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**ZEBRA DELIVERS EPC GEN 2 RFID PRINTING/ENCODING  
WITH INDUSTRY'S FIRST FREE, DOWNLOADABLE FIRMWARE UPGRADE**  
*Companies can add Gen 2 support on existing Zebra RFID printer/encoders while  
continuing to use Gen 1 and other protocols: no new hardware required*

Vernon Hills, Ill., December 14, 2005—Zebra Technologies (Nasdaq: ZBRA), a leading manufacturer of radio frequency identification (RFID) printer/encoders worldwide, today announced a free EPCglobal Gen 2 firmware upgrade for its RFID smart label printer/encoders. Zebra customers can download and install the firmware to conveniently expand RFID support to include Gen 2 smart label printing/encoding. No hardware replacement or service call is required. Zebra is the first company to provide publicly downloadable firmware to support Gen 2 RFID, while still supporting previous protocols.

The free firmware upgrade is available for Zebra's RXi series printer/encoders, RPAX4 series print engines and European R4Mplus printer/encoders. These models are configured to update RFID protocols via firmware, not hardware, so there is no need to replace the reader module to add support for new protocols. Because Gen 2 functionality can be added to Zebra printer/encoders without sacrificing the use of other UHF technologies, including EPC Class 1 and Class 0, companies who utilize Zebra RFID printer/encoders can be assured that the product will support their current and future business needs.

"Zebra's firmware solution provides outstanding convenience for our customers. We've removed any concerns about transitioning to Gen 2, and eliminated the time and expense often associated with upgrading to new protocols," said Bob Cornick, vice president and general manager of RFID for Zebra. "Zebra's multi-protocol printer/encoders protect our customers' RFID investments by making it practical to adopt the powerful Gen 2 standard, while leveraging their legacy equipment."

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Gen 2 is a flexible standard that conforms to different frequency, emission, power output and other radio regulations in place around the world. Zebra UHF printer/encoder products have been approved for use in 35 countries, with additional approvals pending. Zebra's firmware supports all Gen 2 features and is qualified for use on currently available tag types. Zebra will continue to develop additional RFID no-cost and readily available firmware upgrades, to accommodate emerging protocols and additional tag types.

Zebra customers can download the Gen 2 firmware upgrade and complete installation instructions from [www.zebra.com/firmware](http://www.zebra.com/firmware).

The U.S. Department of Defense, Wal-Mart and other organizations are migrating to Gen 2 tagging requirements because it has significant performance advantages over previous-generation EPC technology. Gen 2 chips can be used around the world, have significantly faster read rates, can offer more memory and are rewritable.

According to a Venture Development Corp. (VDC) study and AMR Research, Zebra is the RFID market leader with more printer/encoder sales and installations than any other company worldwide. An industry pioneer, Zebra first made its name helping customers harness the power of bar codes, and has now captured the largest installed base of both high frequency and EPC ultra-high frequency (UHF) models in every category and geographic region, covering the widest range of applications.

Zebra has been researching and developing RFID technologies for nearly 10 years. It was the first company to produce an integrated, on-demand RFID printer/encoder more than five years ago. Today, Zebra has the broadest printer/encoder product line for use in supply chain applications. Zebra is playing an active role in the development of RFID "smart label" technology, standards and applications for supply chain and business improvement programs designed to help suppliers to the U.S. Department of Defense, Wal-Mart and other retailers meet the RFID EPC compliance labeling requirements.

For more information on Zebra's RFID solutions, visit [www.rfid.zebra.com/](http://www.rfid.zebra.com/) or call +1 800 423 0442.

### **About Zebra Technologies**

Zebra Technologies Corporation (Nasdaq: ZBRA) delivers innovative and reliable on-demand printing solutions for business improvement and security applications in 100 countries around the world. More than 90 percent of Fortune 500 companies use Zebra-brand printers. A broad range of applications benefit from Zebra-brand thermal bar code, "smart" label, receipt and card printers, resulting in enhanced security, increased productivity, improved quality, lower costs and better customer service. The company has sold nearly five million printers, including RFID printer/encoders and wireless mobile solutions, and also offers software, connectivity solutions and printing supplies. Information about Zebra bar code and RFID products can be found at <http://www.zebra.com>.