THE ZEBRA
SB1 SMART BADGE

THE WEARABLE MOBILE DEVICE
FOR ALL YOUR ASSOCIATES

THE SB1
SMART BADGE

THE GROUND-BREAKING NEW CLASS OF MOBILE DEVICE GIVES EVERY ASSOCIATE ACCESS TO THE TOOLS THEY NEED TO PROVIDE SHOPPERS WITH BETTER SERVICE — AND BOOST PRODUCTIVITY.

EMPOWER EVERY ASSOCIATE TO DELIVER A BETTER SHOPPING EXPERIENCE

Access information and manage tasks in real-time with a new kind of mobile device

THE "DISCONNECTED" ASSOCIATE	THE CONNECTED ASSOCIATE
61% of today's shoppers report they are better connected to product information and availability than store associates.*	**67%** of shoppers report a better store experience when associates carry a mobile device — leading to increased sales and more loyal shoppers.*

Without a mobile device, your associates are isolated from the information they need to answer shopper questions on the spot.

Lack of a direct connection to crucial business data, supervisors and other associates impacts their efficiency, the level of customer service they can deliver and their ability to close a sale. And while associates represent one of your largest costs, keeping them busy when they aren't taking care of customers is a challenge. Your supervisors must walk the store to locate employees, delegate tasks and track task status, reducing associate utilization and supervisor effectiveness.

Now, you can empower every associate with a real-time connection to the information needed to improve their productivity and customer service quality.
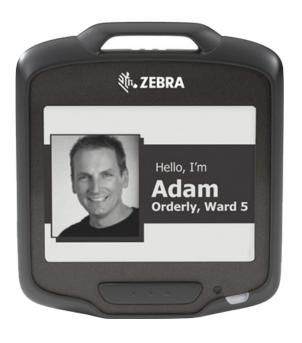
This compact wearable device is an electronic identity badge, a bar code scanner, a push-to-talk (PTT) communicator and a real-time interactive task list, all rolled into one. Now, every associate has the tools they need to assist customers, right on the spot. A quick scan of the bar code on an item can display availability and pricing. With PTT capability, associates can reach supervisors, product specialists and more to answer practically any other question a customer might have. And with support for a personal electronic task list, associates are always busy, focused on the right tasks when they are not assisting customers.

The results? All your associates have the tools they need to help close more sales, improve efficiency and deliver a better customer experience.

THE SB1. THE RIGHT FEATURES. THE RIGHT PRICE.
THE SMART WAY TO CONNECT ALL YOUR ASSOCIATES.

WHAT IS THE SB1?

The SB1 smart badge is a brand new category of mobile device that provides the functions every associate needs to take better care of your shoppers and remain productive every moment of every shift.

IT'S A BAR CODE SCANNER

When shoppers have a product-related question such as pricing or availability, associates can simply use their SB1 to scan the bar code on an item to retrieve the information. Zebra's industry-leading technology makes scanning a breeze. With omni-directional scanning, it's easy to align the bar code and the scanner. The retail environment can be tough on bar code labels — but that's no problem for our scanning technology. Associates will be able to capture practically any 1D bar code and even many 2D bar codes — even if it is poorly printed, damaged or dirty. The built-in LED light and beeper provide visual and audible feedback, so users know when a scan is successful, even in noisy environments — with virtually no training required.

IT'S AN IDENTITY BADGE THAT PROMOTES YOUR BRAND

The SB1 is always on duty, helping your shoppers identify your associates and promoting your brand. Since the SB1's E Ink® Pearl display is bi-stable, no power is required to maintain the display — so the badge can display the associate's name, photo and even a promotional slogan without using any battery power. And since you'll want your workers' identity badge to promote your brand, you can customize the SB1 bezel and lanyard with your logo and brand color.

IT'S A PUSH-TO-TALK COMMUNICATOR

There are many questions that can't be answered with the scan of a bar code. That's why the SB1 offers business-class push-to-talk (PTT) capability. Since Zebra's Push-to-Talk Express client is already loaded onto the SB1, all you need to do is attach the accessory of your choice to enable push-to-talk communications — either the SB1 speaker accessory or the SB1 headset adapter with a PTT headset. Now, your associates can make and receive PTT calls with any worker carrying an SB1 or any other Push-to-Talk Express-enabled device — including many other Zebra mobile computers and two-way radios. And since the accessories attach via a unique industrial strength magnet, you can instantly add and remove PTT capability on any SB1 at any time.

IT'S AN INTERACTIVE REAL-TIME ELECTRONIC TASK LIST

Without a mobile connection to your associates, your managers are forced to spend a lot of time just to distribute tasks and track task status. But with the SB1 and worker productivity applications, task management is easy. Mobile Workforce Management software can accept tasks from many sources — from supervisors, in-store kiosks, corporate systems and other associates — and automatically determine which associates are available and which associate is best-suited for the task. Real-time tasks are then delivered to the right associate via their SB1 smart badge — no manual supervisor intervention required. Task start and stop times are automatically captured. Associates can indicate when tasks are completed. Supervisors can monitor all tasks on an easy-to-view dashboard. And if tasks are not completed in time, no worries — they are automatically escalated.

BENEFITS

WHEN YOU GIVE YOUR ASSOCIATES THE SB1 SMART BADGE, YOU WILL...

Improve the shopping experience

The in-store shopping experience improves when associates can scan a bar code or reach a co-worker to immediately address shopper needs and questions without ever walking away from the shopper, driving customer satisfaction and loyalty up. In fact, 67 percent of shoppers report a better in-store experience when associates are equipped with a mobile device.*

Improve associate productivity

With PTT and bar code scanning, associates no longer need to lose time locating a computer or a phone to answer a customer's question. And with support for a real-time task list, you can easily keep associates busy every minute of every shift.

Increase sales

Since associates can provide shoppers with the information they need to make a buying decision, walk-outs are reduced, increasing sales and basket sizes.

Improve manager efficiency and effectiveness

Automated task management applications give supervisors more time during the day to tend to more high-level tasks, as well as the ability to easily change associate task priorities in real time.

Improve workforce response times

Instant communication via PTT allows your team to better collaborate, reacting and responding faster to any need or request throughout the day.

Improve your store environment

When associates are connected to each other and managers in real-time, the store is better maintained and stocked. And when everyone has PTT, intrusive overhead paging is eliminated.

Reduce your labor costs

The ability to extend real-time workforce management applications to associates provides the rich labor metrics required to drive workforce productivity up.

Increase brand awareness and improve brand perception

When associates carry a mobile device with your logo and brand color, your brand is better promoted inside the store. In addition, using the latest in mobile technologies to improve the shopping experience helps differentiate your brand.

TO START DRIVING CUSTOMER SERVICE QUALITY AND ASSOCIATE PRODUCTIVITY UP IN YOUR STORE WITH THE SB1, VISIT US TODAY AT WWW.ZEBRA.COM/SB1 OR WWW.ZEBRA.COM/CONTACT

The SB1 is loaded with features that make it a true enterprise-class device
including durability, security, manageability, ease-of-use and wireless connectivity

FEATURES

ENTERPRISE-CLASS BAR CODE SCANNING
Ensures easy capture of bar codes — even if they are dirty, damaged or poorly printed

ENTERPRISE CLASS PUSH-TO-TALK CAPABILITY RIGHT OUT OF THE BOX
Enables push-to-talk calls with other SB1 devices, other Zebra mobile computers and two-way radios*

SMALL, LIGHTWEIGHT AND WEARABLE
Can be worn around the neck, on a belt or arm

"FINGER FRIENDLY" FULL TOUCH INTERFACE
Makes navigation a snap — plus no need to keep track of a stylus

3 IN. E INK PEARL DISPLAY
Well proven technology (over 30 million in use today); just like a piece of paper, it's easy to read in nearly any lighting condition, at any angle

BUSINESS-CLASS DURABILITY
Built to operate reliably despite drops, spills, dust, heat and cold

BUILT FOR SHARING
No need to assign devices — applications can be provided for workers when they log in at the start of a shift to access their task list and messages

ADD OR REMOVE VOICE IN AN INSTANT
Easily attach or detach the PTT speaker and headset adapter accessories via their industrial magnets to instantly enable push-to-talk voice communications

CONNECTS TO VIRTUALLY ANY WLAN
Supports 802.11b/g/n; Zebra robust Wi-Fi radio for a solid voice and data connection your workers can count on

CUSTOMIZABLE BEZEL
Add your logo and choose your color

SECURE THIN-CLIENT ARCHITECTURE
Support for RhoMobile HTML5 applications keeps your data safe — applications and data reside on the server, not on the device

SUPPORTS WORKFORCE MANAGEMENT SOFTWARE
Provide each associate with a personal task list that they can update on the fly as they complete tasks, track time on task and much more

ENTERPRISE CLASS ACCESSORIES
Ready for easy backroom management with multi-slot cradles that can be mounted on a rack, wall or desk; voice accessories; wearable accessories and more

ENTERPRISE CLASS SUPPORT COVERS EVERYTHING — PERIOD
Optional Service from the Start with Comprehensive Coverage covers normal wear and tear, accidental damage and even battery replacement

Partner
Logo

* 2011 Holiday Shopping Survey, December 2011

ZEBRA

Channel Identifier
Additional Line
Additional Line

Company Name
Address 1
Address 2
City, State, Zip
www.xxxxxxxxxxx.com
Phone: 888.555.1212
555.555.1212
Fax: 555.555.1212