

OVERVIEW

TC73/TC78 Mobile Computer

Empower your customers to meet today's challenges and be ready for tomorrow with the TC73/TC78, a new generation of mobile computers designed for a new generation of mobile solutions. As the next evolution in the ultra-rugged TC7X family, the TC73 and TC78 are more rugged, yet lighter and nearly 20% thinner.¹ They're loaded with all the latest class-leading technologies — more processing power, more battery options, a 6-inch Full HD+ screen, enhanced audio quality, advanced range scanning, 5G, Wi-Fi 6E and CBRS (US only). Customers can add the functionality of a workstation, RFID, two-way radio, PBX handset and an integrated handheld mobile dimensioning solution. And customers get five years of product availability and 10 years of available service and support.²



What's New

The TC73 and TC78 redefine ultra-rugged enterprise mobility. Key advancements over prior generation TC7X devices include:

More rugged, yet lighter and nearly 20% thinner¹

Designed with advanced manufacturing and materials technologies; new ergonomic design enables a more secure and comfortable grip; new 10 ft./3.05 m drop spec without adding weight

Faster, more reliable, future-ready wireless connections

Support for: Wi-Fi 6E (4x the bandwidth, 75 percent less latency than Wi-Fi 5); 5G (30-40x less latency than 4G); CBRS (U.S. only)

New, significantly faster processor

90% boost in CPU for improved application loading and speed;³ 400% boost in graphics processing³

6-inch Full HD+ display

28% larger display;⁴ highest resolution in its class

Superior audio quality

Super-wideband (SWB), Wideband (WB) and Fullband (FB); easy to understand, natural sounding voice

Advanced range scanning

Optional SE55 1D/2D Advanced Range scan engine with IntelliFocus™ technology

Enhanced camera

Higher resolution 16 MP rear camera; OIS* for better low light performance (*Premium models only)

Time of Flight depth sensor (Premium/Certified models only)

Industry-first mobile parcel dimensioning solution

More advanced battery technology

Extended capacity battery, BLE battery and wireless charging battery (TC78 only)

Features & Benefits

Top 3 Customer Messages

1 Loaded with all the latest technologies

- Blazing speed with the next generation Qualcomm 6490 octa-core processor, up to 8 GB of RAM and 128 GB of Flash, plus a 2 TB MicroSD card slot
- 6-inch Full HD+ display that's easy to read inside or in bright sunlight
- Only device in its class to offer support for Wi-Fi 6E and the new 6 GHz spectrum — 4x the bandwidth and 75% less latency than Wi-Fi 5
- Support for 5G gives workers access to faster cellular speeds (TC78 only) — with 30-40 times less latency than 4G
- Superior audio quality, power savings and more flexible connectivity options with Bluetooth v5.2

2 Solutions that define a new age of mobility

- Industry-first integrated Time of Flight sensor to collect accurate 'legal for trade' parcel dimensions in just seconds (Certified models only)
- Support for advanced ARCore based augmented reality applications
- Ability to create a complete mobile-driven workstation in seconds
- Lightning fast cycle counting with RFD90 ultra-rugged UHF RFID sleds; Zebra eConnex™ enables snap-and-go pairing
- Two-way radio and PBX capabilities with optional Zebra voice solutions
- Built-in support for the new generation of payment solutions

3 Unparalleled value with Mobility DNA

- Built-in software applications, utilities and tools simplify every stage of your device's lifecycle
- EMDK makes it easy to take advantage of device features; DataWedge lets you easily integrate captured data into your applications
- Mx offers over a hundred features to improve security, data capture support and more on Android
- StageNow lets you easily stage devices
- LifeGuard™ for Android™ provides security patches to keep devices secure
- Get dependably superior Wi-Fi connections with Wireless Fusion

Additional Differentiating Features

SE55 1D/2D Advanced Range scan engine with IntelliFocus™ technology

Easily capture 1D/2D barcodes in a variety of conditions over a wide working range, in hand and as far as 40 ft./12.2 m away; scan top-shelf barcodes without a ladder and low barcodes without bending down

Most rugged device of its kind

Survives 10 ft./3.05 m drops to concrete — no rugged boot required; minimizes downtime and repair costs, even in some of the toughest environments

Superior ergonomic design

Advanced manufacturing and materials technologies enable a tougher, thinner and lighter design; contoured grip area is nearly 20% thinner;¹ optimally balanced to prevent wrist fatigue

16 MP integrated rear camera

Highest resolution in its class; Optical Image Stabilization (OIS)* for better low light performance and support for ARCore applications
*Premium models only



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1. The grip area of the TC73/TC78 is nearly 20% thinner than the grip area of the prior generation TC72/TC77.
2. Product is available for five years and service is available for 10 years from first date product is available for purchase.
3. Compared to the prior generation Qualcomm SD660 processor.
4. Compared to prior generations of the TC7X family.

Competitive Highlights

Following are the top competitive selling points for the three major competitive products. Complete competitive information can be found in the Selling Guide.

Honeywell CT45/CT45 XP



Light in software. Honeywell's Mobility Edge is seven years behind Mobility DNA. Key gaps include: no solution for disabling GMS, limited battery management, limited device lockdown tools, limited device diagnostics, no DataWedge equivalent, limited SDK, limited device tracking software and much more.

Shorter lifecycle. TC73/TC78 has a 5+5 lifecycle, providing up to 5 years of sales with 10 years of service and support,² compared with only 5 years of support for CT45 XP.

Inferior computing platform. Slower, older, less efficient processor; less memory.

Inferior wireless connectivity. CT45/CT45 XP does not support 5G, CBRS or Wi-Fi 6E (the new 6 GHz band). Wi-Fi 6 is optional on CT45 XP only.

Less rugged. CT45/CT45 XP has lower drop and tumble specifications.

Inferior display. CT45/CT45 XP has a smaller display with lower resolution (CT45 XP: 1920 x 1080; CT45: 1280 x 720).

Inferior long range scanning option. Zebra's SE55 scan engine offers enhanced performance, better expected working ranges and faster trigger to beep than Honeywell's FlexRange. The TC73/TC78's green laser aimer is up to 7x more visible than Honeywell's red aimer and its large pattern is significantly easier to pick out than Honeywell's single dot.

Inferior rear-facing camera. CT45/CT45 XP has a lower resolution rear camera (13 MP) and lacks OIS support.

Inferior battery. CT45/CT45 XP's battery is hard to remove and there's no hot swap option. It has a smaller standard battery and no extended capacity option; no wireless charging option.

Light in solutions. No CPOC payment support; no certified mobile dimensioning; limited workstation solutions; no offline device tracking.

Honeywell CT60 XP



Older Android version. CT60 XP is currently shipping with Android 9.

Light in software. Honeywell's Mobility Edge is seven years behind Mobility DNA. Key gaps include: no solution for disabling GMS, limited battery management, limited device lockdown tools, limited device diagnostics, no DataWedge equivalent, limited SDK, limited device tracking software and much more.

Inferior computing platform. Slower, older, less efficient processor; half the memory; uses MLC memory instead of faster, more efficient UFS.

Less rugged. CT60 XP has lower drop specifications.

Inferior wireless connectivity. CT60 XP does not support 5G, CBRS, Wi-Fi 6 or Wi-Fi 6E.

Inferior display. CT60 XP has a smaller 4.7 in. display with lower resolution (1280 x 720).

Inferior rear-facing camera; no front camera. CT60 XP has a lower resolution rear camera (13 MP) and lacks OIS support. There is no front-facing camera for video calls, which have become important in today's business workflows.

Inferior battery. CT60 XP's battery is hard to remove and there's no hot swap option. It has a smaller standard battery and no extended capacity option; no beacon or wireless charging option.

Light in solutions. Customers must rely on third party PTT applications; no CPOC payment support; no certified mobile dimensioning; limited workstation solutions; no advanced range scanning option; no offline device tracking.

PANASONIC FZN1



Older Android version. FZN1 currently ships with Android 8.1; future OS support is not published.

Limited software ecosystem and value-add tools. Panasonic does not offer any kind of software ecosystem similar to Mobility DNA. There's limited value beyond the hardware and deployment, integration, application development and device/OS management will be more complex and expensive.

Inferior computing platform. Slower, older, less efficient processor; maximum RAM is 2GB, limiting its ability to run demanding applications.

Inferior wireless connectivity. FZN1 does not support 5G, CBRS, Wi-Fi 6 or Wi-Fi 6E.

Inferior display. FZN1 has a smaller 4.7 in. display with lower resolution (1280 x 720).

Less rugged. FZN1 has lower drop and tumble specifications.

Inferior battery options. FZN1 does not support hot swap mode. There's no extended capacity battery, BLE battery or wireless charging battery option.

Inferior rear and front cameras. Rear camera has half the resolution (8 MP) and there's no support for OIS. Its front-facing camera is lower resolution (5 MP).

Light in solutions. Customers must rely on third party PTT applications; no CPOC payment support; no certified mobile dimensioning; no workstation solutions; no advanced range scanning option; no offline device tracking.

Qualifying Questions

Q Do you want to maximize workforce efficiency in some of the harshest environments?

A By re-imagining ultra-rugged mobile computing performance, the TC73/TC78 enables you to achieve new levels of operational efficiency and workforce productivity. Best-in-class processing power and wireless connectivity deliver virtually instant response times in the most demanding applications, so workers can close out orders, look up information, access databases and more, faster than ever before. The bright Full HD+ 6-inch screen boosts productivity as workers can view more information with less scrolling, in virtually any lighting condition. Enterprise-class data capture technology can support a wide range of applications, including advanced range scanning that lets workers easily scan a barcode across the room, on a top shelf or lower rack. With Zebra Dimensioning Certified Mobile Parcel, workers can collect accurate 'legal for trade' parcel dimensions anywhere with the press of a button. And superior audio quality ensures workers can understand every word on every call, no matter how noisy the environment.

Q Are you looking for a mobility solution that you can build on for the next ten years?

A With the latest wireless technologies, significantly faster processor and new data capture solutions, the TC73/TC78 is leading a new age of mobility — ensuring you'll be ready for what comes next. The enhanced camera supports next generation ARCore applications. Workstation Connect gives workers a true workstation experience, enabling you to replace hardwired desktop PCs for employee training, manager dashboards and more. If you use RFID in your workflows, you can add UHF RFID capability via the innovative eConnex™ adapter. Support is built-in for the new generation of payment solutions. And a Time of Flight depth sensor enables enterprise applications such as certified mobile parcel. By investing in the latest technology today, you can build a bridge to the future. And you can count on an industry-best lifecycle: five years of product availability with a full 10 years of service and support.²

Q Are you concerned about device downtime and the impact on your operations?

A Your workflows depend on your mobile devices. That's why we've engineered the TC73/TC78 to withstand your toughest environments. It's built to handle 10 ft./3.05 m drops to concrete and 2,000 consecutive tumbles. Out on the road, workers can count on reliable operation in any weather — the TC73/TC78 is dustproof and waterproof; the display works when wet; and you can even change the battery out in the rain. Workers won't need to worry about downtime due to a dead battery — the TC73/TC78 offers an extended capacity option, warm swap (Standard models), hot swap (Premium models), flexible and fast charging options as well as superior battery manageability. And if misplaced devices are an issue, you can pair our Device Tracker software with the optional BLE battery to quickly locate devices even if they are turned off or the battery is depleted.

Sales/Reference Materials

The Source (for internal Zebra only):

<https://zebra.showpad.biz>

TC73/TC78 Product Home:

www.zebra.com/tc73-tc78

Partner Gateway:

<https://partnerportal.zebra.com>

Services:

www.zebra.com/services

Support pages:

www.zebra.com/support

Mobility DNA:

www.zebra.com/mobilitydna

Accessories

With a robust accessory ecosystem, your customers can customize their solution, while you increase revenue. Complete a TC73/TC78 solution sale with:

- Variety of charging options including a single slot cradle that can charge a device and spare battery; ShareCradle and multi-slot battery chargers
- Adapter cups for backward compatibility with existing TC7X multi-slot ShareCradles
- Cradle solutions that enable the TC73/TC78 to double as a mobile-driven workstation
- Trigger handle for scan-intensive workflows
- RFD90 Ultra-rugged UHF RFID Sled
- Rugged Bluetooth and wired headsets
- Holsters, arm mounts and hand straps
- Variety of batteries: standard, extended, wireless charging and BLE for advanced device tracking
- Wireless vehicle charging cradle (TC78 only), vehicle holder (non-charging)

Objection Handling

Operations Manager	Technology Decision Maker: Purchasing	Operations Manager
<p>“Why should we upgrade our existing TC7X devices?”</p>	<p>“The world is changing. We need a solution that will grow with our business for many years to come.”</p>	<p>“We’d like to minimize our repair costs, but don’t want a device that’s too heavy or bulky for our workers.”</p>
<p>Response:</p> <p>The TC70/TC75/TC70x/TC75x have reached end of sale; and while the TC72/TC77 is still available, you may have more demanding use cases. Migrating to the latest technology will enable you to keep pace with the heightened expectations of the on-demand economy.</p> <ul style="list-style-type: none"> • Provides 90% more processing power, a 400% faster graphics processor and locationing that is six times more accurate³ • 28% larger display boosts productivity as workers can see more data in a single view, without needing to scroll⁴ • 25% more rugged drop spec, yet is nearly 20% thinner and lighter⁴ • Premium voice and audio performance • New battery options: extended battery, BLE battery for device tracking and wireless charging battery* (*TC78 only) • New optional solutions: advanced range scanning, Zebra Dimensioning™ Certified Mobile Parcel, Workstation Connect • Compatibility with existing TC7X multi-slot ShareCradles via an adapter cup 	<p>Response:</p> <p>Step confidently into the future with the TC73/TC78. Cutting-edge technology enables new, more effective workflows so you’ll be ready for whatever comes next.</p> <ul style="list-style-type: none"> • Future-ready connectivity provides increased bandwidth and lower latency, enabling advanced ARCore based applications like augmented reality • Next generation Qualcomm 6490 octa-core processor can support the rise of demanding multimedia applications • 8 MP front facing camera and superior audio technology deliver the highest quality voice and video collaboration • Industry-first Time of Flight depth sensor supports enterprise applications, such as certified mobile parcel • Ability to double as a full workstation • Built-in support for the new generation of payment solutions • Long lifecycle with five years of availability with a full 10 years of service and support² 	<p>Response:</p> <p>Zebra’s award-winning Industrial Design team has built a device that’s remarkably tough, lightweight and thin. That means you can get a 10 ft./3.05 m drop spec to minimize device breakage and the associated costs, while also giving workers a device that’s comfortable in hand and easy to use, all shift long.</p> <ul style="list-style-type: none"> • Leverages advanced manufacturing and materials technologies — 7% lighter than previous TC7X generations, even with the larger display and more rugged specs • Nearly 20% thinner grip area ensures worker comfort¹ • Contoured surface sides and back reduce pressure points; ensures a secure and comfortable grip for any sized hand • Well-balanced top-to-bottom design helps prevent wrist fatigue • Sculpted lower bumpers let device rest comfortably in the hand • Optional hand strap further enhances portability and enables a secure grip

Markets

- Primary: Transportation and Logistics/Parcel Delivery/ Postal, Direct Store Delivery (DSD), Airlines (under wing), Field Service, Warehousing, Manufacturing, Government and Public Safety
- Secondary: Retail

Services

Keep your customers’ mobile computers 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 device 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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