

# Zebra Rugged Tablet Portfolio Comparison

Feature	ET51/ET56 8-inch	ET51/ET56 10-inch	L10 10-inch	ET80/ET85 12-inch
<b>Rugged Specifications</b>				
<b>Sealing</b>	IP65	IP65	IP65 (with ports open or closed)	IP65 (with ports open or closed)
<b>Drop Spec</b>	Standard: 3.3 ft./1 m to concrete With optional rugged frame: 5.9 ft./1.8 m to concrete	Standard: 3.3 ft./1 m to concrete With optional rugged frame: 5.9 ft./1.8 m to concrete	6 ft./1.83 m drops to plywood over concrete 4 ft./1.2 m drops to concrete	Tested to MIL-STD-810H Tablet: 4 ft./1.2 m drops to plywood over concrete Tablet: 5 ft./1.5 m drops to plywood over concrete with optional rugged boot With keyboard: 3 ft./0.9 m
<b>Operating Temp.</b>	-4° F to 122° F (-20° C to 50° C)	-4° F to 122° F (-20° C to 50° C)	-4° to 140° F (-20° to 60° C)	-4° to 140° F (-20° to 60° C)
<b>Hazardous Locations</b>	No	No	Class 1 Div II (C1D2) <i>* Requires Hazloc model</i>	Class 1 Div II (C1D2) <i>* Rugged boot required</i>



# Target Markets



### Unique Selling Points

#### End user needs

- Feel fully confident of maintaining the level of trust needed to serve the public
- The ability to take the right action quickly
- A device that won't leave them stranded in their high-stakes environments and situations

#### Tailor made features

- It's easy to remove from the car and always have on hand – thinner and lighter than any 2-in-1 in this class
- Low-profile – takes up less space in the vehicle and is easy to see around
- Access to faster, more reliable wireless networks with support for 5G and WiFi 6E
- Effortless security: Two-factor authentication with Windows Hello facial recognition and optional fingerprint reader; optional CAC smart card reader
- Keep teams connected with secure messaging and communication with Workforce Connect
- Easy to scan driver's licenses even when the tablet is docked
- Always there: public safety network certification and better battery health with analytics

### Applications

#### In patrol car

- Dispatch communications
- Routing
- Citizen identification (scan license)
- E-Citation
- Records management
- Checking wants and warrants
- Report writing

#### Officer out of patrol car

- Communications
- Citizen identification (scan license)
- On scene reporting: writing, image capture
- E-Citation
- Mobile incident command
- Drone control

#### Police station

- Personnel tracking
- Communications, video conferencing
- Dispatch and routing
- Report writing
- Incident monitoring
- Patrol car maintenance / proof of condition





### Unique Selling Points

#### End user needs

- A device that increases their ability to take the right action quickly
- A device that won't leave them stranded in their high-stakes environments and situations

#### Tailor made features

- It's easy to remove from the ambulance cab and take on scene – thinner and lighter than any 2-in-1 in this class
- Low-profile – takes up less space in the vehicle and is easy to see around
- Access to faster, more reliable wireless networks with support for 5G and WiFi 6E
- Easy to wipe down after taking a patient's vitals
- High resolution camera for documentation
- Keep teams connected with secure messaging and communication with Workforce Connect
- Always there: public safety network certification and better battery health with analytics

### Applications

#### In ambulance cab

- Dispatch communications
- Routing
- Report writing
- Patient care reporting

#### Paramedic on-foot at scene

- On scene reporting: writing, image capture
- Patient care reporting
- Mobile triage



## Unique Selling Points

### End user needs

- To feel fully confident of maintaining the level of trust needed to serve the public
- The ability to take the right action quickly
- A device that won't leave them stranded in their high-stakes environments and situations

### Tailor made features

- It's easy to remove from the engine cab and always have on hand – thinner and lighter than any 2-in-1 in this class
- Low-profile – takes up less space in the vehicle and is easy to see around
- Effortless security: Two-factor authentication with Windows Hello facial recognition and optional fingerprint reader
- Keep teams connected with secure messaging and communication with Workforce Connect
- Access to faster, more reliable wireless networks with support for 5G and WiFi 6E
- Always there: public safety network certification and better battery health with analytics
- Easy to wipe down and clean
- High resolution camera for documentation

## Applications

### Firefighter out of engine at scene

- Communications
- Incident response
- On scene reporting: writing, image capture
- Mobile incident command
- Fire ground accountability

### Fire house

- Tracking apparatus (vehicles) in the field
- Communications
- Video conferencing
- Fire engine maintenance / proof of condition
- Safety equipment inventory management (for firefighters and EMS)

### In fire engine cab

- Dispatch communications
- Routing



### Unique Selling Points

#### End user needs

- To perform work that is fundamental to society – keeping the lights on, heat on and communication links up
- The ability to see more and do more within their environment – and not have to return to their vehicle to check their laptop

#### Tailor made features

- It's easy to remove from the cab and always have on hand – thinner and lighter than any 2-in-1 in this class
- Trusted to work in the worst conditions – IP65 sealing with ports exposed
- Rapid downloads and smooth GIS manipulation with Intel's 11<sup>th</sup> gen processors and access to the fastest wireless networks with support for 5G and WiFi 6E
- Capture more data with high-resolution camera and enterprise-class barcode scanning
- Keep teams connected with secure messaging and communication with Workforce Connect
- Always there: better battery health with analytics

### Applications

- Dispatch
- Communications
- Routing
- Report writing and image capture
- Meter reading
- Asset mapping
- Locates (using GIS or SCADA)
- Mobile work order management
- Remote assistance
- Vegetation management
- Safety inspection & compliance



## Unique Selling Points

### End user needs

- To get more data from the floor in a usable form
- Plant operators and line supervisors need access to information on the plant floor and in their office

### Tailor made features

- It's easy to carry everywhere – thinner and lighter than any 2-in-1 in this class
- Fanless design won't blow around contaminants – critical in clean room environments
- "All business" 3:2 aspect ratio makes it easier to view manuals and documents
- Rugged vibration tested for forklift operations
- Easy to wipe down and clean
- Capture more data with high-resolution camera and enterprise-class barcode scanning

## Applications

- Communications
- Mobile HMI (human to machine interface)
- PLC programming
- Equipment maintenance
- Quality assurance
- Asset and personnel management
- Proof of condition
- Inventory management
- MRO (Maintenance repair and overhaul)
- Assembly instructions on an assembly line
- Clean room use
- Forklift operations (loading, cross dock, put-away, yard management)



# Customer Engagement Questions

## Customer Engagement Questions: 1 of 2

- Do you your workers need to access critical information and business tools in the field, on the plant floor, in the vehicle and in the office?
- Are your current 2-in-1 or laptop devices too bulky and heavy? Do workers often leave them in the vehicle because they're too cumbersome to carry into the field/onto the scene?
- Do workers need a true laptop substitute...one that offers easy and natural typing at any angle?
- Do workers currently use a device with a 16:9 aspect ratio? Does the widescreen display force them to vertically scroll when viewing documents, manuals or web pages?
- Do you need to mount the device in a vehicle, and if so...
  - Do you need it mounted in tablet mode, laptop mode, or both?
  - Are other vehicle mount computers too bulky for the cab and do they limit driver visibility?
  - How easy is it to remove a computer from the vehicle?

## Customer Engagement Questions: 2 of 2

- Do you require a non-incendive device for use in hazardous locations where flammable gases and hazardous materials are present?
- Do workers need to capture photos for documentation?
- Do workers need to capture barcodes? Do you need an enterprise-class scanning solution capable of first-time, every time capture of barcodes, even dirty and damaged ones?
- Is wireless connectivity an issue inside the vehicle cab – would you prefer three pass-through antenna ports to boost the signal of GPS, cellular and Wi-Fi?
- Would you like to future-proof your 2-in-1 investment with the latest processor and wireless technology?
- Do you need to connect to public safety networks?
- Is audio quality important – whether for PTT, dictation or speech-to-text applications?
- Do you require configuration flexibility, including a full range of input options and no mutually exclusive options?
- What level of maintenance support do you need? Can workers afford to be without their devices?



**Competitive Anal**  
**Rugged 2-in-1 Ta**





# Fight Sheets

## Panasonic Toughbook CF-33

### Key weaknesses

- Thicker and heavier
- Older processor (CF-33: Intel 7<sup>th</sup> or 10<sup>th</sup> gen; ET80/ET85: Intel 11<sup>th</sup> gen)
- Doesn't support the latest wireless technology: no 5G; doesn't support the new 6 GHz band in WiFi 6 (WiFi 6E)
- Extended battery adds a bump on the back and is not compatible with convertible mode
- Only two pass-through antenna ports (vs. three for ET80/ET85)
- Lower resolution camera (CF-33: 8 MP; ET80/ET85: 13 MP)
- Inferior scanning performance on challenging barcodes compared with Zebra's PRZM Intelligent Imaging technology
- Configuration is less flexible with mutually-exclusive options: for example, can't have both a fingerprint reader and SmartCard reader; can't have both a barcode reader and second USB port
- No integrated messaging/PTT communication tools; third-party tools only
- Lacks software tools comparable to Zebra Mobility DNA/DataCapture DNA
- More expensive asking price

### Key strengths

- Brighter display (1200 nit)
- Higher memory options



## Getac K120

### Key weaknesses

- Thicker and heavier
- Lower resolution display; lacks 3:2 aspect ratio
- Doesn't support the latest wireless technology: no 5G; doesn't support the new 6 GHz band in WiFi 6 (WiFi 6E)
- No CBRS
- Smaller battery and no battery metrics
- Lower resolution camera (K120: 8 MP; ET80/ET85: 13 MP)
- Inferior scanning performance on challenging barcodes compared with Zebra's PRZM Intelligent Imaging technology
- No integrated messaging/PTT communication tools; third-party tools only
- Lacks software tools comparable to Zebra Mobility DNA/DataCapture DNA
- More expensive asking price

### Key strengths

- 6 ft./1.8 m drop spec
- IP66 sealing



## Dell Latitude 7220

### Key weaknesses

- Thicker
- Inferior laptop experience: it's a tablet with a kickstand, not a true 2-in-1 device
- Smaller display
- Lower resolution display; lacks 3:2 aspect ratio
- Older processor (Latitude 7220: Intel 8<sup>th</sup> gen; ET80/ET85: Intel 11<sup>th</sup> gen)
- Doesn't support the latest wireless technology: no 5G; doesn't support the new 6 GHz band in WiFi 6 (WiFi 6E)
- No CBRS
- Only two pass-through antenna ports (vs. three for ET80/ET85)
- Lower resolution camera (Latitude 7220: 8 MP; ET80/ET85: 13 MP)
- Inferior scanning performance on challenging barcodes compared with Zebra's PRZM Intelligent Imaging technology
- No integrated messaging/PTT communication tools; third-party tools only
- Lacks software tools comparable to Zebra Mobility DNA/DataCapture DNA

### Key strengths

- None identified



# Feature-to-feature comparisons

# Competitive Comparison

Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
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## Physical characteristics

<b>Display</b>	12 in. QHD: 2160 x 1440 3:2 aspect ratio 800 nits	12 in. QHD: 2160 x 1440 3:2 aspect ratio 1200 nits	12.5 in. FHD: 1920 x 1080 1200 nits	11.6 in. FHD: 1920 x 1080 1000 nits	<p>The 3:2 aspect ratio on the ET80/ET85 and CF-33 provides a better user experience for viewing full-page documents with less vertical scrolling.</p> <p>While the ET80/ET85 does not have the brightest screen in this class, its 800 nit display is still easy to read in any lighting condition, including bright sunlight.</p>
<b>Form Factor</b>	Detachable 2-in-1 with friction hinge	Detachable 2-in-1 with friction hinge	Detachable 2-in-1 with friction hinge	Tablet with keyboard (kickstand)	<p>Without a friction hinge keyboard, Dell Latitude does not offer a true 2-in-1/laptop experience. When used in "laptop" mode, Dell's display is propped up with a kickstand; users have less flexibility to position the display angle for what's most comfortable at the moment.</p>

# Competitive Comparison





Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
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## Physical characteristics (continued)





<b>Dimensions</b>	<p>Tablet only: <b>(in.)</b> 12.1 x 8.9 x 0.6 <b>(mm)</b> 308 x 225 x 16</p> <p>Tablet with keyboard: <b>(in.)</b> 12.1 x 8.9 x 1.1 <b>(mm)</b> 308 x 244 x 29</p>	<p>Tablet only: <b>(in.)</b> 12.1 x 9.6 x 0.9 <b>(mm)</b> 307.3 x 243.8 x 22.9</p> <p>Tablet with keyboard: <b>(in.)</b> 12.3 x 11.4 x 1.8 <b>(mm)</b> 312 x 289 x 46</p>	<p>Tablet only: <b>(in.)</b> 12.97 x 9.37 x 0.94 <b>(mm)</b> 329.5 x 238.0 x 24.0</p> <p>Tablet with keyboard: <b>(in.)</b> 13.4 x 12.1 x 1.85 <b>(mm)</b> 340 x 307 x 47</p>	<p>Tablet only: <b>(in.)</b> 12.29 x 7.99 x 0.96 <b>(mm)</b> 312.2 x 203.0 x 24.4</p>	<p>The ET80/ET85 is greater than 35% thinner and 20% lighter than the main rugged 2-in-1 devices in this class.</p> <p>The ET80/ET85 is easier to carry for mobile applications and when placed in a vehicle dock, the ET80/ET85's low profile provides drivers with maximum visibility for improved safety.</p>
<b>Weight</b>	<p>Tablet only: 2.8 lbs./1.3 kg</p>	<p>Tablet only: 3.4 lbs./1.5 kg</p> <p>Tablet with keyboard: 6.1 lbs./2.8 kg</p>	<p>Tablet only: 3.75 lbs./1.7 kg</p> <p>Tablet with keyboard: 6.9 lbs./3.13 kg</p>	<p>Tablet only: Starting at 2.93 lbs./1.33 kg</p>	

# Competitive Comparison





Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
  <span style="font-size: 2em; font-weight: bold;">Wireless</span>  					
WiFi	WiFi 6E (supports new 6 GHz band)	WiFi 6 (does <u>not</u> support the new 6 GHz band)	WiFi 6 (does <u>not</u> support the new 6 GHz band)	WiFi 6 or 802.11ac (does <u>not</u> support the new 6 GHz band)	While other tablets in this class support WiFi6 (802.11ax), only the ET80/ET85 supports WiFi 6E with the new 6 GHz band. WiFi 6E offers the fastest WiFi available and while it may not be widely used yet, its support helps future-proof an ET80/ET85 purchase.
Cellular	5G (sub 6GHz), 4G LTE	4G LTE (optional)	4G LTE (optional)	4G LTE	The ET85 is the only device in this class to support 5G – giving workers access to faster cellular speeds and providing a more future-proof platform.
CBRS	Yes	Yes	No	No	The ET80/ET85 can connect to private LTE CBRS networks in the U.S; this is an important feature for utilities – for example, an oil and gas company might use CBRS to connect workers in a remote oil field.







# Competitive Comparison

Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
					
<b>Public safety networks</b>	Public safety network certification including FirstNet Ready	Public safety network certification including FirstNet Ready	Public safety network certification including FirstNet Ready	Public safety network certification including FirstNet Ready	With public safety network certification, first responders get a connection they can count on, even when public cellular networks are overwhelmed.
<b>GPS</b>	GPS, GLONASS, BeiDou/Compass, Galileo. dual band (L1 + L5) with aGPS	Optional GPS, GLONASS and SBAS	Optional GPS and GLONASS	Yes Dedicated/integrated	The ET80/ET85 offers comprehensive GPS support for global deployments.
<b>Antenna pass-through</b>	Three	Two	Three	Two	Only the ET80/ET85 and Getac support three pass-through antenna ports – enabling the simultaneous connection to WWAN, WLAN and GPS roof-mounted high-gain antennas; offers more flexibility for in-vehicle connectivity in areas with spotty coverage.
<b>Bluetooth</b>	V 5.2	V 5.1	V 5.2	V 5.0	The ET80/ET85 supports the latest Bluetooth V5.2 standard. V5.2 includes the new LE audio, which minimizes the power consumption of Bluetooth audio and offers enhanced audio capabilities.

# Competitive Comparison

Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
    <b>Performance</b>					
<b>Operating System</b>	Windows 10 Pro Windows 10 IoT Enterprise* (*Expected Q4 2021)	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	All devices in this class support Windows 10 Pro and the ET80/ET85 has planned support for Windows 10 IoT Enterprise in Q4 2021. With a choice of operating systems, the ET80/ET85 provides more flexibility to meet your customer's specific IT infrastructure needs, today and tomorrow.
<b>Processor</b>	11th gen. Intel Core i7-1180G7 vPro 11th gen. Intel Core i5-1140G7 vPro 11th gen. Intel® Core i5-1130G7	10 <sup>th</sup> gen. Intel Core i7-10810U vPro 10 <sup>th</sup> gen. Intel Core i5--10310U vPro	11 <sup>th</sup> gen i7-1185G7 vPro 11 <sup>th</sup> gen. Intel Core i7-1165G7 11 <sup>th</sup> gen Intel Core i5-1145G7 11 <sup>th</sup> gen. Intel Core i5-1135G7	8 <sup>th</sup> gen Intel Core i7 8 <sup>th</sup> gen Intel Core i5 8 <sup>th</sup> gen Intel Core i3	The ET80/ET85 offers Intel's 11th generation processors, future-proofing the platform and providing a generational leap in application performance.
<b>Memory</b>	8 GB or 16 GB RAM	16 or 32 GB RAM	16 GB to 32 GB RAM	8 GB RAM or 16 GB RAM	The ET80/ET85 offers plenty of memory to support the most memory-intensive applications.
<b>Hard Drive</b>	128 GB, 256 GB or 512 GB SSD	512 GB or 1 TB SSD	256 MB, 512 MB or 1 TB SSD	128 MB, 256 MB, 512 MB, 1 TB or 2 TB SSD	

# Competitive Comparison

Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
					
<b>Battery</b>	<p>Standard: 39.8 WHr, up to 11 hours* 5180 mAh 7.7V</p> <p>Optional hot swap: 3400 mAH 7.86V, 25.8 WHr, up to 17 hours total*</p> <p>* Battery runtime from MobileMark 2014</p>	<p>Standard: 1990 mAh 11.1V, 10 hours</p> <p>Optional long life: 10.8V 4120 mAh, 20 hours</p> <p>NOTE: The Long Life battery adds a bump which prohibits use in convertible mode; must be factory installed</p>	<p>Standard: 2100 mAh 11.1V x2</p> <p>Extended: 3450 mAh 14.4V x 2</p>	<p>Primary: 34 WHr Secondary: 34 Whr</p>	<p>The ET80/ET85 offers more than enough power for the longest shifts.</p> <p>Panasonic's Long Life batteries add a bump and are not compatible with convertible mode, the quick-release SSD or with the Gamber Johnson vehicle dock when using a hand strap.</p>
<b>Hot-swappable</b>	<p>Yes</p> <p>*Expansion back required for hot swap battery</p>	Yes	Yes	Yes	All tablets in this class have hot-swappable batteries.
<b>Charging time</b>	0 to 90% in 2 hours	3 hours	Not specified	Supports Dell's ExpressCharge (exact charge time not specified)	The ET80/ET85 supports fast charging.

# Competitive Comparison

Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
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## Data Capture

<b>Barcode Scanning</b>	Optional integrated enterprise-class 1D/2D SE4107 scan engine	Optional 1D/2D barcode reader; mutually exclusive with serial port or second USB-A port	Optional 1D/2D scan engine	Optional scanner module	The ET80/ET85 offers Zebra's exclusive PRZM Intelligent Imaging technology for first-time, every time capture of virtually any 1D/2D barcode in any condition.
<b>Rear Camera</b>	13 MP autofocus with LED flash	8 MP autofocus with LED flash	8 MP autofocus	8 MP autofocus with flash	The ET80/ET85 offers the highest resolution camera in this class, enabling workers to take more detailed images whether they're documenting vehicle damage or proof of condition.
<b>Front Camera</b>	5 MP with Windows Hello	1080p webcam with Windows Hello	FHD webcam with Windows Hello* (*optional)	5 MP webcam with Windows Hello	All tablets in this class support a front-facing camera for video calls and facial recognition.

# Competitive Comparison

Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
					
<b>Drop Spec</b>	<p>Tested to MIL-STD-810H 4 ft./1.2 m drops to plywood over concrete (tablet only)</p> <p>5 ft./1.5 m drops to plywood over concrete with optional rugged boot (tablet only)</p> <p>With keyboard: 3 ft./0.9 m</p>	<p>Tested to MIL-STD-810G 4 ft./1.2 m drops 5 ft./1.5 m drops (tablet only)</p>	<p>Tested to MIL-STD-810H 6 ft./1.8 m</p>	<p>Tested to MIL-STD-810G/H Transit drop: 4 ft./1.2 m Operating drop: 3 ft./0.91 m</p>	<p>While the ET80/ET85 does not offer the highest drop spec, it is tested to the latest MIL-STD810H standard and its optional rugged boot increases the drop spec to 5 ft./1.5 m.</p>
<b>Sealing</b>	IP65 with ports open	IP65 (requires both batteries in tablet)	IP66	IP65	<p>The ET80/ET85 is dust-tight and can be hosed off, even if the ports are open – which more accurately represents a real-world scenario. The ET80/ET85's fanless thermal design improves sealing and is ideal for manufacturing clean rooms.</p>
<b>Incendive/Hazardous</b>	Class 1 Div II (C1D2)	Class 1 Div II (C1D2)	ATEX, IECEx Zone 2/22	Coming soon: Class 1 Div II, Groups A, B, C and D	<p>With C1D2 certification, the ET80/ET85 can be safely used when flammable hazardous materials are present.</p>
<b>Operating Temp.</b>	-4° to 140° F (-20° to 60° C)	-20° to 145° F (-29° to 63° C)	-20° to 145° F (-29° to 63° C)	-20° to 145° F (-29° to 63° C)	<p>While the ET80/ET85 does not support the widest operating temperature range, it can be used in sub-freezing temps and blazing heat.</p>

# Competitive Comparison





Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
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## Security

<b>Facial recognition</b>	Yes Windows Hello	Yes Windows Hello	Yes Windows Hello	Yes Windows Hello	All tablets in this class support facial recognition.
<b>Fingerprint reader</b>	Yes (optional)	Yes (optional) Mutually exclusive with SmartCard CAC	Yes (optional) Mutually exclusive with SmartCard CAC	Yes (optional)	All tablets in this class offer an optional fingerprint reader; note that Panasonic and Getac offer less configuration flexibility with mutually exclusive security options.
<b>CAC SmartCard reader</b>	Yes (optional)	Yes (optional) Mutually exclusive with fingerprint reader	Yes (optional) Mutually exclusive with fingerprint reader	Yes (optional)	All tablets in this class support SmartCard readers. Note that Panasonic and Getac offer less configuration flexibility with mutually exclusive security options. And only the ET80/ET85 offers NFC as a standard feature.
<b>NFC SmartCard reader</b>	Yes (standard)	Yes (optional) Mutually exclusive with fingerprint reader	Yes (optional) Mutually exclusive with fingerprint reader	Yes (optional)	

# Competitive Comparison

Feature	Zebra ET80/ET85	Panasonic CF-33	Getac K120	Dell Latitude 7220	Why it matters
					
<b>PTT/ messaging</b>	Yes Workforce Connect	No	No	No	The ET80/ET85 brings the benefits of Zebra Mobility DNA applications to a Windows tablet. Workforce Connect's enterprise-class PTT and text messaging enhance collaboration; users can communicate quickly and easily without having to use a phone or separate radio. And the tool can be used to locate users.
<b>Battery metrics</b>	Yes PowerPrecision	No	No	No	Zebra's PowerPrecision+ battery technology gives customers visibility into the health of their batteries. ET80/ET85 users can monitor battery health right on the tablet to ensure they have battery power they can count on every shift, every day.
<b>Scanner configuration</b>	Yes 123Scan	No	No	No	Zebras 123Scan features a patented wizard that makes scanner configuration incredibly easy. Intuitive enough for first-time users, 123Scan walk users through the process of configuring their scanner to capture the right information in the precise order their application requires.



# Sales Tools and Resources



# Sales Enablement Tools

## Internal Zebra Tools

## Partner Tools

## External Tools

Product beauty/application photography

Product beauty/application photography

Spec Sheet

Selling guide presentation

Selling guide presentation

Customer presentation

Battlecard

Battlecard

Product page on Zebra.com

Product descriptions

Product descriptions

Product video

Partner top 5 reasons to sell

Partner top 5 reasons to sell

Customer top 5 reasons to buy

Positioning guide (transitioning from R12)

Positioning guide (transitioning from R12)

Infographic

In-vehicle positioning guide

In-vehicle positioning guide

Field operations brochure

Tablet positioning guide

Tablet positioning guide

Public sector brochure

The Source product page

Partner Gateway Microsite

Interactive product/solution tour page

LMS training modules

LMS training modules

Solution Center updates

## Marketing Reference Material

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

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

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

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

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Learning Portal: [https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio\\_training.aspx](https://partnerportal.zebra.com/PartnerPortal/resources/education/portfolio_training.aspx)

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Solutions Pathway: <https://solutionspathway.zebra.com>

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Developer Tools: <https://developer.zebra.com>

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Mobility DNA/DataCapture DNA: [www.zebra.com/mobilitydna](http://www.zebra.com/mobilitydna) [www.zebra.com/datacapturedna](http://www.zebra.com/datacapturedna)

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

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# Thank You!

For more information, please visit [www.zebra.com/et8x-series](http://www.zebra.com/et8x-series)

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