



**news release**

**FOR IMMEDIATE RELEASE**

**CONTACT:** Michelle Meek  
+1 312 873 3424  
[michelle@outlookmarketingsrv.com](mailto:michelle@outlookmarketingsrv.com)

**IBM STRENGTHENS SOLUTIONS PORTFOLIO WITH MOBILE, BAR CODE AND RFID PRODUCTS FROM ZEBRA TECHNOLOGIES**

Vernon Hills, Ill., April 24, 2006—Zebra Technologies Corporation (Nasdaq: ZBRA) announced today it has entered into an agreement with IBM Global Technology Services that incorporates Zebra's leading mobility, bar code labeling and radio frequency identification (RFID) printing/encoding solutions into the IBM Global Technology Services solution portfolio.

“As an IBM Solutions Partner, we are delighted to pair our extensive printing knowledge with the innovative solutions expertise of IBM's Global Technology Services team,” said Dave Crist, vice president of sales for Zebra. “Together, we can deliver rugged enterprise applications that improve productivity and reduce costs for customers in many industries including retail, manufacturing, logistics and transportation, government and healthcare.”

This solutions portfolio encompasses a wide range of business technology applications to meet the needs of today's businesses:

- For route accounting, logistics, warehouse management and in-store retail applications, IBM and Zebra will feature the benefits of on-the-spot label and receipt printing with Zebra's RW series and QL series printers.
- In manufacturing, warehousing, distribution and back office retail operations, IBM and Zebra will leverage the *Xi* series performance line of printers to deliver mission-critical and high-volume bar code labeling applications.
- For companies with RFID initiatives, IBM's Express RFID Services supports Zebra's R110*Xi* multi-protocol printer/encoder. IBM Express RFID Services is targeted to the next tier of small- and medium-sized businesses who need to respond to compliance mandates from retailers and the U.S. Department of Defense in 2006.

--more--

**Zebra Technologies International, LLC**

333 Corporate Woods Parkway » Vernon Hills, IL 60061-3109 USA T+1 847 793 2600 F+1 847 913 8766 [www.zebra.com](http://www.zebra.com)



The IBM Express RFID Services offering hosts RFID applications software to manage data and tagging capabilities. It supports readers from Symbol Technologies as well as printers/encoders from Zebra. Because the solution is hosted and managed remotely, companies will not need to add staff or train intensively to use the solution. All that will be required is remote online access to the IBM software through a secure VPN connection.

“We believe Zebra RFID products represent a key solution for companies who need rapid implementation of a low-cost, low-risk solution for RFID tagging,” said John Eberly, IBM business development executive for the Zebra solutions relationship. “IBM’s partnering with leading RFID hardware and software vendors such as Zebra help ensure that the Express RFID Services solution leverages the industry’s best-of-breed products.”

“Zebra works proactively with partners, such as IBM, to offer relevant, cost-effective solutions for the supply chain and beyond,” said Bob Cornick, vice president of RFID Solutions for Zebra. “Both Zebra and IBM hold leadership positions in RFID technology. Our mutual objective is to help customers reap immediate benefits from their RFID implementations.”

The Zebra and IBM global agreement represents another step in the close, decade-long relationship between IBM and Zebra, which focused previously on independent service support for Zebra products in North America.

An established leader in on-demand bar code and mobile printing, Zebra also has been researching and developing RFID products for the past 10 years. With the broadest line of thermal and RFID printer/encoders, the company produces a wide range of specialty supplies including wristbands, tickets, tags and smart media. Zebra was recently ranked by ABI Research in the top 10 percent of RFID companies for technology leadership, ability to deliver product, R&D funding, intellectual property, product diversity, solution offerings, quality of partnerships and alliances, market share and other factors. For more information, visit [www.zebra.com](http://www.zebra.com).

#### **About Zebra Technologies**

Zebra Technologies (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 and receipt printers, and plastic card printers, resulting in enhanced security, increased productivity, improved quality, lower costs, and better customer service. The company has an installed base of over five million printers, including RFID printer/encoders and wireless mobile solutions, and also offers software, connectivity solutions, and printing supplies. Information about Zebra specialty printing solutions can be found at [www.zebra.com](http://www.zebra.com).

#####

