



THE AFFORDABLE, WEARABLE MOBILE DEVICE DESIGNED FOR EVERY RETAIL ASSOCIATE

# SB1 SMART BADGE

**Turn shoppers into buyers.** Today's shoppers are tough customers — they have higher expectations and more knowledge than ever before. They expect an immaculate store, with shelves stocked with the products they want to buy. They expect your sales associates to answer whatever question they might have in seconds — just like their smartphones can. Delivering superior service to these customers is a real challenge.

But if your associates are wearing the powerful SB1 smart badge from Motorola Solutions, they can. The SB1 is a brand new category of mobile device that you can give to every one of your retail associates. This truly smart badge is full of the features every associate needs to deliver the best customer experience, with the connectivity needed to keep them productive, every minute of every day.

Now, the badges your associates wear can allow associates to: access a personalized task list; accept tasks and acknowledge completion; scan a bar code to check price and inventory; and connect via push-to-talk (PTT) with other workers carrying practically any other PTT-enabled mobile device in use in the store. The result is a powerful always-connected workforce that can always access the people and information they need to maximize productivity and exceeds your customers' expectations on every visit.



**Compact, lightweight and wearable**

The small and light SB1 is easily worn on a lanyard, belt clip or armband — where it is comfortable and always available.

**Durable — built for everyday use**

The SB1 is a true enterprise product, built to handle everyday use, including drops, spills and exposure to dust, heat and cold.

**Easily connect to wireless networks**

With our Wi-Fi 802.11b/g/n radio, your workers get a secure and solid wireless connection to your WLAN — so voice and data features are simply always available.

**Easy to read — everywhere**

The 3 in. E Ink® Pearl display is easy to read in virtually every lighting condition.

**Enterprise bar code scanning**

Omni-directional scanning, an integrated aimer, LED and beeper make scanning a breeze — just point and shoot.

**Your data is safe and secure**

The SB1 supports HTML5 thin client applications where the data resides on servers instead of the device, simplifying application deployment and eliminating the risk of data theft if the device is lost or stolen.

**Full shift power**

The low-power E Ink display enables multi-shift operation with over 14 hours of battery life from a single charge. In badge mode, the screen can display an associate's picture and name or advertise a promotion — yet the display draws virtually no power at all.

**Customizable bezel**

Pick your color and add your logo to promote your brand and enable customers to instantly identify your associates.

**Easy 'touch' navigation**

Finger-style navigation eliminates the need for a stylus.

**Screen inversion for easy viewing**

An accelerometer instantly orients the screen 180° based on device position for easy viewing by customers and users.

**Built for sharing**

No need to assign devices — workers can simply log in at the start of a shift to access their personal task list and messages.

**Business-class push-to-talk\***

At the press of a button, users can talk to other workers who are carrying an SB1, a Motorola Solutions mobile computer, a two-way radio\* or other mobile devices.

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

**PRODUCT PREVIEW SHEET**  
SB1 SMART BADGE

\* Motorola Solutions devices require the complementary TEAM Express client from Motorola; third party mobile devices require Motorola's Unified Retail Communications client; two-way radios require Motorola's Radio Link server.

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