

OVERVIEW

MC3400/MC3450 Mobile Computer

As the next generation of the highly successful MC3000 Series, the MC3400 and MC3450 key-based mobile computers redefine ergonomics and versatility to meet the needs of today's on-demand, e-commerce economy. Your customers get an industry-leading form factor with the latest mobile technologies and solutions to power a new generation of Industry 4.0 applications. With backwards compatibility to MC3300 chargers and batteries, and a familiar look and feel, existing customers can realize big productivity gains with minimal operational disruptions.



What's New

Faster, more reliable, future-ready wireless connections

Support for: Wi-Fi 6E (4x the bandwidth, 75% less latency over Wi-Fi 5); public and private 5G¹ for cost-effective networking in expansive outdoor and indoor areas

Identity Guardian for biometric facial recognition

Secure, streamlined authentication used in conjunction with the 5MP front facing camera

Improved extended range scanning

SE58 Extended Range Scan Engine with IntelliFocus™ scans 20% farther than its predecessor; green laser aimer is up to 7x more visible

Easy and accurate keyed data entry

Keypad is 12% larger, enabling larger keys with more space between the keys — all with a negligible increase in device length

Faster, next generation processor

2.5x boost in CPU compared with SD660 for improved application loading and speed

Up to 50% more RAM and up to 4x more Flash

Up to 6 GB RAM/128 GB Flash takes app performance to the next level

Camera configuration available in both form factors

Gun models can NOW be configured with 13MP rear facing and 5MP front facing camera package

Advanced ATTE subscriptions

12-month subscription of Ivanti Velocity on Standard Gun and all Straight Shooter configurations; pre-licensed for device lifetime on Gun Expanded and Full models

Features & Benefits

Top 3 Customer Messages

1 Maximize user productivity

- Leading device in its class to support Wi-Fi 6E with the new 6 GHz spectrum — 4x the bandwidth and 75% less latency over Wi-Fi 5
- Public and private 5G support (MC3450)¹ for your evolving business needs
- Enhanced keyboard design provides larger keys with increased key spacing, making it easier to enter data — reducing error entry and increasing productivity
- Choice of four scan engines including SE58 Extended Range Scan Engine with IntelliFocus™ technology that enables workers to capture barcodes in hand or up to 100 ft (30.5m); green laser aimer is up to 7x more visible than a red aimer, making it easier to target barcodes in any lighting condition

2 Maximize lifecycle and ROI with an advanced platform

- Blazing speed with the next generation Qualcomm® 4490 octa-core processor — 2.5x more processing power than QC SD660; with 50% more RAM and 4x the Flash, there's plenty of memory for data storage and multi-tasking
- With a long Android roadmap, devices will support the new features of Android well into the future
- Most rugged MC3000 Series device yet with 8 ft (2.4m) drop spec²; increased tumble spec (4,000 hits); devices can handle being submerged in water and hosed down with dual IP65 and IP67 ingress protection

3 Do more with your devices with ready-to-use solutions

- Identity Guardian streamlines authentication and enhances security for shared devices — no need for passwords that can be compromised or shared
- BLE beacon battery works with Device Tracker to dramatically reduce device loss³
- Zebra DNA Cloud makes it easy to license, configure and deploy all of your Zebra DNA tools through a single portal
- Workcloud Task Management optimizes labor and task management; allows you to prioritize and send tasks in real time
- OCR Wedge licenses automate more processes: capture shipping container and tire identification numbers and more

Additional Differentiating Features

A family of models

Two dedicated form factors, three different keypads, and a wide selection of imager options, ranging from standard range to extended range

New front-facing camera

Only device in its class with a front-facing camera to support biometric facial recognition for enhanced security and video calls for collaboration with co-workers and supervisors

Familiar platform with backward compatibility to MC3300 Series accessories

Existing customers can migrate to the latest handheld device without having to retrain workers or overhaul the backroom — saving time and money!

Every device is equipped with Terminal Emulation

Seamless deployment with your WMS; Ivanti Velocity pre-licensed for device lifetime on Gun Expanded and Full models; 12-month term subscription on all other models

Objection Handling

Operations Manager	Technology Decision Maker: Purchasing	Technology Decision Maker: Purchasing
<p>“We can’t afford a major disruption in our processes or to retrain our workers right now.”</p>	<p>“There are other gun-style devices and pistol grip handles on the market. Why should we choose the MC3400/MC3450?”</p>	<p>“Why do we need a front facing camera? It doesn’t seem necessary for our workflows.”</p>
<p>Response:</p>	<p>Response:</p>	<p>Response:</p>
<p>The MC3400/MC3450 provides a familiar form factor and user interface for your workers. You can migrate to the latest handheld device for today’s modern workflows without having to retrain your workforce or overhaul your existing infrastructure. These products are designed to provide maximum productivity gains with minimal disruption.</p> <ul style="list-style-type: none"> • The familiar look and feel of the device enables workers to seamlessly transition from their old devices to the new one — there’s no need to learn a new interface or keypad layout • The MC3400/MC3450 device is backward compatible with MC3300 Series charging accessories and batteries (both standard and BLE enabled); there’s no need to overhaul the backroom or invest in a whole new set of accessories • Every device is equipped with Terminal Emulation for a quick and seamless deployment with your WMS. You can migrate from legacy green screens to a more modern and intuitive interface to increase productivity and reduce training times 	<p>Some competitive solutions are a straight shooter (brick style) form factor with an optional gun handle that is bolted or screwed on. These two-piece solutions have several drawbacks, including poor ergonomics and lower durability as there’s an additional point of failure. By contrast, the MC3400 and MC3450 are offered in two dedicated form factors that are purpose-built for your unique use case.</p> <ul style="list-style-type: none"> • MC3400/MC3450 gun models are lighter than competitive devices and ergonomically balanced to help reduce muscle fatigue over the longest shifts • Zebra’s award winning Industrial Design team thoughtfully optimized gun ergonomics for maximum comfort and usability. For example: 1) the curve of the handle has been optimized to align the hand and fingers while providing a more secure grip for scanning; 2) grip details along the back of handle provide added grip and stability; 3) the handle seamlessly connects to the rest of the device for a smooth look and feel • Enhanced keypad ergonomics (12% increase in keypad surface area) enable easier keypad input, reducing error entry and increasing productivity • There’s no need to sacrifice device features — the MC3400/MC3450 gun model can be ordered with 13MP rear and 5MP front cameras 	<p>The MC3400/MC3450 is the only device in its class to offer a front facing camera. This feature can transform your existing workflows, improving efficiency, usability and security.</p> <ul style="list-style-type: none"> • The front facing camera can be used in conjunction with Zebra’s Identity Guardian, a two-stage biometric facial recognition solution. This means workers can quickly log-in to any device with just their face and/or a barcode or PIN. There’s no need for passwords, which can be forgotten, shared or compromised. Designed for shared device enterprise deployments, Identity Guardian streamlines device sign-on, while tracking user activity to prevent misuse or theft • Workers can use the front facing camera to place a video call to a supervisor or co-worker to get an immediate answer to a question

Key Links

- The Source (for internal Zebra only):**
<https://zebra.showpad.biz>
- MC3400/MC3450 Product Home:**
www.zebra.com/mc3400-mc3450
- Partner Gateway:**
<https://partnerportal.zebra.com>
- Services:**
www.zebra.com/services
- Support pages:**
www.zebra.com/support
- Zebra DNA:**
www.zebra.com/zebradna

Accessories

- With a robust accessory ecosystem, your customers can customize their solution, while you increase revenue. Complete an MC3400/MC3450 solution sale with:
- Variety of charging options including multi-slot ShareCradle, 20-slot battery charger and 4-slot battery charger; backwards compatible with legacy MC3300 batteries
 - BLE battery for advanced device tracking (requires Device Tracker license)
 - Variety of holsters and carrying options
 - Rugged Bluetooth headsets
 - Rugged mobile printers and desktop printers

Objection Handling (continued)

Operations Manager	Technology Decision Maker: Purchasing	IT Manager
“We’ve relied on our MC3300 devices for years. Why should we upgrade them now?”	“We are looking for a value-tier device. Why should we consider the MC3400/MC3450?”	“We’re looking for a solution that grows with our business, not just a device.”
Response:	Response:	Response:
<p>While the MC3400/MC3450 continues the tradition of the MC3XXX Series’ well-loved ergonomics and reliability, it adds the latest technology — so your team can keep up with skyrocketing orders, tighter delivery schedules and other business challenges. Advancements over the MC3300x/MC3300ax include:</p> <ul style="list-style-type: none"> • 2.5x more processing power and up to 50 percent more RAM for significantly improved application performance • Keypad is 12% larger, enabling larger keys with more space between the keys for easier and more accurate data entry especially with gloves — all with a negligible increase in device length • Faster wireless connectivity with Wi-Fi 6E; increased throughput, low latency • Support for public and private 5G¹ provides reliable connectivity in ports, yards and other expansive areas (MC3450) • New Extended Range Imager provides 20% longer read range than its predecessor with a high-visibility green aimer 	<p>The MC3400/MC3450 offers multiple configurations that let you choose the right feature set for your application needs and budget. For example, you can choose a standard model without premium memory to achieve a lower price point. The added functionality you’ll gain compared with a value tier device like Zebra’s MC2200 will provide more value over the device lifecycle.</p> <ul style="list-style-type: none"> • Improved scanning options allow for faster barcode reading across longer ranges — increasing efficiency and productivity • The MC3400/MC3450 offers more form factors and keypad choices, providing a better, more personalized user experience • The MC3400/MC3450 is more durable than value-tier devices — reducing the need for frequent repairs or replacements • Longer battery run times ensure users can work for longer periods without interruption • Standard models offer the latest wireless connectivity, as well as the full Zebra DNA Enterprise suite of tools • Standard models come with a 12-month Ivanti ATTE subscription 	<p>With Zebra, you get much more than hardware. The MC3400/MC3450 offers a broad ecosystem of software solutions that streamline workflows, boost productivity and ensure you get maximum value from your hardware investment today and tomorrow. For example:</p> <ul style="list-style-type: none"> • Device Tracker safeguards your investment and data by enabling lost or misplaced devices to be located quickly and easily — even if the device is powered off or the battery is depleted³ • Workcloud Communication suite of communication tools connects your staff via secure texts and PTT • Workcloud Task Management lets you prioritize and send tasks in real time to improve efficiency and labor optimization • Every MC3400/MC3450 model comes with Zebra DNA Enterprise; Zebra DNA Cloud makes it easy to license, configure and deploy all your tools from a single portal

1. 5G available Q2 2025 2. Applicable to WLAN Gun configuration only 3. Requires the purchase of the optional BLE battery and Device Tracker licenses



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Markets

- Warehousing/distribution
- Manufacturing
- Transportation & Logistics: yards and ports
- Retail

Services

Manage and Support

Zebra OneCare™ Maintenance Plans keep your customers’ devices operating at peak performance, while eliminating unexpected repair costs. Customers can choose the right level of support they need, then further tailor their plan with flexible options like Battery Maintenance or Proactive Battery Replacement services.

Professional Services

Gold Build ensures peak performance with user profiles. Zebra Staging saves time and ensures consistency on OS version, security and applications. And Zebra can help put together the device, accessories and/or printed collateral into individual or site boxes.

Actionable Intelligence

Zebra VisibilityIQ Foresight™ provides a cloud-based dashboard to view fleet insights across your customer’s entire device fleet — making it easy to address potential device issues before they impact their business.