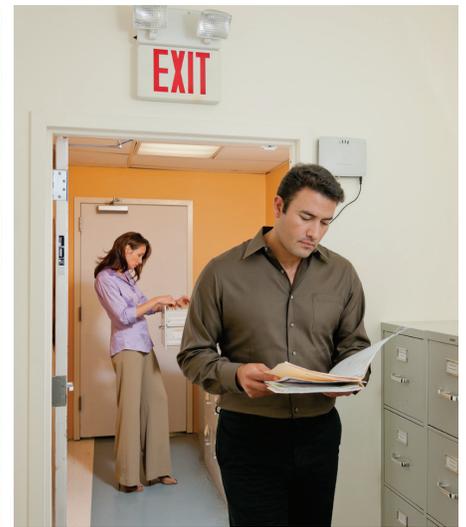




# HIGH PERFORMANCE RFID UNLOCKS YOUR BUSINESS PRODUCTIVITY AND PROFIT

GET THE SPEED AND ACCURACY YOU NEED FOR TODAY'S FASTER PACE OF BUSINESS



To compete effectively in today's business environment, you need to be more responsive, more nimble and more efficient. To protect ever-thinner profit margins, you need more data, more accurate intelligence and more streamlined processes in less time using less money. Your supply chain is more global and complex, so you need more real-time, error-free inventory and tracking processes to maintain accountability and productivity.

Enterprises from retail to healthcare/pharmaceuticals are turning to automated RFID systems to gather the business-critical asset and tracking data they need to improve processes, productivity, and profitability. As the need grows for faster, more reliable data collection in hectic business environments, so does the demand for higher performance RFID hardware. Motorola is meeting that demand with a new standard in business-class RFID performance – the Motorola FX7500 Fixed RFID Reader.

## **KEY BENEFITS** **Motorola Designed** **Radio Technology**

The FX7500's radio technology is designed by Motorola specifically for the real-world RFID challenges you face every day. The FX7500 is best-in-class, ready to deliver the fast, accurate and dense read capability demanded by today's business.

## **Flexible Architecture**

We teamed the FX7500's new radio technology with a more flexible new architecture that is easier to upgrade, easier to expand, easier to configure and easier to deploy than any we have offered before.

# THE CHALLENGE

## **THE DEMANDS OF DENSITY AND DYNAMIC APPLICATION ENVIRONMENTS**

RFID has proven its value and today is being implemented along nearly every link of the global supply chain. Now you have more opportunities than ever to take advantage of real-time, fully automated data capture that requires no line of sight and virtually no human intervention – and in so doing, make vast improvements in your organization's efficiency and productivity.

But the growing uptake of RFID isn't without challenges. Dense read environments create more deployment issues, more interference issues, and more accuracy issues. Every busy portal or moving palette of tagged products can present hundreds, even thousands, of data points to distinguish, capture and record within seconds. The faster and more reliably you can gather accurate data, the more quickly you can reach your strategic goals. That means you need RFID performance that can keep up with your pace of business.

# THE SOLUTION

## **BUILD YOUR RFID SYSTEM AROUND A BEST-IN-CLASS FIXED READER**

Start with a fixed RFID reader that is expressly designed for today's business environment. It works like a business machine, with software-based adaptive intelligence that automatically senses and optimizes reader operation to its environment. With its compact footprint and unobtrusive styling, it looks at home in any environment.

It performs reliably and consistently, with high sensitivity, superior interference rejection and echo cancellation, at all times in the most demanding real world situations. Finally, to protect your investment in RFID, your business-class fixed RFID reader must offer flexible, cost-effective deployment options and simple software-driven upgrades.

When you build your RFID solution around the right reader, you can keep track of the people and products that matter most to you – and save valuable time and money in the process. The reliable foundation for today's demanding RFID solution is the Motorola FX7500 Fixed RFID Reader.



## MOTOROLA FX7500 FIXED RFID READER

### BETTER PERFORMANCE. BETTER VALUE.

The faster your business moves, the more your business-critical applications will demand from an RFID reader. And these days, no one is slowing down their pace of business.

RFID begins with the radio. So that's where Motorola began with the Motorola FX7500 Fixed RFID Reader. We created a new RFID radio technology, purposely designed from the ground up for faster, more accurate read rates, and more consistent performance even in challenging environments. This software-based radio technology effectively future-proofs your RFID investment by delivering flexibility to implement future upgrades and improvements with minimal investment. Then we paired that radio with a new, more flexible Linux-based network architecture that integrates the tools and open-standard interfaces you need for fast, easy deployment with your RFID and back-end applications.

The result is a fixed RFID reader that sets a new performance standard – delivering peak performance at all times with excellent reader sensitivity and better interference rejection, at a lower cost per read point. It works better. It costs less.

### EASY TO DEPLOY, SIMPLE TO MANAGE – IN ANY ENTERPRISE

Everything about the Motorola FX7500 is designed to get your RFID plan off the drawing board and into your business environment, without delays, complications or unexpected costs.

Installation is simple. Hang the supplied bracket, then snap the reader in place. No outlet nearby? No problem. Integrated Power over Ethernet (PoE) lets you place the FX7500 where it is needed without installing extra outlets – ideal for large open areas. Once plugged into the network, devices are auto-detected; for most applications, pre-defined configuration files and a built-in testing tool let you simply verify that your FX7500 readers are up, running and ready to operate. Port configuration options let you deploy exactly the number of read points you need – no need for expensive overlaps.

For large scale global deployments, the FX7500 helps reduce costs by conforming out-of-the-box with major worldwide RFID standards and interfaces. A built-in USB host port with select third party adaptors provides easy wireless connectivity. Add the FX7500's AutoMac reader mode and third-party application hosting capabilities, and you have an unbeatable workhorse that adapts to multiple application environments – the ideal platform for your RFID solution. Defense grade security with support for TLS v1.2 and FIPS 140 provides the necessary authentication and encryption controls to address the risk of rogue readers, eavesdropping and ensuring overall safety of your data and communication with the reader.

### FEATURES

#### All-new high performance radio technology

Higher sensitivity, improved interference rejection and echo cancellation means you get the best-in-class dense reader mode performance, up to 1200+ tags/sec in FMO mode.

#### Integrated Power Over Ethernet (PoE), optically isolated GPIO, USB Client and Host ports with Wi-Fi and Bluetooth connectivity

All the tools you need for fast, easy deployment and simplified ongoing management of your RFID applications are built right into the FX7500 architecture.

#### 2-port and 4-port reader configurations

More configuration options mean more flexibility to optimize your read field. 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 walls and ceilings.

## **THE MOTOROLA FX7500 – A SOLUTION THAT WORKS FOR BUSINESS**

Regardless of the type of assets you use in your business, the FX7500 RFID Fixed Reader can help you automate and error proof your business processes, delivering a wealth of benefits to the enterprise:

- More accurate inventory and tracking – near 100% accuracy and faster data acquisition gives you the information you need to manage more efficiently
- Increased productivity – employees spend less time tracking down missing or misplaced equipment
- Improved asset maintenance and assured adherence to critical and routine maintenance procedures such as calibration and compliance
- Increased utilization – improvements in asset visibility and utilization reduce the need to purchase or lease spare parts and equipment
- Reduced capital and operational costs – the reduction in the loss of assets reduces the need to purchase and manage additional assets

## **WHY MOTOROLA?**

You want an affordable solution that makes sense. You expect a smooth deployment, a quick payback and ongoing results that prove out the business case you've built. Motorola's FX7500 RFID Fixed Reader is designed to do just that.

We established our leadership in RFID by helping some of the world's leading companies launch some of the largest, most successful implementations. Motorola's FX7500 RFID Fixed Reader is the latest addition to the broadest UHF RFID portfolio in the industry. Our specific business- and industrial-class product lines make it easy to choose an RFID solution that suits your immediate needs, your operational environment and your always-evolving plans for the future.

RFID applications will continue to evolve, making ever greater demands on the performance of your RFID solution. We're ready to use our experience to help you get more value out of your RFID data and enjoy a faster return on your RFID solution.



For more information on the Motorola FX7500 RFID Fixed Reader, please visit us on the web at [www.motorolasolutions.com](http://www.motorolasolutions.com) or access our global directory at [www.motorolasolutions.com/contactus](http://www.motorolasolutions.com/contactus).

Part number SB-FX7500. Printed in USA 12/13. MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. © Motorola Solutions, Inc. 2013. All rights reserved.