



news release

Zebra Enterprise Solutions

Contact:

Orlando De Bruce
Zebra Enterprise Solutions
+1 510 267 5052
odebruce@zebra.com

Ojas Naik
Ogilvy Public Relations Worldwide
+1 312 397 6008
ojas.naik@ogilvypr.com

**One of the World's Largest Terminals Implements
Navis™ SPARCS Analytics and SPARCS Monitor**

*Jebel Ali Terminal 1 Prepares to Utilize Business Intelligence Solutions to Improve
Reporting & Decision Making for Optimum Efficiency*

Oakland, Calif. — June 16, 2009 — Zebra Enterprise Solutions, a division of Zebra Technologies (Nasdaq: ZBRA), today announced Jebel Ali Terminal 1 in Dubai implemented Navis™ SPARCS Analytics and SPARCS Monitor making it the largest site to benefit from the new business intelligence software. By year end, the intelligence software will be completely rolled out internally at Terminal 1.

Operated by leading marine terminal operator DP World, Jebel Ali Terminal 1 in the United Arab Emirates (UAE) is one of the largest terminals in the world handling around 10 million twenty-foot equivalent units (TEU) or shipping containers annually. Terminal 1 is one of four terminals that have implemented SPARCS Analytics and SPARCS Monitor. The other terminals include DP World Jebel Ali Terminal 2, Empresa Nacional de Puertos del Peru S.A. and DP World Caucedo in South America.

At Terminal 1, the integration of SPARCS Analytics and SPARCS Monitor will form an integral component of DP World, UAE region's corporate data warehouse.

“Before business intelligence software, collecting this information was not only very laborious, but it was also too late to provide the kind of real-time feedback that we needed to proactively manage our operations,” said Pedro Caballero, Director – Terminal Planning & Performance, DP World, UAE region. “With this business intelligence system, we will have

Zebra Technologies Corporation

475 Half Day Road, Suite 500 » Lincolnshire, IL 60069 USA T+1 847 634 6700 F+1 847 913 2579 www.zebra.com



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instant access to the health of the operations and can optimize our equipment and labor to achieve the level of performance that we and our customers expect.”

SPARCS Monitor, a real-time performance monitoring application, improves terminal operational efficiency by enabling managers and staff to stay focused on operational goals and on identifying emerging issues; as well as strengthen customer relationship because managers can proactively update customers with real-time performance information.

SPARCS Analytics, a cost-effective reporting and analysis solution, helps terminal operators reduce paper-work and manual steps in data entry and report generation. The analysis solution also quickly creates customized reports to meet users’ needs, and delivers reports to the right person at the right time via online access, email distribution and blackberry. The solution will meet Terminal 1’s complete business intelligence needs by improving the reporting process, reducing effort and maximizing profitability.

“Zebra’s SPARCS Monitor and Analytics will allow the senior management to monitor detailed metrics on the utilization and performance of the terminal equipment and facilities both in real time and historically, to ensure we are increasingly efficient,” said Caballero. “At the same time real-time information on the performance of the vessels alongside is available to ensure the effectiveness of our operation stays in line with our customers’ requirements. The information is easily accessible where and when we need it over the internet.”

Bill Walsh, General Manager at Zebra Enterprise Solutions, said the Zebra business intelligence solutions will give Terminal 1 a competitive advantage.

“Our software will enable Terminal 1 to optimize data capturing, reporting, and performance visibility which will promote rapid movement of cargo,” Walsh said. “In challenging times like these, our software will help Terminal 1 simplify its working environment, deploy resources better, and boost client, partner and workforce efficiency by implementing industry best practices. Ultimately the solution will help Terminal 1 turn its TOS data into a competitive advantage.”

About Zebra Enterprise Solutions

Zebra Enterprise Solutions, a division of Zebra Technologies Corporation, extends Zebra's reach beyond passive RFID by employing state-of-the-art software and hardware solutions to locate, track, manage, and optimize high-value assets, equipment and people across the world's largest supply chains. Whether tracking containers through a port, optimizing parts for manufacturing, or managing ground support equipment at an airport, the real-time asset management solutions from the combination of Navis, WhereNet, proveo, and Multispectral Solutions provide improved visibility and velocity to gain measurable business improvements. Utilizing products that are based on ISO/IEC 24730-2, Cisco CCX Wi-Fi, precision GPS, and UWB technologies, Zebra Enterprise Solutions offers a wide range of location solutions that are "application matched," enabling its customers to put the right asset in the right place at the right time. For more information about Zebra Enterprise Solutions visit <http://www.zebra.com/zes>.

About Zebra Technologies

Zebra Technologies Corporation (Nasdaq: ZBRA) provides the broadest range of innovative technology solutions to identify, track, and manage the deployment of critical assets for improved business efficiency. Zebra's core technologies include reliable on-demand printer and state-of-the-art software and hardware solutions. By enabling improvements in sourcing, visibility, security and accuracy, Zebra helps its customers to put the right asset in the right place at the right time. Zebra serves more than 90 percent of Fortune 500 companies worldwide. For more information about Zebra's solutions visit <http://www.zebra.com>.

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