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

**ZEBRA TECHNOLOGIES HELPS DEMYSTIFY THE DECISION  
BETWEEN HF AND UHF RFID**

*Zebra Distinguishes between UHF and HF in a New Downloadable Webinar to Help  
Companies Determine the Best Choice for Their Specific Application*

Vernon Hills, Ill., June 26, 2007 — As a pioneer in radio frequency identification (RFID) technology, Zebra Technologies Corporation (NASDAQ: ZBRA) today announced its latest offering in a growing number of learning resources designed to help companies better understand RFID technology and make more informed decisions.

The downloadable webinar, “UHF or HF RFID? How to Choose the Best Technology for Your Application,” is the most recent addition to Zebra’s library of RFID learning materials. Presented by Matt Ream, Zebra’s senior manager for RFID systems, the webinar explains the technical and performance characteristics of UHF and HF technologies, and discusses their advantages and limitations. Zebra is uniquely positioned as an unbiased thought leader on this issue, as the first company to offer RFID printer/encoders for both high frequency (HF) and ultra-high frequency (UHF) applications.

This leadership is supported by the industry’s broadest range of reliable and durable RFID printer/encoders, and “smart label” offerings to deliver optimized RFID solutions. “In most cases, RFID is not about a frequency or mode, it’s about enabling a new generation of tracking solutions,” cites Drew Nathanson, AIDC/RFID Practice Director for Venture Development Corporation. “Zebra’s commitment to RFID as a technology is aligned with what end users really are asking for – a ‘best in class’ tracking solution for their specific environment.”

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**Zebra Technologies Corporation**

333 Corporate Woods Parkway » Vernon Hills, IL 60061-3109 USA T+1 847 634 6700 F+1 847 913 8766 [www.zebra.com](http://www.zebra.com)



“Many organizations considering the implementation of RFID systems for supply chain, logistics and other types of applications have expressed confusion over whether to choose HF or UHF RFID technology,” notes Ream. “Zebra views HF and UHF RFID as complementary rather than competing technologies. Each user’s choice should depend on the products involved, the deployment environment, and the data and memory requirements of the applications.”

Ream adds, “Understanding the requirements of your application and all of the operational processes involved is key to making a knowledgeable decision. UHF and HF RFID tags use different signal transmission methodologies, which affect the way they communicate in different kinds of applications and with various materials. Companies must consider the distance at which RFID tags will be read, how densely products are packed and whether they are made of solid, liquid or metal materials. These are just a few of the factors that need to be analyzed before making a technology choice and are discussed in this free webinar.”

To learn more about the technical and performance differences between UHF and HF RFID technologies, potential users are invited to download the webinar at [www.rfid.zebra.com](http://www.rfid.zebra.com). The site also offers RFID white papers, articles, and customer case studies.

### **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 more than 6 million printers, including RFID 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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