



PROVIDE YOUR CUSTOMERS WITH THE ULTIMATE IN SELF-SERVICE

# CC5000 CUSTOMER CONCIERGE

## CATER TO ALL OF YOUR CUSTOMERS' NEEDS WITH AN ELECTRONIC CONCIERGE

The CC5000 is a new kind of kiosk that allows you to create a customer concierge capable of catering to your customers' every self-service need. Instead of the typical kiosk, the CC5000 is a rich interactive platform that can be configured to allow customers to look up information, make purchases, receive special offers and instantly connect to the right person via voice or video to answer any question. The CC5000 is a true 'dream machine', allowing you to provide shoppers in a retail store, guests in a hotel and travelers with the concierge-style service they dream of, while helping you strengthen customer relationships, improve customer loyalty and satisfaction — and increase sales. Integrated value-add features transform Android into a true enterprise-class operating system, providing the best of both worlds — your customers enjoy an intuitive and familiar interface, while you get the enterprise class security and manageability IT demands. The CC5000 — the affordable solution that allows you to offer your customers an unsurpassed self-service experience.

### EASILY BUILD FEATURE-RICH APPLICATIONS

Since the CC5000 is built on Android 4.1, a large developer pool is available to help you build custom applications for a variety of verticals. With the CC5000 Software Development Kit (SDK), it's easy to develop elegant and intuitive customized applications. And with its integrated enterprise-class bar code scanner, high-resolution 8 MP camera and ability to integrate a full complement of third-party accessories — including payment card readers — you can easily implement whatever data capture features your applications require.

### A SIZE FOR EVERY AREA OF YOUR BUSINESS

The CC5000 is available with a 15 in., 22 in. or a 27 in. display, giving you the flexibility to choose the screen size that works best in any area of your facility. For example, a retail store might put a large 27 in. display at the store entrance and 15 in. displays in various departments.

### EASY TO USE TABLET-STYLE INTERFACE

Customers will feel right at home with the CC5000. Its familiar and intuitive multi-touch interface enables customers to zoom, swipe, scroll, pinch and more, just like they do on their own tablet.

## FEATURES

### Integrated platform

Give your customer the most advanced self-service experience available with the comprehensive feature set of the CC5000 hardware and software platform.

### Multiple high definition display sizes to meet the needs of different areas of your store

The CC5000 is available with a 15 in., 22 in. or 27 in. display.

### 1080p high definition multi-touch display and an advanced processor

The Android 4.1 operating system and an advanced hardware chipset provide crisp graphics with the "butter-smooth" animation today's tablet users expect.

### High performance interactive product browser

Provides shoppers with instant access to your entire product catalog — regardless of whether they are in-store or on-line, shoppers can access product information, read customer reviews and place items in the shopping cart.

**Integrated 1D/2D bar code imager**

Customers can scan any bar code on any item in your store; future proof, ready for emerging bar codes such as GS1 and 2D.

**Video conferencing**

The integrated 8MP high-resolution camera provides a superior video conferencing experience with sharp, vivid imagery; fully interoperable with standards-compliant video conferencing infrastructure.

**Advanced voice technology**

An array of microphones eliminates the background noise that is common in retail environments, ensuring that voice communications and voice search are crisp and clear.

**Customize with accessories to create a Point of Sale (POS)**

Turn Customer Concierge into a POS by adding a secure magnetic stripe or Chip-and-PIN reader to accept credit and debit cards for in-aisle purchases; add a printer to print receipts, product information and more.

**End-to-end services**

Our full complement of services can help you with every aspect of your CC5000 self-service solution, from system design and integration to custom application development and implementation, the rollout of a real-world pilot and post-deployment onsite support.

**RICH ANALYTICS TO BUILD MORE EFFECTIVE MARKETING CAMPAIGNS**

The CC5000 captures a comprehensive set of data every time a customer uses it. You can see how long a customer was connected, what applications were used, which pages were viewed in each application and user interactions on every page — every “click-through”. Armed with this information, you can determine how and if customer-facing self-service strategies and marketing campaigns are working, and make any modifications required to maximize the success and the value of your CC5000 deployments.

**EASY CENTRALIZED MANAGEMENT**

With the CC5000, end-to-end management is easy. No matter where in the world your CC5000s are located, support for industry-standard mobile device management applications allows you to easily deploy, manage, update content, monitor and troubleshoot, all from a single centralized location.

**SERVICES TO HELP YOU EVERY STEP OF THE WAY**

Our end-to-end services take the complexity and risk out of deploying a CC5000 self-service solution. Our custom Integration Services helps with every step of planning through deployment — from a site survey to configuration, installation and testing. Our Custom Software Development service makes it easy to create customized applications that will take self-service to a new level. You can count on our software experts for end-to-end support — from a comprehensive requirements analysis to the actual design, implementation and testing of custom applications. Operational Pilot services provides a design and implementation plan for a pilot test prior to full-scale rollout. Service from the Start Gold provides post-deployment support. This comprehensive industry leading program covers normal wear and tear plus accidental damage, technical support, repair and software updates, with the option to add next-business-day onsite service. And our System Design service meets the unique design needs of mid-size to large systems.

**A MODULAR DESIGN THAT LETS YOU START SMALL — AND THINK BIG**

Key features can be combined to create the complete customer concierge. The modular design puts you in control — you can write your own applications or mix and match the optional customizable applications offered by Motorola Solutions to deliver a superior personalized customer experience today, and continue to add features to increase self-service levels in the future. In addition, since the CC5000 enterprise-class browser will support your existing web apps right out of the box, you can instantly extend your digital strategy to your customers.

**Search and Purchase: put a complete one-stop shop right at your customers’ fingertips**

With the CC5000 Retail Suite, you can rapidly provide customers with the ability to search for products, look up information on any product and purchase any item, complete with delivery to their home or business, right on the CC5000 or their own smartphones. The CC5000 is an easy and cost-effective way for retailers to create the “endless aisle” to increase sales by allowing shoppers to browse through all inventory — including products available through the store website.

**Connect: Engage your loyal customers through personalization**

With CC5000 Mobile Suite, it’s easy to create a powerful direct connection to your customers. With a quick tap, customers can pair their smartphones with the CC5000. Integrate your loyalty application with SmartConnect to send coupons and other special offers directly to a customer’s connected smartphone. The result? The same smartphone that posed a threat in the store can now help increase sales and customer loyalty.

**Communicate: instant live assistance via voice or video**

With CC5000 Communications Suite, your customers can always reach the right person to answer practically any question, instantly — regardless of whether they are located inside or outside of your facility.

This flexible feature even allows customers to choose their preferred mode of communication — a voice or video call. The result? Customers never need to search for an employee to answer a question. Instead, they can reach an in-store associate or product expert who might be in another location or in a call center, such as a kitchen designer for a Do-It-Yourself store or a pharmacist for a drug store.

**Promote: get more mileage out of your marketing programs**

The CC5000 helps you get more out of your advertising budget by allowing you to run videos, print ads and other promotional material whenever it is not in use. You no longer need to purchase and manage a separate digital signage system, reducing capital and operational costs.

**THE CC5000 — IMPROVING CUSTOMER SATISFACTION, LOYALTY AND SALES WITH REVOLUTIONARY SELF-SERVICE.**

For more information, please visit [www.motorolasolutions.com/cc5000](http://www.motorolasolutions.com/cc5000) or access our global contact directory at [www.motorolasolutions.com/contactus](http://www.motorolasolutions.com/contactus)

**SPECIFICATIONS**

**PHYSICAL CHARACTERISTICS**

Display	15.6 in., 21.5 in., 27 in., all 1080p HD
Keypad	Virtual
Expansion	Optional solid state storage expansion +512GB
Connectivity	6 USB2.0 host;1 USG OTG port; HDMI out
Display	Projected capacitive (PCAP) multi-touch
Audio	Audio output on dedicated 3.5mm jack; three (3) high sensitivity microphone array; external analog microphone on dedicated 3.5mm jack
Expansion Capabilities	User accessible SD card slot; USB host

**PERFORMANCE CHARACTERISTICS**

CPU	TI OMAP4470 1.5GHz Multi Core ARM processor
OS	Android 4.1 (Jellybean)
Memory	1GB LPDDR2 RAM (466MHz), 16GB and 64GB Flash options; optional solid state storage expansion +512GB

**USER ENVIRONMENT**

Operating Temp.	32° F to 104° F/0° C to 40° C
Storage Temp.	-4° F to 140° F/-20° C to 60° C
Humidity	15% to 90%, non-condensing
Development Tools	CC5000 Software Developer's Kit (SDK)
Management Tools	Integrates with industry standard Mobile Device Management (MDM) solutions to configure settings and provide remote software updates

**DATA CAPTURE/OUTPUT**

Integrated Scanner	Decoded SE3307 scan engine
Front Camera	8MP; optimized for video collaboration with 1080P 30FPS video
Video	1080p with HDMI output
Video Codecs	H.264 (all profiles), MPEG4 (all profiles), H.263

**NETWORKS**

WLAN	Dual band 802.11 a/b/g/n
WPAN	Bluetooth 2.1 with EDR; integrated antenna
Ethernet	Gigabit Ethernet on RJ45 interface, with activity LEDs

**PERIPHERALS AND ACCESSORIES**

Accessories	Country specific AC line cord required. Optional: secure MSR module, printer with enclosure.
Mounting Options	Conforms to the VESA mounting standard for attachment of third party, off-the-shelf mounting solutions; four (4) inserts provided

**RECOMMENDED SERVICES**

Planning and deployment: Integration Services; System Design  
Post deployment: Service from the Start Gold; Service from the Start Onsite Support  
Application development: Custom Software Development

**WARRANTY**

Subject to the terms of Motorola's hardware warranty statement, the CC5000 is warranted against defects in workmanship and materials for a period of 1 (one) year from the date of shipment. For complete warranty statement, go to: <http://www.motorolasolutions.com/warranty>

**PRODUCT SPEC SHEET**  
CC5000 CUSTOMER CONCIERGE

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