# AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

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<tbody>
<tr>
<td></td>
<td>Amendment No. 3</td>
<td>See Block 16C</td>
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</tbody>
</table>

6. Issued By:  
District Department of Transportation  
Office of Contracting and Procurement  
2000 14th Street, N.W. 8th Floor  
Washington, D.C. 20009

7. Administered By (if other than line 6)  
Office of Contracting and Procurement Bid Room  
Frank D Reeves Municipal Center  
2000 14th Street, N.W. 3rd Floor Bid Room  
Washington, D.C. 20009

8. Name and Address of Contractor (No. Street, city, country, state and ZIP Code)  

9A. Amendment of Solicitation No.  
DCKA-2011-R-0026

9B. Dated (See Item 11)  
1/7/2011

10A. Modification of Contract/Order No.  

10B. Dated (See Item 13)  

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

   X The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers is extended. 

   Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning 1 copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or fax which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by letter or fax, provided each letter or telegram makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. Accounting and Appropriation Data (if Required)

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14

   A. This change order is issued pursuant to: (Specify Authority)
   The changes set forth in Item 14 are made in the contract/order no. in item 10A.

   B. The above numbered contract/order is modified to reflect the administrative changes (such as changes in paying office, appropriation date, etc.) set forth in item 14, pursuant to the authority of 27 DCMR, Chapter 36, Section 3501:2.

   C. This supplemental agreement is entered into pursuant to authority of:

   D. Other (Specify type of modification and authority)

14. Description of amendment/modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.)

The purpose of this Amendment is to inform vendors of additional information to the Request for Proposals for the Cellular Phone Payment Method for Digital Parking Meters.

**Questions and Answers**  
- (8 pages) per attachment.  
- Micro Flash 24e/4t/4t2 - (4 pages) pdf file per attachment.  
- MC75 - Worldwide Enterprise Digital Assistant (EDA) System - (4 pages) pdf file per attachment.  
- PowerPoint Presentation - (26 pages) pdf file per attachment.

*"The Proposals due date remains January 7, 2011."*

Except as provided herein, all terms and conditions of the document referenced in Item (9A or 10A) remain unchanged and in full force and effect.

15A. Name and Title of Signer (Type or print)  
Jerry M. Carter

15B. Name of Contractor  

15C. Date Signed  

16A. Name of Contracting Officer  

16B. District of Columbia  

16C. Date Signed  
12/23/2010
AMENDMENT NO. 3

Solicitation No.: DCKA-2011-R-0026
Title: Cellular Phone Payment Method for Digital Parking Meters

Pre-proposal Conference Questions and Answers

Q1. With the holidays ahead and questions being submitted on Dec 17, we request an extension of the bid due date.

A1. The date is extended to Friday, January 7, 2011 - 2:00 PM

Q2. Please confirm that the Contractor’s merchant account is to be used.

A2. The preferred option is for DDOT to use a District of Columbia merchant account. However we would like to review the impact of the vendor’s merchant account on transaction fee. Please see pricing options requested in response to Question 25.

Q3. Are real time credit card authorizations required?

A3. This is preferred.

Q4. If credit cards are not authorized in real time, is the Contractor or the District liable for charge backs, rejected or failed transactions?

A4. If we use the contractor merchant account the contractor assumes liability.

Q5. Since the Contractor is responsible for credit card fees, can a provision be included that transaction fees will be reassessed/modified if the average parking fee increases by over 100%?

A5. Question is not clear.

Q6. If the Contractor’s merchant account is to be used, can the requested time to transfer the fees to the District be moved to 3 days as the complete funds takes up 2 - 3 business days to be collected?

A6. If the Contractor’s merchant account is used, we will give up to 3 days for fund transfer.

Q7. Will the current IPS meters or the future Pay Stations be required to cover the cost of credit card transactions? If not, please outline the rational why the pay by phone vendor is required to and the other payment methods do not have a transactions fee nor absorb the credit card fees?
A7. *DDOT does not feel it is necessary for this solicitation to discuss rationale behind other contractual agreements.*

Q8. Please provide technical details on the 350 wireless devices that need to be enabled.

A8. *Link for Dolphin 9900 Specs:*
http://www.scanpmi.com/specs/Honeywell/Dolphin%209900.pdf
*Link for Dolphin 9500 Specs:* http://www.systemid.com/Broch/HHP_9500_0607.PDF

Q9. What was the cost associated with upgrading the first 100 wireless devices?

A9. *Do Not Know, the Contractors provided the wireless cards and worked with DPW\PEMA’s ticket vendor (Eztag). DPW incurred no costs.*

Q10. Can the Contractor source their own wireless cards or must they be purchased through the District/current handheld vendor?

A10. *For the 350 DPW handhelds, the contractor can purchase the cards as long as they work with DPW\PEMA’s current ticket vendor (Eztag) to ensure they are compatible with the existing Dolphin HandHelds.*

*For the 100 DDOT handhelds we prefer Verizon service through the DDOT plan at approximately $40/month. We are willing to consider other plans and providers as long as base functionality is not affected and it works with our handhelds and PocketPeso application.*

Q11. Since the Contractor is responsible for paying the service charges for 450 wireless devices, what are the limitations on telecom providers that can be used?

A11. *Please see response to question 10.*

Q12. Please outline the details on the 75 Motorola handhelds that are possibly included. Please include models, pricing, connectivity, air-card and telecom service requirements.

A12. *The MC75 handhelds specifications are attached. The units must be Verizon enabled units and should be paired with an O’Neil Bluetooth capable printer model 4Te (specifications attached). Both the handhelds and printer should come with chargers, all cables, batteries, straps/clasps and holsters for field use.*
Q13. Can the Contractor source their own telecom plans or must the Contractor use the ones already in place with the District?

A13. Please see response to question 10.

Q14. The document outlines the current infrastructure but does not outline the anticipated details of future plans. Please outline the estimated / projected number of meters & pay stations over the next five years.

A14. We plan to more aggressively manage our curbs pace. The number of metered spaces can increase to approximately 25,000 over the next five years. The new spaces will be controlled by a combination of single and multi-space meters.

Q15. Please confirm that the adoption targets are simply expected outcomes and not directly tied to execution of future years of the contract.

A15. Confirmed.

Q16. Is equal weight attached to the charges/costs in the ‘option’ years compared to the first year for the evaluation criteria? For evaluation are the transaction fees going to simply be averaged over the five years?

A16. Yes and yes.

Q17. The bid currently calls for a one year term with 4 option years. A typical contract with upfront costs this high for the Contractor and no capital cost for a City/District would be a three year contract with two single year options. Would the District be willing to use this structure?

A17. See Section F.1, “Term of Contract” and Section F.2, “Option to Extend the Term of the Contract”.

Q18. If the contract remains at one year, can the contract include a provision to return signage and any air-cards to the Contractor upon termination after year one or two.

A18. Air cards will be returned if contract is terminated within one or two years. Signage and decals will not be returned.

Q19. Respectfully request an extension of the closing date from December 28th, 2010 until at a minimum, Friday January 7th, 2011 at 2:00 pm.

Q20. Please provide a copy of the PowerPoint presentation that was presented during the pre-bid meeting.

A20. *The PowerPoint presentation will be issued by Amendment.*

Q21. Is a separate section in the proposal required for Appendix A or can the responses for Appendix A be incorporated into the responses for the Technical Proposal as there are many similar questions in both?

A21. *Please use a separate section. This section will not count towards the page limits.*

Q22. In reference to marketing material, what are DDOT standards the material must confirm to?

A22. *The content, timing and distribution channels have to be approved by the public information office. There are certain branding standards that final marketing materials must adhere to.*

Q23. Must a First Source Employment Agreement be submitted with the proposal?

A23. *Yes, please include a First Source Employment Agreement, Section J.4.*

Q24. A pay by phone system provide limited opportunities to sub contract out a substantial portion (35% of the dollar volume) of the contract. As all cost must be absorbed by the provider, it will be a $0 contract. Does DDOT agree with this interpretation and if yes does this mean there is no need to file a sub contracting plan?

A24. *Any fees collected/received in excess of $250,000 at least 35% of the dollar volume of the contract shall be subcontracted in accordance with section H.9.1. (See section B.4.3).*

Q25. In the Amendment of solicitation dated 12/14/2010 item 5 requests ‘The Contractor shall submit a price proposal as a fixed percentage of total revenue generated by the pay-by-cellular phone method digital parking meters for the contract period of 12 months.’ However, during the pre-bid meeting of 12/16/2010 vendors were requested to submit differentiated pricing proposals including:

- Cost per transaction included METAL signage, and 75 additional MC 75 hand held units,
- Cost per transaction included METAL signage,
- Cost per transaction included 75 additional MC 75 hand held units,

In addition to this, vendors are requested to come up with a prediction of adoption rate if DDOT absorbs the per user transaction fee.

Please confirm DDOT requires the differentiated transaction cost per end user in the above mentioned 3 scenario’s.

A25. **DDOT wants transaction fees for the following three scenarios:**

- *Service charge for 450 wireless devices (DDOT uses own merchant account)*
- *Credit card transaction + service charges for 450 wireless devices*
• Credit card transaction + service charge for 450 wireless devices + 75 MC 75 units
• Credit card transaction + metal signage+ service charge for 450 wireless devices + 75 MC75 units

From this information, DDOT is interested in estimating the incremental cost between the different pricing options. It will allow DDOT to associate portion of the end user transaction cost with each service.

Also, if DDOT assumes the end user transaction fee, the higher penetration rate should result in a different pricing structure. Please include that pricing structure as well.

Q26. Please clarify C.5.1 to C.5.3 of the RFP. Why does DDOT want vendor to collect payments and per transactions end user fees, then reconcile and settle all payments at DDOT’s account and then send a monthly invoice to recover the per transaction end user fees?

A26. If the vendor is using their merchant account, they can retain the transaction fee and turn over revenue to the District. If the District merchant account is used, the vendor will invoice monthly the user fees.

Q27. On page 6: With respect to responsibility for the 350 DPW devices: do they have wireless capability and built-in browsers or not?

A27. Yes they have wireless capability and built-in browser.

Q28. On page 5: With respect to the 450 wireless devices: What is meant by “service charges”? Are these the monthly data charges charged by the wireless carrier? If so, does the winning bidder get to choose the wireless carrier and execute that contract on behalf of the District DOT or is that a predetermined decision? If the latter, what is the chosen carrier and what are the data rates that the DOT currently gets (monthly fees or per-device fees, etc)?

A28. Services charges are the monthly fees that you pay the wireless providers. Please see answers to question 10.

Q29. On Page 28: With respect to EZ Tag enforcement? How should such integration work? Does the EZ Tag software have capability to receive pushed data?

A29. The contractor will need to work with Eztag on the specifics of integration. Yes EZTag has the capability of receiving pushed data. Please keep in mind that DDOT and MPD utilize PocketPeo application. Integration with PocketPeo is necessary as well.

Q30. On Page 35: Which forms are required with the proposal versus at time of contract? Only those required for the contract are designated.
A30. In addition to the designated items in Section J, timely execution of a contract requires the submission of a Tax Certification Affidavit (J.7), and a First Source Employment Agreement (J.4), as part of the initial proposal.

Q31. With respect to installation of signs and decals: Is there an ordinance or regulation requiring the use of subcontractors (e.g. a union rule), or is it permissible to hire District employees directly as employees for those projects?

A31. No! Section H.1 - H.1.2 sets the hiring standard for District residents, also comply with the USDOL Wage Determination Service Contract Act, Wage Determination No.: 2005-2103, Revision No.: 10, date of revision: 06/15/2010, per Section J.2.

Q32. Also with respect to installation of signs, will the vendor be responsible for purchase and installation of both signs and signposts, or just signs?

A32. We are looking for a turnkey solution. So if new signposts are needed, the vendor will be responsible for installation. But the preferred solution is to use existing posts and assets for installations.

Q33. With respect to integrating with the 311 system, is the intent to have 311 act as a conduit to the customer service provided by the successful vendor? Does District 311 operate an IVR system that allows for call direction and forwarding?

A33. Please provide us your thoughts on this. We are piloting an IVR system for reporting parking meter service requests. The contractor should assume that the system will not be available by the time this project launches.

Q34. Is it required that the bidding company be registered with the District Division of Corporations, and have a local agent and business license prior to bidding or prior to contract? If prior to bidding, is evidence of application and payment of fees sufficient evidence (as the RFP was only circulated in the last 7 days).

A34. Vendors must meet a number of requirements in order to do business with the District of Columbia, including but not limited to Tax Compliance – Office of Tax & Revenue (OTR), Unemployment Tax Compliance – Department of Employment Services (DOES), and First Source Employment Agreement (DOES). Please visit http://ocp.dc.gov website for additional information.

Q35. Will transaction be run through District DOT merchant account, and if so, who is the merchant account provider (so that gateway needs can be determined)?

A35. Please see responses to question 2.
Q36. Although the instructions say there should be two separate documents/proposals, a Technical proposal and a Pricing proposal, (page 40, L.2), on page 43 (L.3.17) it seems to suggest that the Cost Proposal should not be a separate proposal but instead, it should be included in the overall format as “Section 4 – user Cost Information”. Can you please clarify which of these two formats is correct?

A36. The proposals shall be submitted in two parts, titled “Technical Proposal” and “Price Proposal”, respectively.

Q37. It’s highly unusual to have money flows arranged as described, and doing it in such a way would only add to the total cost of the service. Besides, this being a zero cost contract, there is probably no legal reason for this either. Thus, could the District consider an arrangement where the parking fees are transferred over but the transaction fees remain at the hands of the pay by cell service provider? Furthermore, with all other similar services (case IPS, for example), the District is covering the credit card processing costs. Could that be considered also in this case?

All revenues collected as part of the program including the transaction fee will be turned over to the District. The contractor will prepare monthly invoices for its portion of the transaction fee (B.4.2)

A37. See responses to Questions 2, 7 and 26.

Q38. Notarized statement detailing any subcontracting plan for contract in excess of $250,000, 35% must be subcontracted. (B.4.3). How is contract value calculated in case of user transaction fees only (no actual cost to the District)?

A38. It's 35% of the transaction fee.

Q39. All customers must receive text messages to confirm their parking session transaction. (C.1.6). Is this obligatory in all cases, or is it enough to have it as an option for those users who want to have it and when other means (smart phone apps, e-mail, etc.) don’t offer the same functionality? Further, can there be a separate charge for each SMS, e.g. having the transaction fee consist of x cents as convenience fee + y cents for start confirmation SMS + y cents for stop confirmation SMS?

A39. We want flat transaction fee. Capability of confirmation is a requirement.

Q40. Parking equipment system capable of transferring data in real time between device, Central Management software and handheld, pda, or similar, in format acceptable to the City (C.1.19). What is understood by “the device” in this context? Why should there be both “device” and “handheld or PDA” What reports should be printed by “the device” and by whom? Which formats are acceptable to the City, as far as data transfer is concerned?

A40. The system must be able to integrate with DPW and DDOT enforcement handhelds and application.
Q41. Bidder must enable 350 wireless ticket-writing devices used by DPW, and paying service charges for 450
wireless devices (C.1.20). Can the successful bidder use the favorable pricing schemes probably offered to
the District, as far as enabling (or buying 75 additional) devices and subscribing to data plans are
concerned. If so, what are the valid rates?

A41. Yes. DDOTs current Verizon plan is $40/month.

Q42. $100,000,000 coin transactions per yr (C.3.2). How many annual paid parking sessions are there?

A42. Not sure what the total sessions are. Pay by cell transaction for pilots are shown in
PowerPoint slides. The 100 million refers to estimated number of coin transactions.

Q43. The term of the contract shall be for a period of three hundred sixty five (365) days from date of award
specified on the cover page of this contract. (F.1. and F.2). What are the guarantees that a successful
operation will be extended each year? Could the initial contract period be 3 years instead of one year,
which, given the high start-up costs, would be a more standard practice?

A43. See response to Question 17.

Q44. ADA compliance (H.11.5). Other than the system being usable by blind and hearing impaired persons, are
there any other ADA requirements this RFP is looking to satisfy?

A44. All ADA must be requirements.

Q45. Describe what items are required to identify a vehicle to your system and what items are required to identify
a vehicle to the parking space (H.11.11.4). What is understood by “to identify a vehicle to the parking
space”? In areas with single-space meters, does this mean that the system should record both the license
plate number and space number (instead of just the zone in question) related to each parking session?

A45. Zone number is sufficient. That is the lowest level of granularity for this system.

Q46. Evaluation criteria - User cost/Price Criterion (M.3.2.1.). In case the following option B is allowed in the first
place (related to the earlier question regarding paragraph C.1.6), and, for example, if: Bidder A offers a 75
cent transaction fee; Bidder B offers a 70 cent transaction fee plus 5 cents for each optional SMS
confirmation (max. 2 to a parking session, i.e. the total fee being max. 80 cents), how would these two bids
be compared and evaluated? Which one would be the lowest, as the total cost of Bidder B’s service would
depend on whether the user would opt to use the SMS confirmations or not?

A46. The price criterion for each offeror will be evaluated using the formula stated in the RF P,
Section M.3.2.1.
features at a glance

- **2te/4te exclusive features:** Advanced 32-bit architecture RISC processor for light-speed processing, LED lights to indicate Bluetooth, charging and power status, and an external DC jack for easy charging
- **Options:** Bluetooth or 802.11b/g connectivity, magnetic stripe card reader, and linerless printing capability
- **Compatibility:** Supports a wide variety of hand-held computers from leading manufacturers
- **Print Quality:** 203 dpi resolution
- **Fonts:** 80-column condensed font for invoice printing (4t/4te only); stores fonts, graphics and operating system in Flash memory; supports international character sets and any Bitstream® bitmap font
- **Graphics:** Supports the printing of graphics, 1D bar codes, 2D symbologies, and signature capture
- **Endurance:** Intelligent power management and programmable sleep mode for extended battery life
- **Battery:** Unlike competitors’ printers, the battery is included in the purchase price. And when it’s time to replace the battery, the microFlash printers use economical replacement batteries
- **Charging options:** External charge contacts, AC adapter, or 12V vehicle cigarette lighter adapter
- **Warranty:** Comes with the industry’s only two-year standard warranty - twice that of the competition!

The microFlash family offers the most rugged and reliable performance for route accounting, direct store delivery and field service workers. Frequent drops, extreme vibration, constant jarring, and excessive dust are just a few examples of the regular abuse mobile technology endures. No printer thrives in the demanding mobile workplace better, longer, or more reliably than the microFlash family of printers.

- **2te** The microFlash 2te is the most rugged and reliable 2-inch wireless portable printer available in addition to being the smallest. In fact, the 2te is up to 33% smaller than competitive rugged printers! USB connectivity allows the 2te to integrate easily into new or existing applications and is also available with optional Bluetooth for wireless communication.

- **4t / 4te** With uncompromising standards, the 4t/4te is engineered throughout to withstand even the most punishing portable applications including multiple 6ft drops to concrete. The 4t/4te prints outstanding quality 4-inch receipts, proof of deliveries, labels, and invoices. The 4t comes with Serial and IrDA communication. The 4te is every bit as rugged as the 4t but it offers enhanced processing speed (10 times faster), greater memory capacity, USB connectivity power status lights, external charging, and optional Bluetooth and 802.11b/g wireless connectivity.

**popular applications**

- **Route Accounting/ Direct Store Delivery**
  - Delivery Receipts
  - Inventory Reports
  - Route/Labor Scheduling
  - Credit Card Transactions
- **Field Service**
  - Service Receipts
  - Pickups/Deliveries
  - Maintenance
  - Settlement Reports
- **Mobile POS**
  - Transaction Receipts
  - Rain Checks
  - Coupons
  - Que Busting

**your benefits**

**Increased productivity** - Using a reliable printer means your operation will run smoothly without downtime or hand written receipts. The microFlash family is the most rugged and reliable printer series available with a proven design to keep mobile workers productive and your customers satisfied.

**Lower total cost of ownership (TCO)** - Save money on expensive extended warranties and repairs. Everyone agrees that reliability is important to the success of an application but Datamax-O’Neil is the only company to stand behind its mobile thermal printers with a 2-year warranty.

**Did you know?**

Using quality labels and paper can significantly prolong the life of your printhead. Datamax-O’Neil offers a wide variety of high quality media for its printers including custom and stock labels and receipts, ticketing media, and cleaning products. When you choose Datamax-O’Neil, you receive a proven commitment to superior quality. Quality that results in performance and compatibility... Guaranteed.
# Product Specifications

The 2te is the smallest 2-inch portable printer available for the rugged mobile environment. Your mobile workers appreciate the convenience of wireless communication and the 2te’s ability to process transaction receipts with the optional card reader.

Looking for a rugged printer that will last? Look no further, the 4t set the standard for reliability and continues to thrive in the most punishing of environments around the world.

The 4te comes with the same reliability you’ve come to expect from the 4t but with enhanced capabilities and wireless connectivity. The 4te printer is compatible with existing 4t applications, allowing resellers and users around the world to easily drop the 4te into legacy applications without any modifications.

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<th>2te</th>
<th>4t (Serial)</th>
<th>4te</th>
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<td>Serial, IrDA</td>
<td>Bluetooth (v1.2), 802.11 b/g</td>
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<th>4t (Serial)</th>
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<td>6.8”h x 6.57”w x 2.6”d (173.2 x 166.9 x 66 mm)</td>
<td>6.8”h x 6.9”w x 2.7”d (172.2 x 175.8 x 69.1 mm)</td>
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<td>16.9 oz (0.48 kg)</td>
<td>23.75 oz (0.67 kg)</td>
<td>28 oz (0.792 kg)</td>
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<td>Weight (with battery and paper roll)</td>
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<td>32.95 oz (0.93 kg)</td>
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<td>1.89” (48 mm)</td>
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<td>DC Inputs (12-15V, built-in spike and surge protection)</td>
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<td>External DC jack</td>
<td>Internal DC jack</td>
<td>External DC jack; optional external charge contacts</td>
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<td>Endurance (on a single battery charge)</td>
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<td>Prints up to approx. 5,000” or 833 – 6” receipts</td>
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<td>Prints up to approx. 6,900” or 1,150 – 6” receipts</td>
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<td>Recharging</td>
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<td>3-4 hours from AC adapter or cigarette adapter</td>
<td>4-5 hours from AC adapter or cigarette adapter</td>
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<tr>
<td>Memory</td>
<td>4MB Flash / 2MB RAM</td>
<td>512KB Flash / 128KB RAM</td>
<td>4MB Flash / 2MB RAM</td>
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Datamax-O'Neil manufactures an extensive selection of desktop label printers that are ideal for manufacturing, warehouse, healthcare, ticketing, postal services and RFID labeling requirements. Competitive custom and standard media products are also available for all your label, receipt and ticketing needs.

**Physical Characteristic**
- Drop specification: 6 ft. (1.8 m)

**User Environment**
- Operating temperature: -4°F to 122°F (-20°C to 50°C)
- Storage temperature: -40°F to 158°F (-40°C to 70°C)
- Charging temperature: 41°F to 104°F (5°C to 40°C)
- Relative humidity: 10% to 90% non-condensing
- ESD protection:
  - (4/4te) 15 kV Air, 8 kV contact
  - (2te) 8 kV Air, 4 kV contact

**Communication**
- Serial:
  - RS-232; up to 460.8 kbps
- IrDA (4t only):
  - 115.2 kbps
- USB (2te and 4te only):
  - 2.0 (full speed)
- 802.11bg (4te only):
  - Frequency band: 2.4 to 2.4897 GHz
  - Data rates: Standard 802.11bg rates
  - Network standard: IEEE 802.11bg
  - Wireless access modes: Infrastructure and ad hoc
- Security protocols:
  - Network support: DHCP, TCP, UDP, BOOTP
  - Remote management support: Compatible with the Remote Management Software and other remote management systems
- Bluetooth:
  - Network environment: Ad hoc network environments

**Barcodes/Fonts/Graphics**
- Standard fonts:
  - 5.5CPI, 7.2CPI, 10.2CPI, 10.7CPI, 18.5CPI, 20.4CPI, 22.6CPI & 34.0CPI (additional fonts available)
- Optional characters:
  - Arabic, Greek, Hebrew, OCRA, OCRB, Unicode subset including Latin & Thai
  - Asian (including Big 5, Simplified Chinese, Korean and Shift JIS) - additional international characters available (not available on the 4t)
- Barcodes:
  - 2D symbologies: PDF417, AZTEC, QR, GS1, Datamatrix (available on wireless only)
- Graphics:
  - Supports storage of graphics/logos in Flash memory and transient “print once” graphics

**Printing Technology**
- Printhead:
  - Direct thermal
  - 203 dots per inch (8 dots per mm)
- Print mechanism speed:
  - 2” per second (51 mm per second)

**Media**
- Media type:
  - Direct thermal receipt paper (standard, premium, heavy duty, long-life, image protect, hi-temp, and all weather), synthetic media, UV coated media
- Labels: Linerless labels (optional)
- For optimum print quality and printer performance, use Certified Datamax-O'Neil supplies

**Agency Approval**
- Contact sales representative for the most current approval list

**Warranty**
- 2 years (including platen roller, printhead, and installed options) when used with approved supplies
- Contact sales representative for extended warranty options

**Software**
- Protocol:
  - Line Printer Mode, Easy Print®
- Device management (for 802.11 models only):
  - Remote Management Software (RMS), Wavelink Avalanche MC, Motorola MSP
- Drivers:
  - Windows CE and Desktop
- Compatible label design software:
  - NiceLabel, BarTender®, DP Designer
- Software development kit:
  - C++, Visual Basic, Microsoft Dynamics, Blackberry

**Options**
- Wireless communication (2te4te)
- Magnetic stripe card reader
- Linerless label capability
- External charge contacts (4te)
- Stationary belt clip (4t)

**Thermal Transfer on the Go**

With DTransfer™ media exclusively from Datamax-O'Neil, you can print durable, weather-resistant thermal transfer labels directly from your 4t/4te portable printer. DTransfer incorporates a long-life, abrasion and scratch-resistant polypropylene thermal transfer label stock with a thermal transfer ribbon onto a single roll. Now, printing thermal transfer labels on-the-go is as easy as loading a roll of DTransfer media into your 4t/4te portable printer.

**Looking for a desktop label printer?**

Datamax-O'Neil manufactures an extensive selection of desktop label printers that are ideal for manufacturing, warehouse, healthcare, ticketing, postal services and RFID labeling requirements. Competitive custom and standard media products are also available for all your label, receipt and ticketing needs.
### Included with each printer:

<table>
<thead>
<tr>
<th>2t</th>
<th>4t / 4te</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) battery, (1) roll of thermal paper or linerless labels, (1) cleaning card, and (1) swivel mount belt clip</td>
<td>(2) Batteries, (1) roll of thermal paper or linerless labels, (1) cleaning card</td>
</tr>
</tbody>
</table>

### Required

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC Adapter</td>
<td>AC Adapter available with US, UK, Australia, or Euro plugs</td>
</tr>
</tbody>
</table>

### Recommended

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarette Lighter Adapter</td>
<td>Allows you to charge the printer from the vehicle cigarette lighter</td>
</tr>
<tr>
<td>DB9 F Serial/Configuration Cable</td>
<td>DB9 F coiled right angle cable for connecting to a laptop or desktop computer</td>
</tr>
<tr>
<td>USB Cable</td>
<td>DB9 right angle USB download cable (for use with 2t and 4t printers only)</td>
</tr>
<tr>
<td>Swivel Mount Belt Loop*</td>
<td>Velcro loop fastens comfortably and securely around the belt; keeps the printer secure yet swivels for comfort while bending over or getting in and out of trucks</td>
</tr>
<tr>
<td>Swivel Mount Belt Clip*</td>
<td>Clip slips into the waistband and holds the printer in place; keeps the printer secure yet swivels for comfort while bending over or getting in and out of trucks (comes standard on all 2t models)</td>
</tr>
<tr>
<td>Swivel Mount Bracket*</td>
<td>Can be wall mounted or mounted in the vehicle to securely hold the printer in place; available in standard, e-charge and card reader configurations; additional charging cables must be used to charge printer - compatible with AC, cigarette lighter cables and fuse box cables (not included)</td>
</tr>
<tr>
<td>Cleaning Cards &amp; Kits</td>
<td>Use of cleaning cards is recommended to extend the life of the printhead (visit <a href="http://www.datamax-oneil.com/supplies">www.datamax-oneil.com/supplies</a> for more information)</td>
</tr>
</tbody>
</table>

### Optional

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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Serial Cables for Mobile Computers</td>
<td>DB9 F coiled right angle download cables are compatible with a variety of popular mobile computers; see price list for a specific model compatibility and part number</td>
</tr>
<tr>
<td>Depot E-Charger Kit (4t)</td>
<td>Allows you to charge (5) 4t printers equipped with optional external e-charge contacts; US, UK, Australia, Swiss, and Euro versions available</td>
</tr>
<tr>
<td>Depot Charger Kit (4t)</td>
<td>Allows you to charge (5) 4t printers at once; US, UK, Australia, Swiss, and Euro versions available</td>
</tr>
<tr>
<td>Fuse Box Power Cable Kit, 10’</td>
<td>Charge your printer from a vehicle’s fuse box. Extension cables available in 3’, 6’, and 10’ lengths for existing installations</td>
</tr>
<tr>
<td>Spare Battery</td>
<td>Lithium-Ion, 7.2V, 2200mAh (for 4t/4te models which require 2 batteries per printer) Lithium-Ion, 7.2V, 1800mAh (for 2t models which require 1 battery per printer)</td>
</tr>
<tr>
<td>Double Bay Battery Charger</td>
<td>2-bay battery charger keeps additional batteries charged and ready for use (for use with 4t and 4te batteries only)</td>
</tr>
<tr>
<td>IP54 Soft Cases</td>
<td>Protects your printer from environmental elements such as dust and moisture; meets IP54 compliance standards (models available for use with 2t and 4t printers)</td>
</tr>
<tr>
<td>Swivel Mount Shoulder Strap*</td>
<td>Adjustable strap allows the user to comfortably carry the printer on the shoulder; keeps the printer secure yet swivels for ease of motion</td>
</tr>
<tr>
<td>Swivel Vehicle Mount Velcro Pad*</td>
<td>Keeps the printer secure yet easily accessible on the road</td>
</tr>
<tr>
<td>3” Spindle Bracket</td>
<td>Turns the 4t/4te into a 3-inch printer</td>
</tr>
</tbody>
</table>

*Swivel mount accessories are not compatible with the 4t standard belt clip models.

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to learn more, visit [www.datamax-oneil.com](http://www.datamax-oneil.com)

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MC75
Worldwide Enterprise Digital Assistant (EDA)

The MC75: Setting a new standard for Enterprise Digital Assistants
No matter what your workers need to get the job done, Motorola’s MC75 Worldwide Enterprise Digital Assistant delivers all the features and functionality required to maximize workforce productivity in a rugged device with a minimum footprint...all at the right price. The MC75 re-defines the standard for EDA mobile computers with simultaneous voice, data and GPS services* as well as an unprecedented number of enterprise class features. Users enjoy a 3G world cell phone with push-to-talk (PTT), integrated GPS with superior sensitivity and tracking capabilities, 1D and 2D bar code scanning, a high resolution color camera, 3G wireless WAN (WWAN), wireless LAN (WLAN), wireless PAN (WPAN) and IrDA connectivity — all in a single device.

When it comes to running business applications, the MC75 shines. The robust bandwidth of 3G combined with the latest mobile computing platform provides the maximum processing power required to handle virtually any business application — including voice and video. And the MC75 is extendable — a user accessible microSD slot enables the addition of storage and new functionality to meet evolving business needs. From field sales, field service and fleet management to government applications such as public safety, first response and security screening, maximize the efficiency of your workforce with simultaneous anywhere, anytime mobile voice and data...with the MC75.

Maximum value...and return on investment
The 3G based MC75 allows enterprises to standardize on one device for global deployments, reducing the complexity, support requirements and the cost of mobility solutions. By providing a single platform for worldwide voice and data services, the MC75 eliminates the need for multiple operating systems, multiple service providers and multiple devices. In addition, the multi-function MC75 eliminates the need to purchase and manage multiple devices per person — for example, a mobile computer and a cell phone. The reduction in capital and operational costs combines with increased workforce productivity to deliver maximum value on your investment.
Setting the standard for rugged EDA design

Whether your workers are in a truck, in a customer facility or out on the street, you can count on the MC75 to deliver the maximum uptime you need to protect worker productivity and achieve a low total cost of ownership (TCO). Designed for all day every day use inside and outside the enterprise, the MC75 offers an array of features that set the bar for rugged design of EDA-class devices. Motorola’s drop test is performed over the entire operating temperature range, ensuring dependable operation whether drops occur at room temperature or in extreme cold or heat — even on concrete. And the unit is sealed to ensure reliable operation, even when exposed to dust, rain, snow and spills.

Maximum voice quality and functionality

Designed from the ground up to support voice as well as data, the MC75 offers a superior voice experience. Functionality includes full duplex voice, push-to-talk (PTT) and voice dialing over the wireless WAN (WWAN) and WLAN, enabling one-to-one calls as well as walkie-talkie style instant communications. The device is voice-recognition ready, able to support advanced voice applications. And headset, handset and speakerphone modes provide workers with the convenience and flexibility to meet the needs of the job... and the moment.

Maximum wireless functionality: WWAN, WLAN, WPAN and IrDA

The MC75 offers your workers the convenience of comprehensive wireless connectivity — no need for any wires, anywhere, anytime. Support for 3G provides high-performance mobile voice and data services outside the four walls virtually anywhere in the world. Support for 802.11a/b/g provides a seamless wireless LAN connection, delivering a cost-effective voice and data connection inside the four walls and in hot spots. Wireless PAN connectivity provides a convenient wire-free connection to peripherals, such as Bluetooth® headsets and printers. And IrDA provides an additional means of wireless communications with mobile and desktop computers as well as other legacy business equipment.

Robust locating with best-in-class GPS functionality

Chosen for its superior sensitivity and tracking capabilities, the high performance SiRFStarIII GSC33f/LP chipset enables a multitude of real-time location based applications, from directions for drivers to real-time fleet location for dispatchers. The chipset delivers expanded coverage for GPS applications by enabling the rapid and highly accurate capture of signals in some of the most challenging environments, including urban canyons and areas where foliage is very dense. And the low-power chipset delivers top-notch accuracy with minimal power requirements, conserving battery power to help provide end-users with location-based services.

Maximum advanced data capture capabilities

With the MC75 in hand, workers have the functionality needed to automate, enrich and error proof data collection. Choose between a 1D laser scanner or 2D bar code imager to enable the rapid and intuitive capture of the types of bar codes in use throughout your enterprise. And a 2 megapixel auto-focus color camera with flash can not only capture high quality pictures — for example, to document proof of condition for a damaged shipment or a broken piece of equipment, or a signature on a document — but can also decode 1D and 2D bar codes as well. As a result, paper forms can be eliminated and business processes streamlined, improving productivity and throughput throughout the enterprise.

The Motorola advantage

When you choose the Motorola MC75, you enjoy the advantages of a world-class partner channel, world-class management solutions and world-class services. Our award-winning partner ecosystem offers a best-in-class, broad set of ready-to-go and custom applications for the MC75, minimizing deployment time and cost. Compatibility with Motorola’s Mobility Software Suite offers extraordinary centralized control over your MC75 devices, including remote staging, provisioning, monitoring and troubleshooting of devices, the ability to secure data on the devices and much more. To help keep your MC75 up and running at peak performance, Motorola offers Service from the Start with Comprehensive Coverage. This unique service includes normal wear and tear, as well as coverage for internal and external components damaged through accidental breakage at no additional charge — significantly reducing your unforeseen repair expenses. And options such as Commissioning Service and Express Shipping help to further minimize downtime in the unlikely event your device requires repair.

For more information on how the MC75 can improve your operational efficiency, please visit us on the web at www.motorola.com/MC75 or access our global contact directory at www.motorola.com/enterprise/contactus

* Note: Simultaneous delivery of mobile voice, data and GPS services is carrier dependent. The GSM/HSDPA cellular network supports all three services simultaneously. The CDMA/EVDO Rev. A network enables the simultaneous delivery of GPS and either voice or data.
MC75 Specifications

Physical Characteristics

| Dimensions: | 6 in. L x 3.3 in. W x 1.7 in. D |
| Weight (including standard battery): | Standard 1.5X battery: 14.9 oz./422 g Extended Capacity 2.5X battery: 15.7 oz./446 g |
| Display: | Transflective color 3.5" full VGA with backlight, 640 x 480 |
| Touch Panel: | Glass analog resistive touch |
| Backlight: | LED backlight |
| Main Battery: | Rechargeable Lithium Ion 3.7V, 3600 mAh Smart Battery |
| Ext. Cap. Battery: | Optional 3.7V, 4800 mAh Smart Battery |
| Backup Battery: | Ni-MH battery (rechargeable) 15mAh 2.4V (not user-accessible) |
| Expansion Slot: | microSD slot (maximum 2 GB) |
| Network Connections: | Ethernet (via cradle), full-speed USB, host or client |
| Notification: | Vibrator and LED |
| Keypad Options: | 26-key Numeric; 44-key QWERTY, 44-key AZERTY, 44-key QWERTZ |
| Audio: | Speaker, receiver, microphone, headset jack, software support for full duplex record and playback (stereo) |

Performance Characteristics

| CPU: | XScale™ PXA270 624 MHz processor |
| Operating System: | Microsoft® Windows Mobile® 6.0 |
| Memory: | 128MB RAM; 256MB Flash |
| Interface: | RS-232, USB 1.1 |

User Environment

| Operating Temperature: | 14°F to 122°F (-10°C to 50°C) |
| Storage Temperature: | -40°F to 140°F (-40°C to 60°C) (w/o battery) |
| Humidity: | 95% non-condensing |
| Drop Specification: | 5 ft. drop to concrete, 2 drops per 6 sides at ambient temperature 73°F/23°C, 4 ft. drop to concrete, 6 drops per 6 sides over operating temperature range |
| Tumble Specification: | 1,000 1.6 ft./.5 m tumbles (2,000 drops) |
| Sealing: | IP54 |
| IDA: | Integrated |
| Clock: | Integrated real time clock |
| Light Immunity: | Readability: Incandescence — 450 ft. candles; Sunlight — 8000 ft. candles; Fluorescent — 450 ft. candles |
| Electrostatic Discharge (ESD): | ±15kV air discharge, ±8kV direct discharge |

Battery Performance

| Standby time: | 150 hours |
| Talk time: | 5 hours |

User profiles:

- Outdoor WAN+GPS, 15min/hour voice communication, 10kb transmission every 10 min, and GPS on all time, 8 hours of operation.
- Outdoor Voice, 15min/hour voice communication, 8 hours of operation, and 75 hours standby time.

Note: Performance metrics above were measured with Battery reserve option set the highest (72 hours)

Wireless WAN Data and Voice Communications

| WWAN Radio: | GMS: 3G HSDPA, CDMA: EVDO Rev A |
| GPS: | Integrated Assisted-GPS (A-GPS) |
| WL2N Radio: | Tri-mode IEEE® 802.11a/b/g |
| Data Rates Supported: | 1, 2, 5.5, 6, 9, 11, 12, 18, 24, 36, 48 and 54 Mbps |
| Operating Channels: | Chan 8-165 (5040 – 5825 MHz) Chan 1-13 (2412-2472 MHz) Chan 14 (2484 MHz) Japan only |
| Security: | WPA2, WEP [40 or 128 bit], TKIP, TLS, TTLS (MS-CHAP), TTLS (MS-CHAP v2), TTLS (CHAP), TTLS-MD5, TTLS-PAP, PEAP-TLS, PEAP (MS-CHAP v2), AES, LEAP |
| Spreading Technique: | Direct Sequence Spread Spectrum (DSSS) and Orthogonal Frequency Division Multiplexing (OFDM) |
| Antenna: | Internal for LAN, External for WAN |
| Voice Communication: | Integrated Voice-over-IP ready (IP2P, PBX, PTT), Wi-Fi®-certified, IEEE 802.11a/b/g direct sequence wireless LAN |

Wireless PAN Data and Voice Communications

Bluetooth: Class II, v 2.0, on-board chip antenna

Data Capture Specifications

| Options: | Four configurations available: 1D laser scanner; 2D imager; 1D laser scanner and camera; 2D imager and camera |

Color Camera

| Resolution: | 2 megapixel |
| Illumination: | User controllable flash |
| Lens: | Auto focus |

1D Laser Scanner (SE950)

| Range on 100% UPC: | 24 in./60 cm |
| Resolution: | 4 Mil minimum element width |
| Roll: | ±25° from vertical |
| Pitch Angle: | ± 85° from normal |
| Skew Tolerance: | ± 50° from normal |
| Ambient Light Immunity: | 10,000 ft. candles/107,640 lux |
| Scan Rate: | 104 (+/- 12) scans/sec (bi-directional) |
| Scan Angle: | 47° ± 3° default |
| 35° ± 3° reduced |

2D Imager Engine (SE4400)

| Optical Resolution: | 640 H x 480 V pixels (gray scale) |
| Roll: | 360° |
| Pitch Angle: | ± 60° from normal |
| Skew Tolerance: | ± 50° from normal |
| Ambient Light: | Total darkness to 9,000 ft. candles/96,900 lux |
| Range on 100% UPC: | 16 in./40 cm |
| Aiming Element (VLD): | 650 nm ± 5 nm |
| Illumination Element (LED): | 635 nm ± 20 nm |

Field of View:

- Horizontal: 32.2°; Vertical: 24.5°

WPAN: Bluetooth® v2.0

Wireless connectivity to modems, printers, headsets and more; v2.0 provides additional throughput (up to 2.1 Mbps), improved security and additional profiles for expanded connectivity to more device types

SiRFstarIII GSC36f/ LP GPS chipset

Assisted and autonomous GPS support for robust location-based applications; SUPL 1.0 compliant; high performance, power-efficient processor capable of acquiring and maintaining a signal lock in areas where signals are typically weak, expanding the coverage area for GPS applications; faster time to first fix (TTFF); flexibility to operate in either standalone or assisted GPS (aGPS) mode (carrier dependent) for faster and more accurate positioning — especially in challenging areas

IEEE 1725 compliance for the entire MC75 system — including all models, all batteries and all power-related accessories (such as cradles and charging cables)

Mitigates battery system failure, bringing a new level of reliability and quality to the entire MC75 system

128MB RAM/256MB Flash

Provides memory space required to enable robust performance for database applications

User accessible microSD card slot

Provides additional memory and expandable functionality

High quality speaker, microphone and receiver

Superior voice quality and performance

Multiple voice modes: handset, headset and speakerphone

Flexibility to use the right mode at the right time

3.5 inch color high definition VGA display (640 x 480)

Easy to view in any lighting; supports display of high resolution images including video and maps

Continued on back
Peripherals and Accessories*

**Communication and Charging Cables:** Serial and USB v1.1 charging cables, printer cables, vehicle charging cable, power/charging cable

**Battery Chargers:** 4-slot battery charger (1X, 1.5X, 2X and 2.5X), universal battery charger (requires adapters for 1X, 1.5X, 2X and 2.5X capacity batteries)

**Vertical-specific Attachments:** Snap-on magnetic stripe reader, payment snap-on (Debit and Credit), rigid case

**Electrical Safety:** Certified to UL / cUL 60950-1, IEC / EN60950-1

**EMI/RFI:**
- **USA:** FCC Part 15; Canada: ICES 003 Class B; Europe: EN50222 Class B, EN 55024, EN60601-1-2; Australia: AS/NZS CISPR 22
- **North America:** FCC Part 15, Class B; Canada: ICES 003 Class B; EU: EN50222 Class B, EN 301 489-1, EN 301 489-7, EN 301 489-17, EN 301 489-19, EN 301 489-24, EN 60601-1, Australia: AS/NZS CISPR 22

For countries outside USA, Canada, European Economic Area, Japan or Australia consult your local Motorola representative

**EMI/RFI:**
- **USA:** FCC Part 2, FCC OET Bulletin 65 Supplement C
- **Canada:** RSS-102
- **EU:** EN 50360
- **Australia:** Radiocommunications Standard 2003

**Warranty**

The MC75 is warranted against defects in workmanship and materials for a period of 12 months from date of shipment, provided that the product remains unmodified and is operated under normal and proper conditions.

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*For a complete list of MC75 Peripherals and Accessories, please visit www.motorola.com/mc75

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**Quad Band GSM/EDGE, plus Tri-band HSDPA:**

- **Global:** 3GPP TS 51.010, 3GPP TS 34.121, 3GPP TS 34.123 GCF approved module
- **USA:** FCC Part 22, Part 24
- **Canada:** RSS-132, RSS-133
- **EU:** EN301 511, EN301 908
- **Australia:** AS/ACIF S 024, AS TS 001

**CDMA-EVDO Rev. A:**
- **Verizon/Sprint/AT&T/Bell Mobility/Telus**
- For latest information, contact your local Motorola representative

**RF Exposure:**
- **USA:** FCC Part 2, FCC DET Bulletin 65 Supplement C
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**Laser Safety:**
- **IEC Class II/FDA Class II in accordance with IEC60825-1/EN60825-1**

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Pay by Cell Pre-Bid Conference

Soumya Dey, P.E.
Acting Associate Director

December 16, 2010
Presentation Outline

- Overview of parking meter program
- Scope of Work
- Proposal Outline
- Evaluation Criteria
- Timeline
Program Overview
Curbspace – A Precious Asset

Residents
Commuters
Visitors
Dining
Entertainment
Shopping
Deliveries

Competing Users

District’s Curbside (26,000 block faces)

Competing Modes

Metered parking (2,200)
Residential Permit Parking (10,500)
No parking/standing
Unrestricted
Restricted

Auto Transit
Bikes
Charging Stations
Trucks
Taxi
Motorcycles
Tour Buses
Commercial Vehicles

Residents
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Tour Buses
Commercial Vehicles
# District’s Parking Meter Assets

<table>
<thead>
<tr>
<th>Meter Type</th>
<th>Meters</th>
<th>Spaces</th>
<th>% of Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi space Pay &amp; Display (Parkeon Stelio)</td>
<td>514</td>
<td>3923</td>
<td>23%</td>
</tr>
<tr>
<td>Single space – Duncan Eagle 2000</td>
<td>7040</td>
<td>7040</td>
<td>41%</td>
</tr>
<tr>
<td>Single space – Mackay Guardian XL</td>
<td>4994</td>
<td>4994</td>
<td>29%</td>
</tr>
<tr>
<td>Single Space – IPS Meters</td>
<td>1200</td>
<td>1200</td>
<td>7%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>13,748</strong></td>
<td><strong>17,157</strong></td>
<td><strong>Asset/Space = 0.80</strong></td>
</tr>
</tbody>
</table>
# Parking Meter Statistics

## Rate Structure

<table>
<thead>
<tr>
<th>Rate</th>
<th>Parking Spots</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.00/hour</td>
<td>14,749</td>
<td>86%</td>
</tr>
<tr>
<td>$0.75/hour</td>
<td>2,408</td>
<td>14%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>17,157</td>
<td></td>
</tr>
</tbody>
</table>

~ 100 million+ coin transactions/year

## Geographical Distribution

<table>
<thead>
<tr>
<th>Ward</th>
<th>% Metered Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9%</td>
</tr>
<tr>
<td>2</td>
<td>65%</td>
</tr>
<tr>
<td>3</td>
<td>9%</td>
</tr>
<tr>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>6</td>
<td>9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>
Principal Parking Stakeholders

- Maintenance & Operation (DDOT)
- Parking Patrons (car, bike, cycle)
- Adjudication (DMV)
- Enforcement (DPW)
- Service Request Intake (UCC)
- Transportation System
- Land Use

Parking
Goals of DC Parking Program

- Improved customer service
  - Multiple payment options
  - Maximize convenience
  - Real-time parking availability
  - Fewer broken meters
- Enhanced operational efficiency
  - Dynamic pricing
  - Real-time operational status
  - Exception based enforcement
  - Better uptime
  - Lower operating cost
- Better revenue management
  - Minimize coin transaction
  - Real-time auditing
StreetSmart - Real-Time Occupancy Sensing

Similar to HOT Lane Pricing Concept

Excess Demand

Increase rate

Decrease rate

Week 1
Week 2
Week 3
Week 4
Week 5
Week 6
Week 7
Week 8
Week 9
Causes of Downtown Congestion

- Blocking the box
- Street Closures/Motorcades
- Circling for parking
- Signal delays
- Double parking (loading/unloading)

Ideal occupancy ~ 80% to 85%

Source: Downtown Congestion Task Force Final Report, December 2004
Real-Time Parking Availability

Curbside congestion map
## Goal Assessment

<table>
<thead>
<tr>
<th>Program Goals</th>
<th>Pay –by-cell</th>
<th>In car meter</th>
<th>Smart SSM</th>
<th>Smart MSM</th>
<th>Space Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple payment options</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Customer convenience</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Real time parking availability</td>
<td></td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Fewer broken meters</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Dynamic Pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Real-time operational status</td>
<td></td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Better uptime</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Lower operation cost</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Minimize coin transaction</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Real-time auditing</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Pay-by-Cell
Pay-by-Cell Concept

Three users ...

Motorist

Zone # Duration

Parking Operator

Enforcement Officers
Pay – by- Cell Statistics

VERRUS
- Initiated April 2010
- 700 spaces
- 10,000 users
- 29,000 transactions

PARKMOBILE
- Initiated July 2010
- 1008 spaces
- 6,900 users
- 20,000 transactions
- Pay by smartphone ~ 9%

Data through 12/10/2010
Pay-by-Cell Adoption Rates
Scope of Work - General

- Turnkey pay by cell solution for the District of Columbia
  - Aligned with strategic goals and vision
  - Covers all metered spaces – current & anticipated
  - Marketing
  - Street and meter signage
  - API interface
  - Customer service
  - Capable of future dynamic pricing scheme
- Roll-out within 60 days of NTP
Scope of Work – Customer

- Sign-up through multiple channels
- Personalized account management
- Dedicated phone number
- 24X7 customer service
- Text messages – confirmation & extension
- Transactions using smart phones a plus
- Thoughts on accommodating unbanked customers
- ADA compliance
Scope of Work - Technical

- Capable to handle dynamic & variable pricing
- Enforcing current restrictions
  - Rush hour
  - Time limits
- Each block face will have unique zone #
- Integration with meters a plus
Scope of Work - System

- Integration with DDOT handhelds
  - MC75 Motorola Enterprise Digital Assistant
  - PocketPeo
- Integration with DPW handhelds
  - Dolphin
  - EZTag
- Open API interface
- 450 Wireless cards and annual service charges
- Option of 75 additional Motorola handheld and printers
## Proposal Content

<table>
<thead>
<tr>
<th>Section</th>
<th>Page Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>5 pages</td>
</tr>
<tr>
<td>Technical Approach</td>
<td>15 pages</td>
</tr>
<tr>
<td>Customer Service</td>
<td>5 pages</td>
</tr>
<tr>
<td>Past Performance</td>
<td>5 pages</td>
</tr>
<tr>
<td>User Cost Information</td>
<td>3 pages</td>
</tr>
</tbody>
</table>
## Evaluation Factor

<table>
<thead>
<tr>
<th>Factor</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Approach &amp; Implementation Plan</td>
<td>30</td>
</tr>
<tr>
<td>Customer Convenience</td>
<td>15</td>
</tr>
<tr>
<td>Qualifications &amp; Past Performance</td>
<td>20</td>
</tr>
<tr>
<td>User Cost/Price Criteria</td>
<td>35</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Timeline

- Pre-bid conference – December 16
- Final questions – December 17
- Proposals due – December 28
- Award – January, 2011
- Launch – February – March, 2011
Putting the Pieces Together

Questions?