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**ZEBRA PRESENTS EIGHT TOP TIPS FOR A SUCCESSFUL DOD
UID COMPLIANCE BAR CODE MARKING PROGRAM**

Vernon Hills, Ill., August 9, 2006—The U.S. Department of Defense's Unique Identification (UID) program imposes barcoding requirements on most of its suppliers, including many small- to medium-sized businesses. The program aims to make the business processes associated with tracking DoD personnel, roles, real property and personal property more efficient. To do this, suppliers affix or mark a permanent Data Matrix two-dimensional (2-D) bar code symbol that represents a Unique Item Identifier (UII) on items that meet any of the following criteria:

- cost \$5,000 or more,
- are assigned a serial number,
- are considered mission-critical,
- are part of controlled inventory,
- are a consumable or material where permanent identification is deemed necessary by the DoD.

Zebra Technologies Corporation (Nasdaq: ZBRA), a global leader in on-demand printing solutions, provides the products, supplies and services to help DoD suppliers to reliably and cost-effectively meet DoD UID marking requirements.

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Zebra's solution includes Xi series thermal printers that encode and print high resolution Data Matrix bar codes, specialty labels to provide lifetime identification even for items exposed to hazardous or extreme environments, ZebraDesigner label software that supports construction of UIIs, and a network of partners with extensive experience in UID compliance systems.

To help organizations understand their UID marking requirements and options, Zebra offers a free white paper, "Planning a DoD UID Bar Code Marking System" on www.zebra.com/uid . Also, the following tips on best practices can help you understand and manage a successful UID compliance project.

1. Don't underestimate the complexity of creating a UID system.

UID compliance will require additional software and system modifications in order to accurately produce and track UII numbers and interface with the DoD's Wide Area Workflow application (WAWF). Although WAWF is primarily a tool for tracking receipt of goods and processing invoices, it will also function as the "Standardized Data Capture Mechanism for Transmitting UID Data from Contractors to DoD for New Acquisitions of Tangible Items" according to the DoD. At a minimum, a UID solution will comprise a bar code printer and labeling supplies and WAWF middleware. A good first step is to talk to experienced vendors to find out if they, like Zebra, have partners with a solid UID background to help guide you through a UID implementation.

2. Inventory all the items you and your sub-contractors need to mark.

To determine the best method to apply permanent bar codes on goods, it is critical that you catalog all the items that will need to be marked. A great many variables must be considered, including, items' life cycle or shelf life, their shape and size, the materials with which they are made, conditions under which items will be used, etc.

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Once you know all the types of items to be marked, then you can determine the best marking methods to use. The DoD also has some discretion in determining what items fall under compliance; therefore it is wise to get very clear direction from authorizing agencies upfront as to exactly what needs to be marked. You may need to choose several UID marking approaches that support your needs both now and in the future. Finally, if your sub-contractors are also required to provide UII marking, then you must also consider their capabilities in your decision process.

3. Develop a comprehensive set of important criteria to evaluate all direct marking approaches consistently.

Important considerations when selecting a marking system include, but are not limited to, cost to acquire, cost to maintain, ease of implementation, ease of integration with legacy systems, training of personnel, disruption to existing business processes and how well the marking system works for all items needing to be marked. Other factors to look at include how much time the system takes to mark items and whether it allows you to easily remedy an erroneous UII or fix an unreadable 2D Data Matrix symbol.

As a first step, it pays to look at your existing in-house technologies and see if they can be leveraged with minimal cost and disruption to operations. For example, Zebra customers can use the same platform for 1D bar codes to produce 2D Data Matrix symbols. Newer Zebra printers may also be RFID-ready. In addition, often the same printers and supplies used for shipping or other labeling functions can be used for UID labeling too.

4. Form a broad-based implementation team.

UID programs may require new parts marking technology, new applications, new data streams and changes to your existing processes.

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As a result, compliance will likely impact multiple areas of an organization, including operations, IT, purchasing and engineering. Therefore, you need to create a clear compliance program plan and communicate it to members of the team to get their feedback before implementation. If subassemblies, components and/or serviceable parts that require marking are embedded within your products, it is important that your subcontractors be brought in for discussions early on.

5. Test, test, test. And then test some more.

It is critical that when the UII is generated that it be 100% accurate and readable, because it is PERMANENTLY applied to items. A robust labeling software package, such as ZebraDesigner, allows you to determine that the data elements in a UII are properly formatted and concatenated, and that a valid Data Matrix 2D bar code is output. Without a performance-matched pairing of quality supplies and printers, you might need to add an additional control point before items are shipped to ensure that the UII has not been duplicated and that the Data Matrix 2D bar code is readable.

In this respect, bar code labels have a distinct advantage over other parts marking approaches like dot peen or laser engraving. If a UII is in error, or if the 2D bar code has been corrupted, labels can be regenerated and replaced easily without needing to scrap marked parts.

6. Consider the simplest, most cost effective solution first, and add from there.

The DoD gives suppliers flexibility for applying bar codes, including the use of direct part marking, data plates and adhesive labels. Metal data plates and direct part marking are durable bar code marking options, but they are also expensive and can be impractical. An estimated 80 percent of DoD supplies can be permanently marked with an adhesive label produced with on-demand thermal-transfer bar code printers.

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Thermal-transfer printing provides superior total cost of ownership because label material costs less than data plates, and printers are significantly less expensive and easier to use than direct part marking equipment. It is recommended to start with thermal-transfer printing when undergoing UID pilots, in order to first see how the data moves through the internal UID and WAWF architectures. Once the system is thoroughly tested and UIIs are produced accurately, then suppliers can integrate other marking systems, if needed.

7. Optimize labeling systems for the task.

Suppliers who elect to use on-demand printing for UID compliance should consider optimizing it as a specialty application. To create extremely durable, long lasting images, labels must be produced with thermal-transfer printers which use ribbons, rather than direct-thermal models more commonly used for shipping labels today. Thermal-transfer printers are compatible with a wide range of synthetic media suitable for lifetime identification. A supplies specialist or experienced systems integrator can recommend the optimal media for your application.

8. Think long term to save time and money.

If you are a supplier that will need to comply with both the DoD's UID and RFID labeling requirements, it is wise to invest in a marking system that could potentially support both initiatives. For example, by starting with Zebra's RFID-ready bar code and smart label printer/encoders, you will have a solution in place that can produce UID labels now and RFID smart labels in the future through a simple upgrade. By leveraging your UID infrastructure to support RFID compliance, you'll save time, future product expenses, plus any costs associated with training your personnel on new equipment and technologies.

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Download Zebra's white paper at www.zebra.com/uid for more information about UID requirements and marking options. Or call Zebra's UID hotline at +1 866 515 2488.

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 and receipt printers, and plastic card printers, resulting in enhanced security, increased productivity, improved quality, lower costs, and better customer service. The company has sold more than five million printers, including RFID printer/encoders and wireless mobile solutions, as well as software, connectivity solutions, and printing supplies. Information about Zebra specialty printing solutions is at www.zebra.com.

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