



# WF43

Wireless POS PDA

- ◆ Windows Mobile 6.5
- ◆ Large and Bright 4.3" LCD
- ◆ Proven Wi-Fi Reliability
- ◆ Smart Power Management

**WF43 POS PDA G-Senor IP54**

Sunlight Viewable Weight 197g

25,000 Units Sold

**Windows Mobile 6.5**

Slim And Rugged Design

**Sleep Mode**

**Seamless Roaming**

Auto Light Adjustment

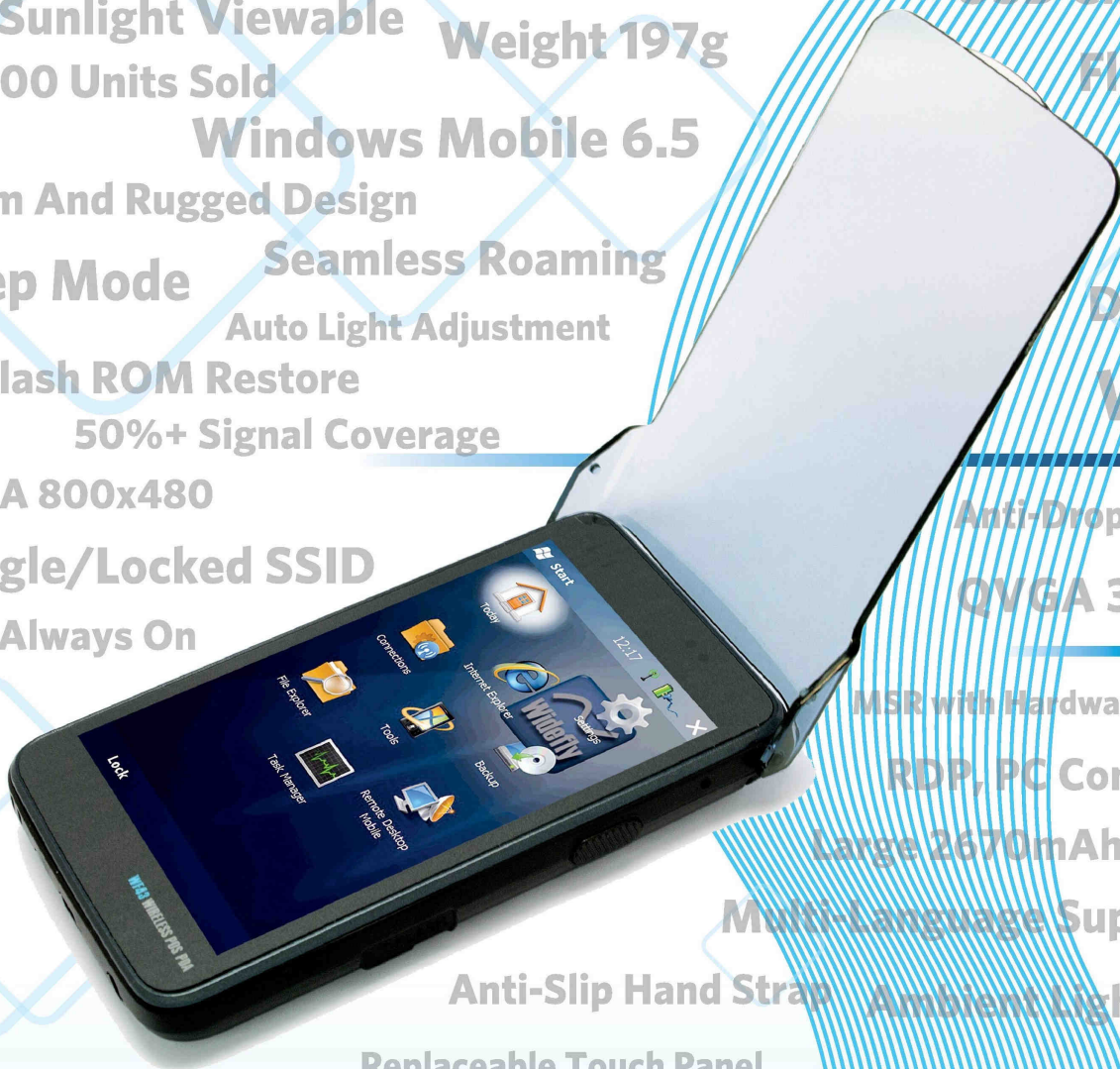
Flash ROM Restore

50%+ Signal Coverage

WVGA 800x480

**Single/Locked SSID**

Wi-Fi Always On



USB Charging

Flip Cover

**WF28**

Drop Proof

**WF35**

Anti-Drop Belt Strap

QVGA 320x240

MSR with Hardware Encryption

RDP, PC Configurable

Large 2670mAh battery

Multi-Language Support

Anti-Slip Hand Strap

Ambient Light Sensor

Replaceable Touch Panel

Smart Power Management

Charging Cradle

Stronger Antenna

Portrait /Landscape Modes

Laser Barcode Scanner

Admin/User Mode

Sophisticated Power IC Design

Remote Management System WRMS

Laser Barcode Scanner



Magstrips Card Reader



IP54





# WF43

## Wireless POS PDA

As demand for Windows Mobile O/S and bigger screen grows, Widefly is proud to release the newly developed WF43 POS PDA to meet customer needs.

Ever since the launch of WF28/WF35 two years ago, with the unique industrial specific features, Widefly has successfully deployed over 25,000 units to hospitality industry worldwide. The proven and reliable mobile solution has built a solid reputation for Widefly products within the community. Apart from the new customers of POS PDA, thousands of consumer PDA have been replaced with WF28/WF35.

Other than carrying on with the proven features of the predecessor, WF43 has been further enhanced with many new features:

### Windows Mobile 6.5

A lot of POS applications were originally developed with Windows Mobile. WF43 provides a plug-n-play solution for the POS developer to migrate their existing programs into WF43 without program modification. Leveraging the power of Windows Mobile, Widefly customizes the Windows Mobile to support multi-languages, XP alike RDP, and USB host for external detachable devices.



### 4.3" WVGA Display With 800x480

The new 4.3" LCD not only provides bigger and brighter screen with sunlight viewable resolution, it can accommodate most applications written in QVGA 320x240 or VGA 600x480 without any GUI modification. It supports auto light adjustment with ambient light sensor. Time to market and effort of program modification can be minimized.

### WVGA 800x480 Compatibility



### Features Specially for POS

POS installation environment can be very demanding. WF43 has included many unique features for the POS industry : Single/locked SSID, Always-on Wi-Fi, Seamless Roaming, Sleep Mode for long battery runtime, Admin/User mode, Ghost alike backup utility for system backup and deployment, RDP auto-logon, G-sensor for portrait/landscape display and auto Sleep Mode, IP54 Touch Panel, drop proof, flip cover, anti-slip hand strap, anti-drop belt strap, Holster, etc. Altogether delivers a feature rich and reliable solution for POS mobile application.

### Proven Wi-Fi Reliability

Proven features of the predecessor WF28/35 e.g. Sleep Mode, Always-on, Seamless Roaming etc. have been re-developed with WF43. At the same time, WF43 uses a high sensitivity antenna so that signal can be detected in a longer distance. Configurable roaming trigger level can be optimized so that roaming time across multiple access points can be achieved in seconds. Wi-Fi always-on allows thin client application e.g. RDP etc. to run smoothly without breaking the connection with the host system.

### Long Battery Run Time With Smart Power Management

A large battery with 2670mAh is provided for WF43. Together with Sleep Mode and Always-on which consumes only 2% power. It provides an exceptional long battery run time in comparison with the competitors particular for those power hungry application e.g. RDP etc. G-sensor auto power off the WF43 once inserted into the hostler in an upside down position which can further save significant battery power.



# WF43

Wireless POS PDA

## ***Slimmest and Rugged Design***



WF43 has been completely re-designed using the latest components available in the market place. It houses a faster CPU, bigger memory yet less component counts on the motherboard which enhances system reliability and ease of maintenance. The slim size makes it highly portable for the operators. WF43 weighs only 197 grams and is even lighter than the WF35. With the rugged design like IP54 Touch Panel and drop proof, it can survive with the tough operation environment.

## ***Enhanced Maintainability***

Wear and tear of day-to-day operation of the touch Panel (TP) is the major hardware failure for the POS PDA. WF43 adopts the detachable TP design so that it can be replaced easily and economically without replacing the LCD module. It sustains a longer life span for the machine working in the field for customers. Total cost of ownership can be reduced significantly.

## ***Power Protection Enhancement***

Unstable power supply with power surge; transient voltage and reversed polarity are key factors to burn the power IC of POS PDA on the motherboard. Sophisticated Power IC design including comprehensive ESD protection (Electrostatic Discharge) on every inlet, resettable fuse, standard mini-USB as charging mechanism are major improvement to protect WF43 from unreliable power source of different countries. Mini USB charging eliminates the risk of burning motherboard by incorrect voltage.

## ***More Choices for Add-on Modules***

MSR – track 1/2/3 card reading with AES  
128 bit hardware level data encryption.  
Laser barcode scanner – 1D barcode scanning.  
Charging cradle – docking station and one  
extra slot for battery charging.



## ***Widefly Remote Management System (WRMS)***

\* WRMS is the first in the industry that allows resellers to support their mobile POS PDA user remotely using inbuilt VNC alike utility on every WF43. Through the Internet, resellers can support remote users with trouble shooting e.g. ROM upgrade, POS application upgrade, remote backup, remote training etc. With WRMS, resellers can deliver the best support services to customers at any time, any place in the world without onsite visit. It reduces support cost significantly for resellers while providing the shortest response time to customers.

## ***Distributor/Reseller Benefits***

Product uniqueness, margin, reliability and on-going support cost are major factors for distributor/reseller to consider representing a product in their territories. WF43 POS PDA is one of the most pioneer products of its kind. It offers one of the best price/performance ratio for mobile terminal solution for the hospitality industry with proven track record. Widefly distribution strategy is to have one distributor for one country so that the market and margin are protected for the distributor. With years of previous models manufacturing experience, WF43 has been engineered with the best design and protection for product reliability. With the new release of remote support system – WRMS, distributor/reseller can deliver responsive services to end-users through Internet where the on-going support cost can be greatly minimized.

\* To be released

## WF43 Specifications

Scope		Details
System	Processor And Operating System	<ul style="list-style-type: none"> <li>Intel PXA 624MHz</li> <li>Windows Mobile 6.5</li> </ul>
Memory	Memory Flash Memory	<ul style="list-style-type: none"> <li>128MB RAM</li> <li>256MB ROM (System ROM + backup disk + user disk)</li> </ul>
Dimension & Weight	Dimension Weight	<ul style="list-style-type: none"> <li>(H x W x D) 125 x 75 x 19mm</li> <li>197g</li> </ul>
Display, Input/Output Devices & Sensors	Display & Ambient Light Sensor	<ul style="list-style-type: none"> <li>4.3" 800x480 WVGA 64K color LCD / sunlight viewable</li> <li>Compatible with existing QVGA and VGA applications</li> <li>Ambient light sensor enables auto adjustment of LCD brightness</li> </ul>
	Touch Panel	<ul style="list-style-type: none"> <li>IP54 front panel - Anti water splash touch panel</li> <li>Separated with LCD for easy and low cost replacement</li> </ul>
	G-Sensor	<ul style="list-style-type: none"> <li>Auto screen rotation</li> <li>Auto sleep in pocket/holster (PDA upside down)</li> </ul>
	Input Devices & Buttons	<ul style="list-style-type: none"> <li>Stylus</li> <li>Power &amp; reset button</li> <li>Side shortcut keys for optional barcode scanner / RFID add-on module</li> </ul>
Drop Specifications	Drop Spec	<ul style="list-style-type: none"> <li>1.5m drop tested to concrete floor</li> </ul>
Audio, Slots, Ports & Cover	Audio & Mic	<ul style="list-style-type: none"> <li>Music speaker in noisy restaurant environment</li> <li>Dual-Mic + background noise reduction system</li> <li>Ready for voice recognition application</li> </ul>
	Slots & Ports	<ul style="list-style-type: none"> <li>Mini-USB port for charging and ActiveSync data transfer</li> <li>MicroSD memory slot</li> </ul>
	Protection	<ul style="list-style-type: none"> <li>Protective flip cover (avoids LCD breakage)</li> <li>Anti-drop elastic strap</li> <li>Anti-slip hand strap &amp; holes</li> </ul>
Communication	Wi-Fi	<ul style="list-style-type: none"> <li>802.11b/g + high sensitivity antenna</li> <li>Boost signal range up to 50% (Wider coverage &amp; less signal drop)</li> <li>Unique sleep power (2% of power) + Wi-Fi always on</li> </ul>
	Wi-Fi Reliability	<ul style="list-style-type: none"> <li>Fast &amp; seamless roaming</li> <li>Locked / Single SSID (persistent connection)</li> </ul>
	Bluetooth	<ul style="list-style-type: none"> <li>Bluetooth EDR v2.x</li> <li>Support Serial Port (mobile printer), headset and common profiles</li> </ul>
Battery, Power & Charger	Battery	<ul style="list-style-type: none"> <li>Large 2670mAh battery for typical 8 hours runtime</li> <li>Battery lock (prevent accidental reboot)</li> </ul>
	AC Adaptor	<ul style="list-style-type: none"> <li>Hi-grade AC-to-DC power adaptor / Standard USB interface</li> </ul>
	Power IC Protection	<ul style="list-style-type: none"> <li>Hi-grade power IC protection on motherboard</li> <li>ESD protection for all sockets/plugs, e.g. USB, MicroSD, headset jack &amp; etc.</li> <li>Avoid high transient voltage /current, surge &amp; reverse polarity</li> </ul>
	Charging Cradle	<ul style="list-style-type: none"> <li>Optional charging cradle for PDA &amp; one extra battery charging</li> </ul>
External Device	Detachable Design	<ul style="list-style-type: none"> <li>Support detachable external device, e.g. barcode scanner, Magstripe card reader, RFID reader &amp; etc</li> <li>Strong and reliable attachment at PDA's top</li> </ul>
	Magstripe Card Reader (MSR)	<ul style="list-style-type: none"> <li>Optional Magstripe Card Reader (MSR) add-on module</li> </ul>
	Barcode Scanner	<ul style="list-style-type: none"> <li>Optional barcode scanner add-on module (1D laser class 1)</li> </ul>
	*RFID	<ul style="list-style-type: none"> <li>Optional RFID add-on module</li> <li>ISO 15693, 14443A, 14443B &amp; MIFARE</li> </ul>
Remote Desktop (RDP)	RDP	<ul style="list-style-type: none"> <li>Unique XP-like remote desktop client</li> <li>Supports COM port redirection for Bluetooth printer</li> <li>Supports full screen, auto-start application and fine tuning of RDP settings</li> </ul>
Mass Deployment & ROM Upgrade	*Backup, Recovery & Upgrade	<ul style="list-style-type: none"> <li>Complete system backup like Ghost<sup>1</sup></li> <li>Complete system recovery</li> <li>ROM upgrade makes easy like recovery of system by the clone file</li> </ul>
User / Admin Mode	User Mode and Security	<ul style="list-style-type: none"> <li>Hardened environment for waiter / waitress</li> <li>Greatly reduces support cost due to software configuration issues</li> <li>Prevents access to file manager</li> <li>Prevents access to PDA files by ActiveSync and memory card</li> </ul>
Widely Remote Management System	Management System and Remote Support	<ul style="list-style-type: none"> <li>Monitor all PDAs deployed to different customer sites via Internet + Wi-Fi</li> <li>Gather PDA info and events, e.g. S/N, ROM version, settings like SSID, IP address &amp; etc, events like power off, reboot, reset &amp; etc.</li> <li>Enables ROM upgrade over Wi-Fi and Internet (onsite support no longer needed)</li> <li>Remote screen monitoring / troubleshooting</li> <li>Works like VNC – remote display of PDA screens</li> </ul>
Notification Features & SDK	Notification and SDK	<ul style="list-style-type: none"> <li>Vibrator</li> <li>System &amp; programmable LED</li> <li>SDK for third party development</li> <li>Control on LED, Vibrator, Wi-Fi, Bluetooth &amp; etc</li> </ul>



### Widefly Limited

Unit 205, 2/F, Lakeside 2, No. 10 Science Park West Avenue,  
 Hong Kong Science Park, Shatin, N.T., Hong Kong  
 Office: + 852 3679 3689  
 Fax: + 852 3013 8659  
 Website: <http://www.widefly.com>  
 Sales Enquiry: [sales@widefly.com](mailto:sales@widefly.com)  
 General Enquiry: [enquiry@widefly.com](mailto:enquiry@widefly.com)

<sup>1</sup>. Symantec is a registered trademark of Symantec Corporation. Norton Ghost is a product of Symantec. (<http://www.symantec.com>)  
 \* To be released