MK500 Micro Kiosk™

Affordable self-service in every aisle



FEATURES

Choice of laser scanning or imaging technology
Support for all the bar codes you need to capture today — and tomorrow

- **Motorola signature laser scanning technology**
  Delivers aggressive performance and accurate capture of all 1D bar codes — even damaged and poor quality; patented Liquid Polymer scan element is frictionless for superior durability and reliability
- **Motorola advanced imaging technology**
  Laser style performance on 1D , 2D and PDF bar codes: patented illumination system enables omni-directional scanning, increasing productivity by eliminating the need to align bar code and scanner

Improve customer service, satisfaction and loyalty

Improve customer service and the customer experience with the latest innovation in self-service technology, Motorola's MK500 Micro Kiosk. This compact, easy-to-install and affordable device allows retailers to put the power of self-service in every aisle or department. So, no matter where in the store your customers might be, help is never more than a few steps away. Customers can check price and inventory, check the balance on a gift card, look up a loyalty point balance, determine the location of a product and call for assistance — all with the scan of a bar code or press of a button or touchpad. In addition, the MK500 easily connects to third-party small mobile printers, enabling retailers to build on the solution to enable more sophisticated and valuable services. For example, customers can print out recipes, gift registries and coupons for in-store specials as well as personalized coupons based on a scan of the customer's loyalty card.

Improve associate productivity

With the latest in self-service technology at your customers' fingertips, your associates no longer need to spend time on routine questions. Now, your associates have more time to spend with customers selling — and to tend to other business-critical tasks. Associates can better cater to customer needs, delivering a level of personalized service that strengthens customer relationships and loyalty. And the ability to execute shelf replenishment, price audits and markdowns in a more efficient and timely fashion helps ensure that your customers find the right products with accurate pricing on the shelves of your store.

Easy to install anywhere — and everywhere

The well-designed MK500 is non-intrusive and does not require precious sales floor real estate — the highly compact device fits almost anywhere in your environment, from aisle end-caps to shelves, poles and walls and is compliant with VESA mounting standards. Also, unique mechanical features are built into the frame, allowing retailers to easily mount custom signage around the MK500 to promote the presence and usage of the device. The flexible self-service kiosk can be deployed easily and cost effectively over the wired or wireless LAN. Wi-Fi 802.11a/b/g connectivity eliminates the time and cost required to run network cabling to each MK500, and allows retailers to move the MK500s as needed to better meet customer or seasonal needs. Power-over-Ethernet eliminates the cost of installing power outlets for each MK500.

Comprehensive networking options: IEEE 802.11a/b/g and Power-over-Ethernet support
Provides the flexibility to easily connect to your wireless or wired LAN

Compact 5.6 in. x 5.1 in. form factor with a slim 1.7 in./4.2cm profile
Easy to deploy virtually anywhere in the store — from aisle end-caps to shelves, poles and walls

Compliant with VESA standard mounting
Support for standard VESA brackets enables easy mounting of the MK500 on shelves, walls and other store locations

Marketing and signage flexibility
Easy to attach and change signage; allows retailers to draw attention to the presence of the MK500 as well as provide customer-facing information

3.5 in. color QVGA touch screen plus three programmable buttons
Enables deployment of easy-to-use and very intuitive interactive applications

Microsoft® Windows® CE.NET 5.0
Standard operating system reduces application development time

XScale™ 520 MHz processor; 64MB Flash/ 64MB RAM; Micro SD slot
High performance architecture provides support for the most demanding applications

Easy to use

Whether your customers are scanning bar codes on items to complete a purchase or a loyalty card to calculate their frequent shopper discount or check for personalized specials, Motorola's signature patented scanning technology helps ensure first-time every-time scanning success. Omni-directional scanning eliminates the need to precisely align the bar code with the scanner. And the high performance architecture combines with a color touchscreen and three programmable buttons to enable the deployment of highly intuitive interactive applications that are fun and easy to use, ensuring that anyone of any age will feel comfortable using the device.

Rapid return on investment (ROI)

Not only is the MK500 affordable, it provides many benefits that deliver an outstanding and fast ROI. This single tool can be used by associates and customers alike — associates can utilize the MK500 to answer questions rapidly and accurately for those customers who may not be comfortable utilizing the technology. And the fully-featured imager model enables the capture of 1D and 2D bar codes, providing a superior lifecycle — so there is no need to upgrade to expand support for new bar code symbologies. The ability to build on this solution with third-party peripherals further expands the lifecycle and increases the value of this retail solution. Compatibility with Motorola's Mobility Services Platform (MSP) enables centralized and remote deployment and day-to-day monitoring, substantially reducing IT management time and cost. And with Motorola's Service from the Start Gold program, you'll enjoy from-the-manufacturer expertise and advance device replacement to truly minimize device downtime.

For more information on how the MK500 can help drive customer service, sales and associate productivity up in your retail organization, access our global contact directory at www.motorolasolutions.com/enterprisemobility/contactus or visit www.motorolasolutions.com/MK500



With the MK500, employees are more effective and productive. A quick scan of the bar code on an employee badge provides access to a wealth of information and time saving features — from the ability to access the company directory and page a supervisor or product expert to the ability to view task lists as well as the weekly schedule, punch in and out, and more — all without ever leaving the sales floor.



With the MK500, customer assistance is never more than a few steps away. A quick scan of the bar code on a loyalty card enables shoppers to check personalized specials and discounts — or notify store associates that they have arrived to pick up an order that was placed on line. Customers can check price and inventory as well as locate specific items. And fun contest-style marketing campaigns can help drive customers into the store to scan the bar code on direct mailers to see if they have won a prize.

MK500 Specifications

Physical Characteristics	
Dimensions:	5.6 in. H x 5.1 in. W x 1.7 in. D 14.2cm H x 12.8cm W x 4.2cm D
Weight:	0.71 lbs/0.320 kg
Display:	Size: 3.5 in. /8.9cm diagonal Resolution: 320 x 240 pixels (QVGA) Resistive Touch Screen: Standard
Power:	DC power: 24V, 625mA PoE: Power-over-Ethernet 802.3af'
Buttons:	3 programmable buttons
Expansion Capabilities:	Micro SD card slot; USB host
Data Ports:	Mini USB - 1.1 (2.0 Compliant) Client/Host; Ethernet RJ-45
Audio:	Speaker: Two integrated stereo speakers
Scanner:	Scan Engine Options: • Laser version for capture of 1D codes • Imager version for capture of 1D, 2D and PDF417 codes
1D Laser Scanner Decode Capability:	1D Symbologies: Code 39, Code 128, EAN-8, EAN-13, UPCEAN-128, UPCA, UPCE, UPC/EAN Supplementals (disabled in demo browser application), GS1 DataBar, Chinese 2 of 5, Code 93, Discrete 2 of 5, Interleaved 2 of 5 (including ITF14 and ITF 2 of 5), Codabar, ISBT 12
2D Imager Decode Capability:	1D Symbologies: Code 39, Code 128, EAN-8, EAN-13, UPCEAN-128, UPCA, UPCE, UPC/EAN Supplementals (disabled in demo browser application), GS1 DataBar, Chinese 2 of 5, Code 93, Discrete 2 of 5, Interleaved 2 of 5 (including ITF14 and ITF 2 of 5), Codabar, ISBT 128 2D Symbologies: PDF417, QR, Aztec, DataMatrix, MaxiCode

Performance Characteristics	
CPU:	Intel® XScale™ 520 MHz processor
Operating Platform:	Windows CE.NET 5.0
Browser:	Internet Explorer 6.0 Symbol Pocket Browser
Flash Memory:	64MB
RAM:	64MB SDRAM
Communications:	WLAN: 802.11a - up to 54 Mbps 802.11b - up to 11 Mbps 802.11g - up to 54 Mbps Ethernet: 10/100 Mb Ethernet (802.3)

User Environment	
Operating Temperature:	32F° to 104°F/0° to 40°C
Storage Temperature:	-4°F to 158°F/-20°C to 70°C
Humidity:	5% to 85% (non-condensing)
Ambient Lighting Tolerance:	Tolerant to typical artificial indoor and natural outdoor (direct sunlight) lighting conditions. Fluorescent, Incandescent, Mercury Vapor, Sodium Vapor, LED[1]: 450 Ft Candles (4,844 Lux) Sunlight: 8000 Ft Candles (86,111 Lux)

Software	
Available Applications:	Web Kiosk Software Suite with Source Code; AirBEAM Smart; Rapid Deployment Client; MSP
Application Development Tools:	• The MK500 ships with Symbol Pocket Browser. For a reference implementation with sample source code, see the Web Kiosk Software Suite. • For C/C++ developers, the MK500 provides support for application development using Microsoft's eMbedded Visual C++ 4.0 SP3. • For C# / VisualBasic.NET developers, the MK500 provides support for application development using Microsoft's Visual Studio. • Symbol SDK components required to support the development environments listed above are available from Motorola's Support Central Web site.

Peripherals and Accessories	
Mounting Options:	Conforms to the VESA 75mm mounting standard for attachment of third-party, off-the-shelf mounting solutions — (4) M4 x 8.1 mm inserts provided

Regulatory	
Electrical Safety:	UL60950-1/CSA C22.2 No. 60950-1, EN60950-1/IEC60950-1
Laser Safety:	CEN 60825-1,IEC 60825-1, 21CFR1040.10, CDRH Class II, IEC Class 2
EMI/RFI:	EN 301 489-1, EN 301 489-17,EN 55022, FCC Part 15 Class B, ICES 003 Class B, EN 55024, EN 61000-3-2, EN 61000-3-3,AS/NZS 4268:2008, Japan VCCI

1 - LED lighting with high AC ripple content can impact scanning performance

Integrated support for: Internet Explorer 6.0; Symbol Pocket Browser; Visual Studio .Net 2005; SMDK for C, .NET and Java
Enables rapid and cost-effective development of sophisticated applications

Ease of use
Intuitive aiming pattern enables easy scanning of bar codes

Compatible with Motorola's Mobility Software Platform (MSP)
Ability to remotely stage, provision, monitor and troubleshoot devices dramatically simplifies and reduces the costs associated with deployment as well as day-to-day management

Mini USB
Expandable — can easily build on this solution by adding third-party USB peripherals, including printers, magnetic stripe readers, keyboards and more

Multimedia support with stereo speakers
Enables high quality audio and video for highly visual advanced applications