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**Zebra Technologies Introduces ZMotif™ CardStudio™  
Complete Card Design Software Solution**

*Classic, Standard or Professional CardStudio Software Offered for Basic to Advanced  
Card Design and Printing*

PARIS, Dec. 09, 2010— Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in specialty printing and automatic identification solutions, announces the release of its ZMotif™ CardStudio™ card design and issuance software suite this week at the CARTES & Identification Expo (booth #3 E 112). CardStudio is a new Zebra card design software application for intuitive design, encoding and printing of simple to complex design cards. CardStudio is available now, in 11 different languages worldwide through Zebra distribution and channel partners.

Ideal for a variety of markets CardStudio is easy to use right out-of-the box. Users are able to design cards for access control, gift cards, loyalty and club cards, school identification and library cards, and visitor badges. This software is optimized for all Zebra card printers including: direct-to-card, retransfer, current and legacy models, and contains many new features and benefits for anyone looking at designing and printing cards. CardStudio's Direct-to-Printer (D2P) technology optimizes print quality and performance by providing advanced print control functionality from card design elements directly to the printer. New capabilities and features such as new software only license manager, and D2P print technology demonstrate Zebra's commitment to deliver and innovate productivity software for ID cards across a wide range of industries and hardware/software solutions.

“Whether you are creating simple stand alone ID cards or more complex smart card encoded or enterprise access identification cards, our CardStudio software, offers an intuitive to use, proven solution for card design and issuance at any level,” says Ram Ramaprasad, director of product



management at Zebra Technologies. “CardStudio software will enable our partners to deliver better integrated solutions to end users.”

CardStudio is available in three license editions including Classic, Standard and Professional for simple card design to more demanding enterprise integrated applications. CardStudio software license manager also enables easy upgrades from Classic and Standard to Professional edition with a license key, eliminating the hassles and frustrations of existing hardware based software licensing schemes.

Users can chose the features and capabilities based their needs and are easily upgraded to more advanced versions through a license key. Features of each edition include:

- **Classic:** entry-level basic card design with magnetic encoding capabilities.
- **Standard:** card design with simple database capabilities, additional print functionality and 2D bar codes.
- **Professional:** enterprise card design with advanced printing data management, security, and encoding capabilities including for different smart card technologies (e.g. MIFARE) and Gen 2 RFID (UHF).

Effective immediately the Zebra QuikCard ID Solution bundle will include the Standard edition of CardStudio. The QuikCard bundle includes everything needed to create and print ID cards, viz. a printer, card design software, a Web camera, ribbon and blank cards.

For more information on Zebra’s Card Studio please stop by booth #3 E 112 at the CARTES & Identification Expo or visit <http://www.zebra.com/cardstudio> to download a demo version.

### **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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