ZEBRA

FX7500 FIXED RFID READER

Advanced fixed RFID reader for business-class environments

The Zebra FX7500 is a fixed RFID reader that sets a new performance standard – consistently delivering peak performance with excellent reader sensitivity, better interference rejection, at a lower cost per read point. That makes the FX7500 a veritable workhorse that adapts to application environments – the ideal platform for your RFID solution.

KEY SELLING/ ATTACK POINTS

Key attack points include:

- New radio technology is Zebra designed from ground up – eliminates reliance on third-party chipsets while delivering best-in-class sensitivity, interference rejection and carrier cancellation
- Offers up to 1200+ tags/sec tag reads and excellent dense reader mode performance
- Provides highly integrated functionality and security features with support for worldwide standards in a compact, plenum-certified unit
- Easy to use, deploy, configure and manage with existing IT infrastructure

QUALIFYING QUESTIONS

Upgrade opportunities:

- Would increased performance, wireless communications, increased security and backward compatibility help you take maximum advantage of advanced RFID applications?

New sales opportunities:

- Do you need an RFID plan that replaces paper with real-time processes and automates data capture to eliminate data errors and increase productivity without delays, complications and unexepected costs?

UPSELL OPPORTUNITIES

The FX7500 can be kitted with other Zebra hardware and infrastructure to create a comprehensive Zebra RFID solution for your business, supported by a full range of pre- and postdeployment services.

FEATURES AND BENEFITS

All-new high performance Zebra radio technology: Zebra software-based radio technology has a mind of its own – offering adaptive intelligence that automatically senses and optimizes reader operation to its environment. The intelligent reader along with high sensitivity, superior interference rejection and echo cancellation means you get the best-in-class, reliable and consistent overall performance at all times in real world situations. Zebra radio technology provides enhanced flexibility and protects your investment in RFID.

Integrated Power Over Ethernet (POE), optically isolated GPIO, USB Client and Host ports: All the tools you need for fast, easy deployment and simplified ongoing management of your RFID applications are built right into the FX7500 architecture.

Enhanced Communication via USB Host Port: Select Wi-Fi and Bluetooth adapters for wireless communication.

2-port and 4-port Monostatic Reader Configurations: Deploy precisely the number of read points you need for proper coverage – no more, no less – and reduce your TCO.

Plenum Area Rated: The FX7500 is approved and suitable for environmental air handling space installation, so it can operate effectively within plenum spaces such as walls, ceilings, inside cabinets, etc.

Enterprise-class Management and Support for Worldwide Standards (FCC, ETSI EN 302 208):

- EPC global-compliant design supporting LLRP and RM
- Auto-discovery and zero-configuration networking
- Flexible firmware upgrade features
- Support for industry-leading software – IBM, Microsoft

Seamlessly integrates with existing IT environments; enables remote and centralized management; simplifies and reduces the cost of set-up, deployment, testing and management.

Linux OS with 512 MB Flash/256 MB RAM: High-speed, flexible computing platform with large memory enables easy integration of a wide range of third-party applications for fast application deployment; maximizes product lifespan; provides outstanding security and investment protection.

Comprehensive API and SDK Support: APIs in .Net, C and Java, as well as SDKs in Java and C, simplify application development for host and embedded applications.

APPLICATIONS

In-Store Retail Applications (ILT)

- Apparel, footwear and accessories
- Specialty stores
- Furniture
- Furnishings
- Equipment stores
- High-end luxury stores
- Jewelry

Asset Management Applications

- IT assets and data centers
- Capital equipment
- Medical devices and equipment
- Records/documents
- Tools
- Library management
- Laundry
- Laboratory equipment
- Returnable and reusable assets

Government

- Records/document tracking applications
- Manufacturing (WIP applications)

Healthcare/Pharmaceutical

- Medical supplies
- Medical equipment tracking in hospitals

PRIMARY DECISION MAKER

- CIO and Senior IT staff

SALES/REFERENCE MATERIALS

For the latest information and sales support materials, please visit the following resources:

Partner Central:
https://partnercentral.zebra.com/

FX7500 Product Home:
www.zebra.com/fx7500

Enterprise Mobility Services:
www.zebra.com/services

Learning Portal:
http://learning.zebra.com

Solution Builder:
https://solutionbuilder.zebra.com

Co-branding Wizard:
www.zebra.com/cobrandingwizard

Developer Tools:
www.zebra.com/software

For more information on the full range of our solutions, please visit us on the web at:
www.zebra.com

COMPETITIVE DEVICE DISADVANTAGES

IMPINGE R2420	HONEYWELL / INTERMEC IF2	ALIEN ALR9900+	ALIEN ALR9800
• 4-port reader is more expensive than FX7500 • 2-port reader has limited performance and throughput compared to 4-port • GPIO – limited current capability (100 mA) requires external GPIO box to drive high current relays, sensors and light-stacks • Large installed foot-print due to double-sided connectors – not suitable for neat tidy cable management installation • Sheet metal box does not blend into enterprise application environments; deployment costs increase for an aesthetic enclosure • No plenum rating – cannot be deployed in plenum spaces to operate effectively within walls and ceilings; additional measures increases deployment costs • Hard-to-read LEDs • Security – no FIPS grade security or TAA compliance as required for many defense grade applications • Limited memory – less optimal for running embedded applications	• No performance specs published • No sensitivity specs published • Large installed foot-print due to double-sided connectors – not suitable for neat tidy cable management installation • No support for wireless communication (Wi-Fi / Bluetooth) • No plenum rating – cannot be deployed in plenum spaces to operate effectively within walls and ceilings, additional measures increases deployment costs • Limited memory – less optimal for running embedded applications	• 4-port reader is more expensive than FX7500 • 2-port reader option is not available • No POE support – deployment cost without POE can often rival the cost of the reader itself • No support for USB – neither host or client ports – lack of flexibility and connectivity • No support for wireless communication (Wi-Fi / Bluetooth) • Large installed foot-print due to double-sided connectors – not suitable for neat tidy cable management installation • Sheet metal box does not blend into enterprise application environments, deployment costs increases for an aesthetic enclosure • No plenum rating – cannot be deployed in plenum spaces to operate effectively within walls and ceilings, additional measures increases deployment costs • Hard-to-read LEDs • Security – no FIPS grade security or TAA compliance as required for many defense grade applications • Limited memory – 64 MB/ 64 MB, less optimal for running embedded applications	• ALR9800 is lower performance than ALR9900+ • No support for EPC Global standard LLRP protocol • GPIO – TTL only, not optically-isolated; cannot monitor and control peripherals without extra equipment • No support for USB – neither host or client ports – lack of flexibility and connectivity • No support for wireless communication (Wi-Fi / Bluetooth) • Large installed footprint due to double-sided connectors – not suitable for neat tidy cable management installation • Sheet metal box does not blend into enterprise application environments; deployment costs increases for an aesthetic enclosure • No plenum rating – cannot be deployed in plenum spaces to operate effectively within walls and ceilings, additional measures increases deployment costs • Hard-to-read LEDs • Security – No FIPS grade security or TAA compliance as required for many defense grade applications • Limited memory – 64 MB/ 64 MB, less optimal for running embedded applications

ENTERPRISE MOBILITY SERVICES

The following Enterprise Mobility Services are available to keep the FX7500 operating at peak performance throughout its lifecycle:

Design and Deployment Services

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	SERVICE PART NUMBER
RFID Site Survey	Site survey and installation design for RFID deployment	SSV-RFID-DAY
RFID Reader Deployment	Installation and commissioning of up to four RFID readers and 16 RFID antennas	INS-RFID-DPL
RFID Technical Consulting	Full-range RFID consulting and technical support	INS-RFID-ONS

Support Services

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
Service from the Start Advance Exchange Support	• Advance replacement of devices requiring repair • Comprehensive Coverage • Full access to technical support resources • Rights to download software releases and supporting documentation	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SXB-FX7500-30
Advance Exchange Support		Anytime	Three years One year	AXB-FX7500-30 AXB-FX7500-10
Service from the Start On Site System Support	• Fast response time; field service representative responds on site next business day • Full access to technical support resources • Rights to download software releases and supporting documentation	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SOB-FX7500-30
On Site System Support		Anytime	One year	OSB-FX7500-10
Enterprise Mobility Software Support	• Full access to technical support resources • Rights to download software releases and supporting documentation	Anytime	One year	SWS-EMFRDR-0250-10 SWS-EMFRDR-1000-10 SWS-EMFRDR-5000-10
			Three years	SWS-EMFRDR-0250-30 SWS-EMFRDR-1000-30 SWS-EMFRDR-5000-30

Note: please refer to **Solution Builder** for the most up-to-date information, including global pricing and available service options.

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