Captuvo SL22 Enterprise Sled
for Apple® iPod touch®
Agenda

• Honeywell’s Enterprise Sled Strategy
• Captuvo SL22 Overview
• Target Markets & Segments
• Positioning
• Application Software
• Go-to-Market Strategy
• SKUs & Pricing
• Key Dates
The “Consumerization of IT”

• For line of business applications, enterprises are now looking for:
  – Sleeker, more compact and attractive form factors
  – A more familiar and intuitive user interface
  – Lower cost alternatives

Many traditional AIDC customers want more consumer-like devices
Honeywell’s Strategy

- Fully rugged, industrial class
  - Fully rugged offerings running Windows targeted at verticals that will not be impacted by consumer offerings (e.g. T&L, warehousing)
  - New class of Dolphin offerings running new operating systems targeted at “knowledge workers” and competing against (accessorized) smartphones
- New, hybrid offerings
- Consumer class devices
  - Accessories (sleds) designed to work with the leading consumer devices (Apple)

Durability, price, size, vertical focus...
Made for Apple® iPod touch®

- Similar size and shape to the iPhone
- No WWAN
- WiFi and Bluetooth (proprietary)
- Does not require a voice or data plan
- iPod touch® Price = $199

*iPod touch = iPhone – WWAN; cost effective*
Transforming the Apple® iPod touch® into an Enterprise-ready device
What Does Captuvo Mean?

CAPTUVO = TO HELP CAPTURE

CAPTURA + JUVO

Latin for ‘CAPTURE’
Definition: to enter (data) into a computer for processing or storage

Latin for ‘HELP/ASSIST’
Definition: to give assistance or support to
Retail In-Store

Driven primarily by mobile POS, retailers (all tiers) have been the primary adopters of Apple iPod touch + sled solutions to improve the customer experience

Primary Market = In-store Retail
“I want the Apple Experience”
C-level executive that visited the Apple store and wants to replicate to improve the customer experience and/or enhance the brand

Been Burned Once
End user who has evaluated/piloted/deployed Infinite Peripherals Linea-Pro or fly-by-night manufacturers device and has experienced OBFs, field failures, long lead times, inadequate support etc.

Save the Sale
Retailers that are concerned with customers that change their mind about buying a product as they shop, abandon the queue or engage in “showrooming”

Three primary segments
Captuvo SL22 Target Markets

Healthcare
Healthcare organizations are rapidly embracing consumer devices for various uses and are now looking at Apple iPod touch + sled solutions for point-of-care applications to improve patient care.

Field Sales & Service
Despite field sales/service applications being outside the 4 walls, some companies are evaluating Apple iPod touch + sled solutions as a step up from a paper-based process to increase productivity and reduce errors.

Non-Core Markets
iOS sleds are finding their way into dozens of markets and applications where traditional AIDC devices have never been (valet parking, event ticketing, farmers market, hair salons, auto mechanic).

The opportunities are endless
# Mobile POS Market

<table>
<thead>
<tr>
<th>Low-End</th>
<th>Mid-Range</th>
<th>High-End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-sled encrypted &amp; non-encrypted MSR attachments that rely on iOS camera for scanning</td>
<td>Protective sled with integrated credit-only MSR and bar code scanner</td>
<td>“Protective” sled with integrated full payment (credit, debit, chip &amp; PIN, NFC) &amp; bar code scanner</td>
</tr>
</tbody>
</table>

## Mid-Range Mobile POS Offering
# Key Differentiators vs. IPC Linea-Pro 4

<table>
<thead>
<tr>
<th>Differentiator</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior scan performance</td>
<td>• Increased throughput enables additional transactions to be processed leading to increased revenue-profit</td>
</tr>
<tr>
<td>Greater durability/reliability</td>
<td>• Lower failure rates leading to less downtime, smaller spares pool and less lost revenue</td>
</tr>
</tbody>
</table>
| Encrypted MSR                              | • Reduces PCI certification cost  
• Reduces risk of cardholder data being stolen/compromised                                                                                |
| EasyDL drivers license parsing software    | • No need to invest in software                                                                                                                                                           |
| Torx screw security mechanism              | • Reduce associate/customer theft of Apple iPod touch reducing the number of replacement devices                                         |
| Remote MasterMind                          | • Increased productivity  
• Lower total cost of ownership                                                                                                                                                     |
| Honeywell                                  | • Peace of mind in vendor that they will deliver high quality products on time and with the proper support                              |
Taking Full Advantage

- Use to get in the door
- Cross-sell
- Upsell

People love to talk about Apple
Application Software

• Requires application software (iOS app) specifically developed for the Captuvo SL22

• App options for End Users*
  – Purchase public app from the Apple® App Store
  – Purchase app from an ISV/Reseller
  – Develop app using the Captuvo SDK for Apple® iOS X*

• Will be able to search available apps on isvstore.com

Requires app; SDK in development; apps on isvstore

* SDK & apps currently in development
Go-to-Market Strategy

• Available through HSM’s traditional channel
  – Apple® iPod touch® not included with sled (must be purchased directly from Apple or authorized Apple reseller)

• Available to all resellers/partners

• Other program discounts do apply

• Captuvo Program (in development)

Follows traditional HSM channel strategy
# SKUs & Pricing

<table>
<thead>
<tr>
<th>Model</th>
<th>SKU</th>
<th>SKU Type</th>
<th>Description</th>
<th>List Price NA</th>
<th>List Price EU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scanner Only</td>
<td>SL22-002101</td>
<td>STK</td>
<td>Sled for Apple® iPod touch® 4G / Standard range (SR) imager with green LED aimer / Battery for sled / Silver and black</td>
<td>$584</td>
<td>€449</td>
</tr>
<tr>
<td>Scanner + MSR</td>
<td>SL22-002111</td>
<td>STK</td>
<td>Sled for Apple® iPod touch® 4G / Standard range (SR) imager with green LED aimer / Battery for sled / Magnetic stripe reader (MSR) / Silver and black</td>
<td>$649</td>
<td>n/a</td>
</tr>
<tr>
<td>Scanner + MSR + EasyDL</td>
<td>SL22-002111-EZ</td>
<td>STK</td>
<td>Sled for Apple® iPod touch® 4G / Standard range (SR) imager with green LED aimer / Battery for sled / Magnetic stripe reader (MSR) / Silver and black / EasyDL Software</td>
<td>$706</td>
<td>n/a</td>
</tr>
<tr>
<td>Scanner Only for Healthcare</td>
<td>SL22-003102-h</td>
<td>STK</td>
<td>Sled for Apple® iPod touch® 4G / High Density (HD) imager with green LED aimer / Battery for sled / Cyan and white / Disinfectant-ready housings</td>
<td>$584</td>
<td>€449</td>
</tr>
</tbody>
</table>

*All kits include: wall charger with US, EU & UK plug adapters , USB to microUSB cable and documentation*
List Pricing

- In AIDC space, list price traditionally set high with steep discounts off list vs consumer products (like Apple) where list price is often sell price (virtually no discount)
- Primary sled competitors’ following consumer product pricing
- Captuvo sled list pricing set to be in line with competitors
- Results in a new discount structure

<table>
<thead>
<tr>
<th>List Price</th>
<th>Infinite Peripherals Linea-Pro Imager</th>
<th>Honeywell Captuvo SL22 Imager</th>
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<tbody>
<tr>
<td></td>
<td>$599</td>
<td>$649</td>
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</table>

List price set relative to competition & value delivered
Accessories

• Holster
  – Integrated belt clip & spare battery pouch

• Lanyard
  – Wrist lanyard

• Rubber Boot
  – Provides added durability

• Charge Base (Oct availability)
  – Charges 4 units
Service offerings

**Service Made Simple**
- Full comprehensive device coverage against accidental breakage and normal wear & tear
- Three business day turnaround
- Expedited return freight
- Unlimited technical support
- Three-year package
- Closes the loop on total cost of ownership

**Additional Value Added Services**
- Advanced Exchange
  - “Spare in the Air”, 1-day turnaround
- Quarterly Reporting

**HSM will NOT service the Apple device**
Certified to Sell

- United States
- Canada
- European Union Countries

Certified in US, CA & EU; Evaluating others case-by-case
Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Beta Units (Limited Quantities)</td>
<td>Available Now</td>
</tr>
<tr>
<td>Product Launch</td>
<td>July 12, 2012</td>
</tr>
<tr>
<td>Beta SDK</td>
<td>Early-July</td>
</tr>
<tr>
<td>First Ship</td>
<td>Mid-July</td>
</tr>
<tr>
<td>Fully Released SDK</td>
<td>Mid-July</td>
</tr>
<tr>
<td>Charge Base Availability</td>
<td>October</td>
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</tbody>
</table>

Beta units available now; shipping in July
Who do I contact for more information?

- **Corporate**
  - Lisa London: lisa.london@honeywell.com

- **APAC**
  - Frank Zhang: frank.zhang@honeywell.com

- **EMEA**
  - Eric De GREEF: eric.degreef@honeywell.com

- **Latin America**
  - Ron Jackson: ron.jackson3@honeywell.com

- **North America**
  - Retail - Bob Grabowski: robert.grabowski@honeywell.com
  - Healthcare - Doug Brown: doug.brown@honeywell.com
  - T&L, Field Sales/Services - Matt Belange: matt.belange@honeywell.com