



memorK

YOUR DAILY BUSINESS COMPANION



July, 2020



DATALOGIC
EMPOWER YOUR VISION

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A new member of the Memor™ family: Memor K



Memor K, the entry level competitive PDA with keyboard



Introducing Memor K



- The low-cost PDA with keyboard to improve productivity
- The perfect pocketable business companion for any data capture application
- Featuring the right business characteristics, especially in the Retail Industry
- Ensuring durability, maintainability and reliability
- Powerful 2 GHz octa-core processor and 3 GB memory featuring Android™ 9
- It ensures a very fast data input with the backlit numeric keyboard
- The 4 inch display provides you plenty of space for your applications
- Wi-Fi only (802.11 ac/a/b/g/n)
- Accessories: single slot dock, belt holster and rubber boot

Memor K

Markets and Applications



Memor K: Retail



- **Industry:** Retail
- **Sub-Industry:** Grocery, non-food
- **Applications:** Inventory, Assisted Sales, Access Control, Price Check, Shop floor applications, Online Order fulfilment

Memor K: Transportation & Logistics



- **Industry:** Transportation & Logistics
- **Sub-Industry:** Courier, Postal, 3PL
- **Applications:** Receiving, Manual Picking (PTG), Order Verification, Inventory, Shipping

Memor K: Manufacturing



- **Industry:** Manufacturing
- **Applications:** Production and quality control, Inventory management, Picking

Memor K: Healthcare



- **Industry:** Healthcare
- **Sub-Industry:** Hospital, Labs
- **Applications:**
 - Pharmacy - In-store operation,
 - Pharmacy/Hospital, pharmacy – Inventory management,
 - Pharmacy Warehouse/Hospital Pharmacy Warehouse - Light warehousing
 - Analysis Labs – specimen traceability, Home healthcare

Why Memor K: Decision makers

Store Operations Manager	<ul style="list-style-type: none">• Reporting to commercial divisions, looks at Retail Store processes• Need to decide the solution (hardware + software) the associates and store managers will have in their hands• KPIs: fast activities, employee satisfaction, additional revenues
IT / IT Operations Manager	<ul style="list-style-type: none">• Reporting to Technology divisions• Responsible to qualify the full solution (hardware + software) and make sure it will fulfil the business requirements coming from commercial and process divisions and guarantee the necessary reliability• KPIs: TCO, service continuity, future proof of the solution

Why Memor K: Authorizers

Procurement Manager	<ul style="list-style-type: none">• Can have different organizational placements depending on the company, but in general responsible to manage the supplier selection process and the negotiation• Has the goal of selecting the right solution hardware + software, collecting input/requirements and technical validation from the involved depts.• KPIs: TCO, future proof of the solution

Why Memor K: Key influencers

Store Manager/Associate	<ul style="list-style-type: none">• Employees physically present on the Retailer store and managing day by day business• Involved as real end user to verify suitability of the product and of the solution for his/her daily job• KPIs: reliability, ergonomics, user experience
ISV / SW House	<ul style="list-style-type: none">• Responsible for the full SW solution that will run on the selected hardware• Can be either involved or not in the hardware sale (i.e. reselling, recommending or just qualifying its SW on it)• KPIs: TCO, SW compatibility, future proof of the solution

Memor X3 installed base replacement opportunity

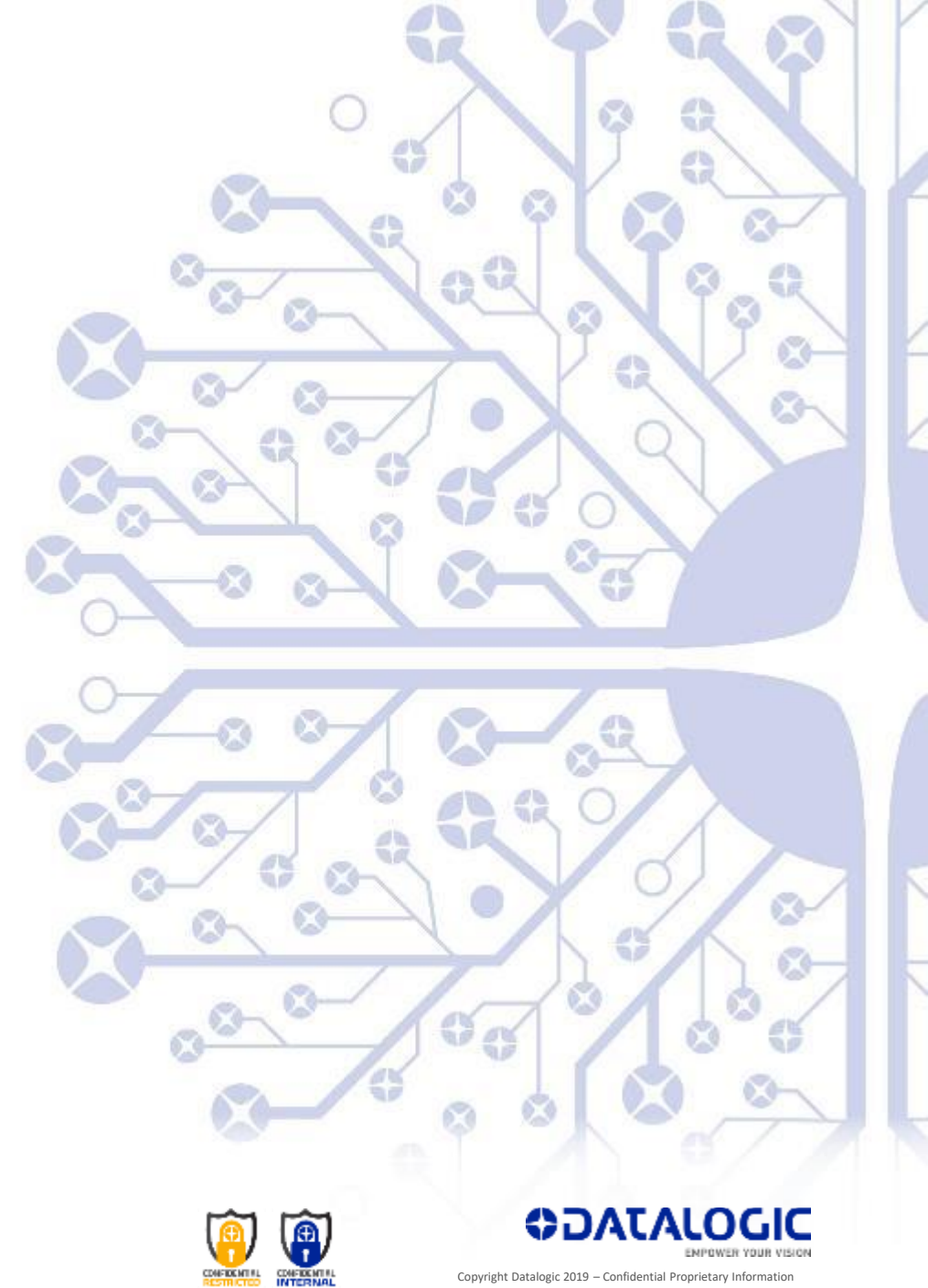
Memor K is the natural replacement of Memor X3 with improved features:

Feature	Memor X3	Memor K
OS	Microsoft Windows CE 6.0 Pro	Android 9
Faster processor	XScale™ PXA310 @ 806 MHz	2 GHz Octa-core
Bigger display	2.4" QVGA, 240 x 320 pixels	4" WVGA resolution 800 x 480
More memory	256 MB	System RAM: 3 GB; eMMC Flash: 32 GB
Bigger battery	2300 mAh	3800 mAh
Camera	No	8 MP autofocus with flash
Expansion slot	No	Up to 64 GB Micro SD
BT version	BT 2.1	BT 5
WLAN	IEEE 802.11 a/b/g/n	IEEE 802.11 a/b/g/n/ac/d/e/i/w
NFC	No	Yes



Memor K

Main Features



An entry level yet competitive key PDA



**2Ghz Octacore Platform
w/Android 9**



**4" WVGA
Capacitive Touch**



Ultra thin 2D Imager



**8MP Rear
Camera**



1.2m/4ft drop; IP54



**24 numeric key
w/ side triggers**



WiFi 802.11ac



**3800mAh Swappable
Battery**

Ultra-Ergonomic, pocket sized and robust



- Ergonomically balanced to help users working in a comfortable way
- Also in case of scan-intensive applications
- Lightweight
- Easy to use with one hand leveraging the keyboard and the SoftSpot (Datalogic Patented)
- Rubber boot and belt holster accessories

Better application performance



The Memor K mobile computer includes:

- a powerful 2 GHz octa-core processor
- 3 GB of memory
- Micro-SD card slot up to 64 GB
- featuring Android 9 for the best user experiences in the Android environment

These features help to improve workforce productivity

4 inch capacitive multi-touch display



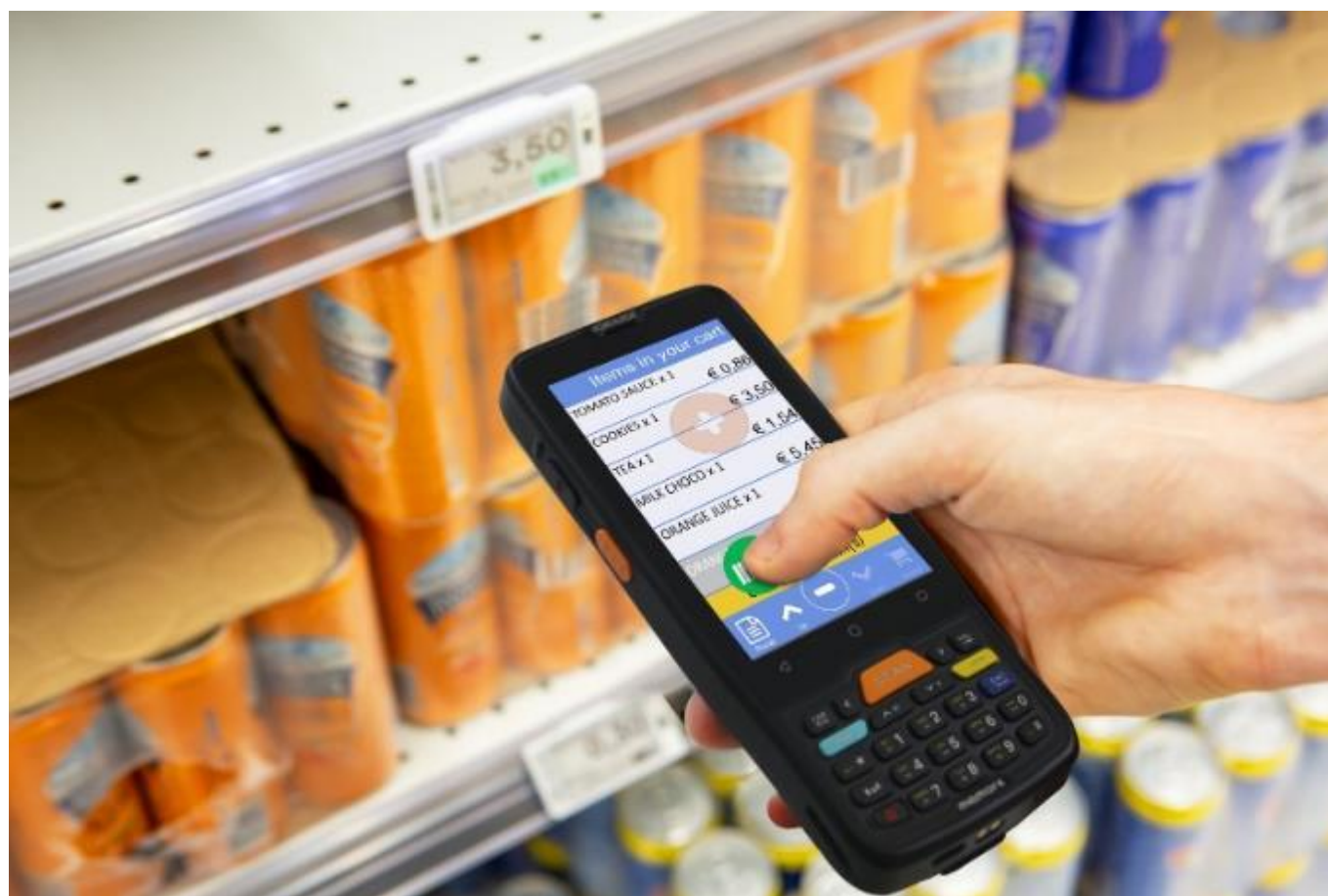
- The 4-inch WVGA display provides more screen space for users to view more information
- It provides large room for the development of intuitive applications that can improve productivity
- Reduce training requirements
- Dragontrail™ hardened glass

The ideal solution for data input application



- The soft rubber backlit keyboard makes very easy to insert data of the scanned item, such as quantity, description, location, etc.
- The comfortable side scan keys (2) allows the user to scan item using the thumb.
- Other two programmable side keys can be assigned to any preferred application.
- SoftSpot™ is a user-definable 'floating soft trigger' that can be located at the most comfortable position anywhere on the large touch display.

SoftSpot™ Technology



- Floating virtual trigger, enables touch actions, triggers, and alerts
- User can modify size and position by gesture
- New triggering experience leveraging the touch display
- Exposed by API, can trigger any application, not only scan engine
- Camera shutter, start menu, keypad function/hotkeys
- Enhance user experience and increase productivity
- Patented

2D ultra-slim VGA imager with Green Spot technology

GREEN SPOT

*Scan in the most
comfortable way,
enhance user experience
and **increase productivity***

*Patented visible
good read feedback,
you can not do without it
in noisy or silent environments*



Capture and document what you need!



A high resolution camera to capture images and document, proof of repairs, damages products/packages, proof of maintenance, asset condition. In any light condition.

The benefit: workers can spend more time on tasks, so it helps to reduce costs

Built to empower your business with ruggedness



Even with such thin design, Memor K is a strong and robust device.

It can sustain repeated drops up to 1.2 m / 4 ft (1.5 m / 5 ft with rubber boot) onto concrete while supporting dust and water up to IP 54

More power for a more effective battery management



- Memor K can cover many applications and many shifts with a **replaceable** 3,800 mAh Li-on Battery.
- If the user runs out of power, he can simply take a new battery from the cradle and quickly replace it for another 12 hrs of work.
- User-replaceable battery, leveraging an easy-to-replace design

Always Connected – So close so connected

NFC for proximity communication



Bluetooth 5.0 with support to low energy (BLE) to connect to peripheral and devices in the store or warehouse



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Memor K

Accessories



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Memor K accessories



94A150111

Memor K Single Slot Dock
Charge only (no Ethernet /
USB connection)



94ACC0312

Memor K Belt Holster



94ACC0313

Memor K Rubber Boot

Memor K

Software Tools



Device configuration: Scan2Deploy Studio

- Configuration utility for DL Android mobile computers
- Completely GUI-based wizard
- Features include Wi-Fi setup, scanner configuration, applications install, firmware update, and more!
- Replaces DXU as the new config tool for Android (more user-friendly!)
- For more info: <https://datalogic.github.io/scan2deploy/>



Developer Site

- New Software Portal by Datalogic
- URL: <http://developer.datalogic.com/>
- One stop shop for Mobile software
 - Tools, SDK, Firmware, etc.
- A platform for technical exchange
 - Moderated Discussion Board
- Technical White Papers and Technical News Posts
- Personalized email notifications for software updates
- Radically faster download speeds thanks to cloud storage
- Discussion for technical partners and customers to ask software questions to the technical community

Software Tools

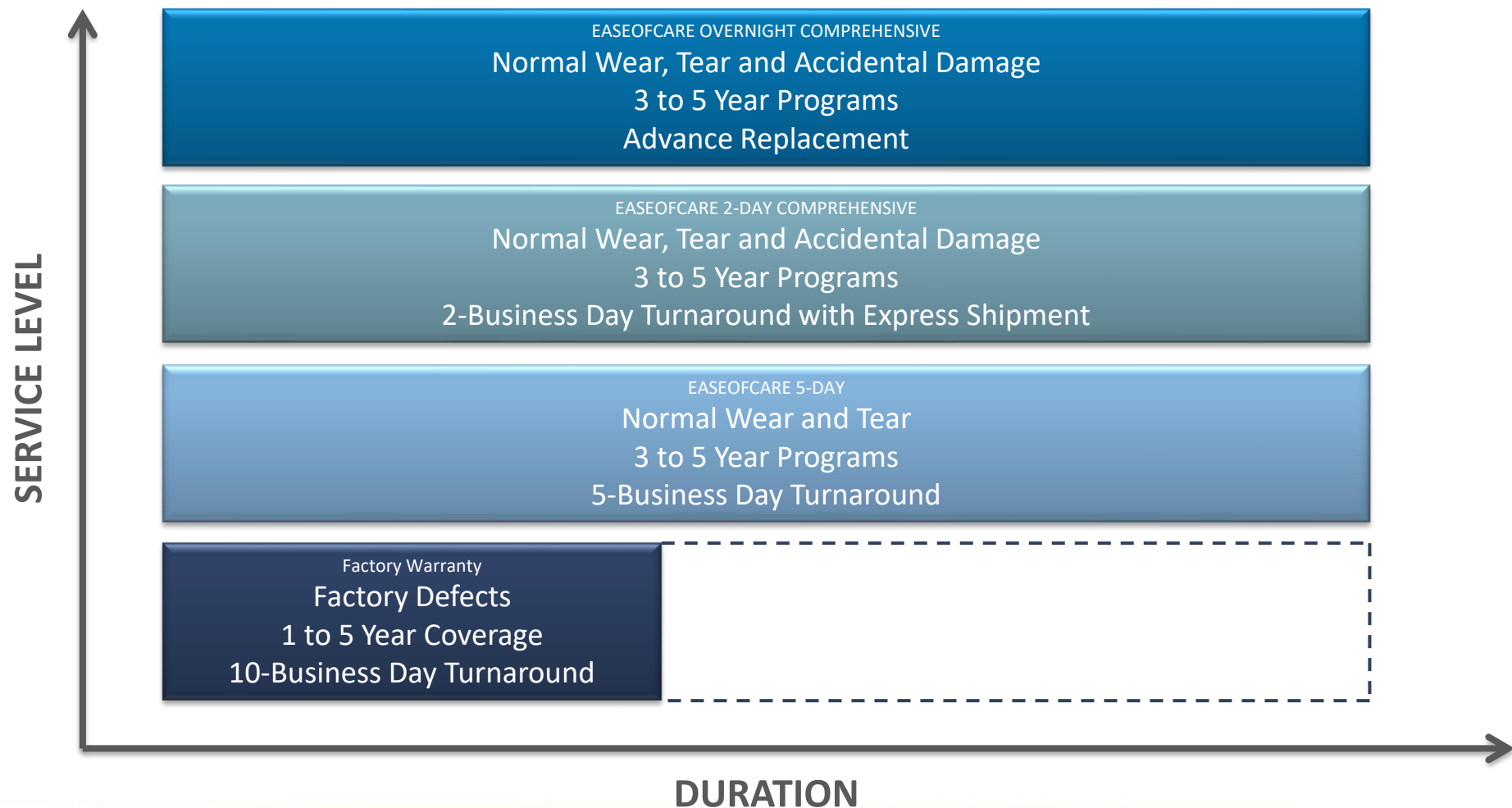
Mobile Device Management	 Avalanche	 MobiControl	
Modern TE	 Velocity		
Application Development			
Security	 Kiosk Mode	 Industrial Browser	

Memor K

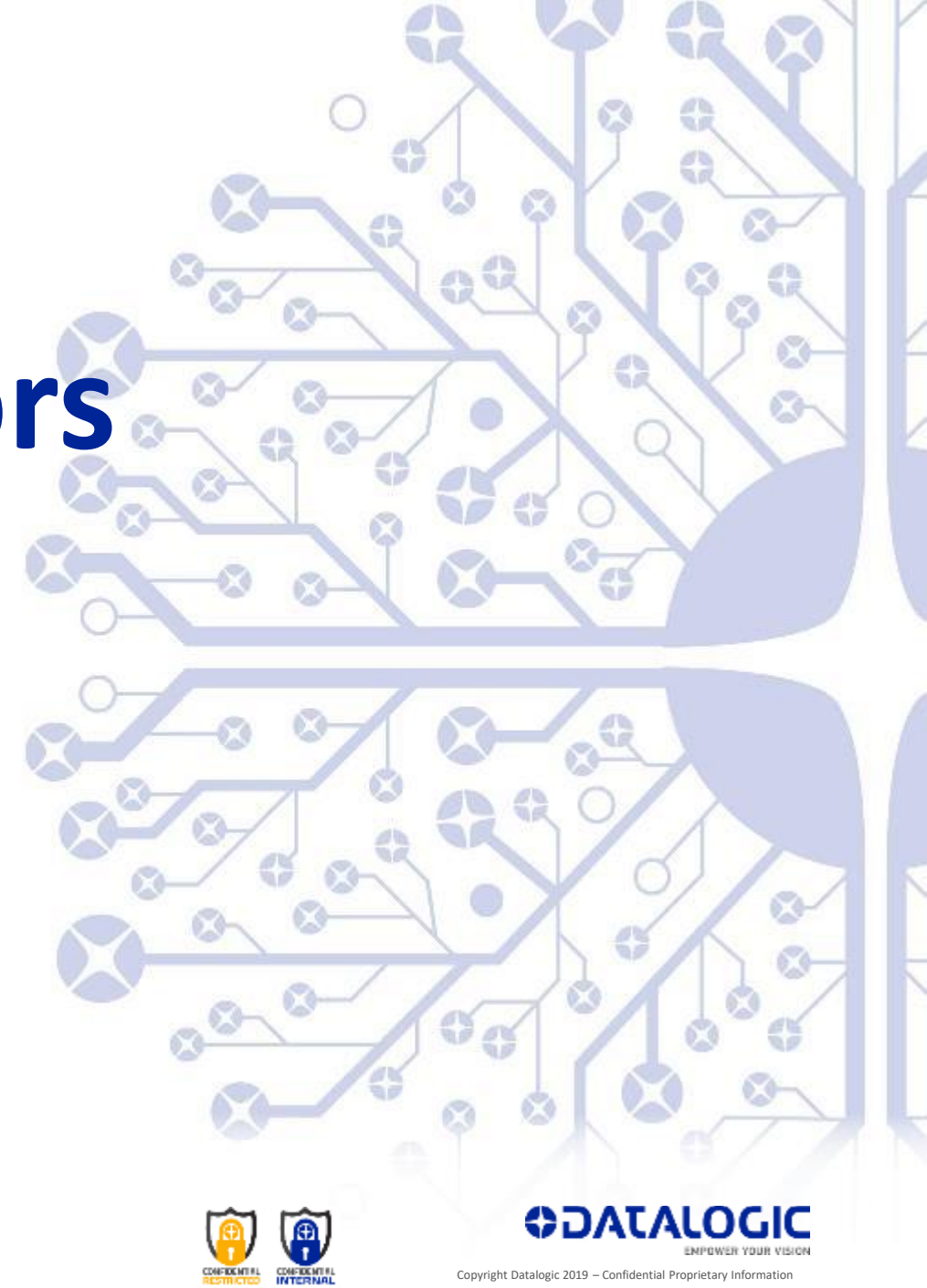
Service and Support



EASEOFCARE Support Programs



Memor K and Main Competitors



Memor K and Main Competitors

	Datalogic Memor K	Zebra TC20 Keyboard	Honeywell EDA50K
Architecture	MediaTek Octa-core, 2.0 GHz	Qualcomm Octa-core at 1.4 GHz	Qualcomm Quad-core at 1.2 GHz
Memory	3 GB / 32 GB	2 GB / 16 GB	2 GB / 8-16 GB
Operating System	Android 9	Android 8.1 with GMS	Android 7.1 with GMS
Display	4 inch WVGA	4.3 inch WVGA	4 inch WVGA
Wireless Connectivity	802.11 a/b/g/n/ac	802.11 a/b/g/n/ac	802.11 a/b/g/n
Environmental	IP54; 1.2m/4f drop	IP65; 1.2 m / 4 ft drop	IP54; 1.2 m / 4 ft drop
Camera	8 MP autofocus with flash	8 MP autofocus with flash	5 MP autofocus with flash
Data Capture	2D Imager (VGA)	2D Imager (VGA & MP)	2D Imager (VGA)
Ports	USB Type C	USB Type C	USB Type C
Replaceable Battery	Yes	No, Non-removable	Yes
Battery Size	3,800 mAh	3,000 mAh	4,000 mAh
Weight	269 g / 9.48 oz	215 g / 7.58 oz	300 g / 10.6 oz
Dimensions	160 x 71 x 17 mm / 6.2 x 2.7 x 0.66 in	164 x 73.1 x 16 mm / 6.45 x 2.82 x 0.63 in	164 x 73 x 24.5 mm / 6.5 in x 2.9 in x 1.0 in

Memor K: Key selling points



- Memor K light weight, thin design and pocketable size allow personnel to **use this device all day long without any stress of fatigue.**
- The extremely powerful CPU provides **plenty of computational power** to run smoothly any application, and even several applications at once.
- Android 9 offers one of the **best user experience in the Android environment**, while maintaining a strong device security and stability.
- The soft rubber backlit keyboard makes very **easy to insert any kind of data of the scanned item**, even in dark environmental.
- **Replaceable battery:** Memor K can cover many applications and many shifts, and in case, the user can simply take a new battery from the cradle and quickly replace it for another 12 hrs of work.

Thank you!

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