



**news release**

**FOR IMMEDIATE RELEASE**

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**ZEBRA'S LATEST RFID PRINTER/ENCODER DELIVERS HIGH FREQUENCY  
SUPPORT FOR HIGH VOLUME APPLICATIONS**

*Built on Zebra's Proven XiIIIPlus Platform, the Enhanced R110Xi HF Expands Zebra's Broad  
RFID Product Line with a Flexible, Upgradeable Solution*

Vernon Hills, Ill., October 10, 2006—Zebra Technologies Corporation (NASDAQ: ZBRA), a pioneer in bar coding and RFID solutions for business improvement, today released the R110Xi high frequency (HF) radio frequency identification (RFID) tabletop printer/encoder, an industrial, multi-protocol RFID solution that is suitable for high-volume and on-demand smart label printing and RFID tag encoding. Zebra is the only company that offers both desktop and tabletop models of HF printers along with ultra-high frequency (UHF) printer models, a full range of 100 percent compatible Genuine Zebra smart media, ZebraCare services and ZebraLink printer management tools that work across the product range.

“The R110Xi HF capitalizes on key areas where the high frequency technology outshines UHF, such as greater data storage and available memory, flexibility to read in proximity to materials such as liquid and metals and faster encoding and printing of labels. These benefits are critical to the pharmaceutical and life sciences industry for high volume, patient wristband printing and item-level tracking of prescription medication,” explained Phil Gerskovich, senior vice president of development for Zebra. “The R110Xi HF also is ideally suited for item-level asset tracking of videos or books, and for efficient ticketing in transit and entertainment industry applications.”

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**Zebra Technologies Corporation**

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The R110Xi HF encodes passive inlays using multi-protocols such as ISO15693 and ISO18000-3 mode 1, and is the first on the market to offer Philips MIFARE® ultralight support. Built on the proven *XiIIIPlus*<sup>™</sup> platform, the R110Xi HF enables users to take advantage of 4-inch print widths, 203 and 300dpi print resolution and XML encoding for seamless integration into existing enterprise system with the addition of HF capabilities. Users also benefit from easy maintenance of a mixed population of RFID and standard printers using Zebra's suite of advanced printer management tools in ZebraLink. Plus, the full range of Zebra printers is supported by tested and 100 percent compatible Genuine Zebra supplies as well as ZebraCare service options.

"Zebra's extensive line of printing solutions includes the broadest range of RFID products on the market," said Matt Ream, senior manager RFID business development for Zebra. "The addition of the R110Xi HF demonstrates our commitment to continuous investment in our line with an expanding set of product and solution choices to meet customer needs. It is a nice complement to the highly popular R2884-Z desktop HR model and a worthy replacement to the R140 HF model first introduced by Zebra over five years ago."

The R110Xi is available now in North America and EMEA with upcoming availability in Asia Pacific and Latin America. For more information on Zebra's RFID solutions, visit [www.rfid.zebra.com](http://www.rfid.zebra.com) or call +1 847 423 0442.

### **About Zebra Technologies**

Zebra Technologies Corporation 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 more than 5 million printers, including RFID printer/encoders and wireless mobile solutions, as well as ZebraDesigner label formatting software, ZebraLink connectivity solutions, Genuine Zebra supplies and ZebraCare services and support. Information about Zebra bar code, card and RFID products can be found at <http://www.zebra.com>.

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