



Zebra Technologies Corporation

475 Half Day Road, Suite 500
Lincolnshire, IL 60069 USA
T: +1 847 634 6700
F: +1 847 913 8766
www.zebra.com

Contact:

Elise Spadavecchio
Ogilvy Public Relations
312-397-6012
elise.spadavecchio@ogilvy.com

Zebra Technologies to Highlight Healthcare Solutions at HIMSS13 *Zebra's Solutions Improve Patient Safety, Quality of Care and Staff Productivity*

Lincolnshire, Ill. March 4, 2013 - [Zebra Technologies Corporation](#) (NASDAQ: ZBRA), a recognized global leader in solutions that extend real-time visibility into business operations, today announced it is showcasing its healthcare offerings at the Healthcare Information and Management Systems (HIMSS) Annual Conference and Exhibition (Booth #3223), March 3-7 in New Orleans, LA. Zebra is a leading provider of innovative healthcare solutions that help increase patient safety and improve workflow processes, including an extensive portfolio of printers, labels and wristbands.

“Patient safety remains a serious global public health issue. Healthcare organizations are continuing to turn to technology to improve quality of care for patients,” said Alicia Torres, global healthcare practice leader at Zebra. “Zebra provides healthcare solutions that seamlessly integrate into existing healthcare systems and give a virtual voice to patients, clinicians and assets. Barcode wristband solutions, such as those offered by Zebra, provide visibility into patient information and status. They guide staff on the correct course of action, greatly improving safety and quality of care. Such solutions also help ease compliance with regulatory requirements, including electronic health records.”

Zebra and its partners in healthcare are demonstrating a wide range of solutions for the healthcare industry at HIMSS, including:

- **Patient Identification and Check-In** – allows staff to produce on-demand barcode [wristbands](#) for access to medical records upon check-in and accurate identification throughout a patient’s hospital stay

- **Point of Care** – assists in implementing closed-loop practices by using barcode technologies at the patient’s bedside and linking critical patient information to medical records and other hospital departments
- **Prescriptions and Lab Labeling** – delivers improved accuracy through labeling samples and printing secure prescription orders, avoiding errors and improving patient safety
- **Staff Identification** – helps healthcare organizations create a secure environment in providing high-quality identification cards with advanced security features

In addition, Zebra’s strategic partnerships with leading healthcare information technology (HIT) providers, admission, discharge and transfer (ADT) software providers and electronic health record (EHR) providers ensure compatibility with existing technology infrastructure within healthcare organizations.

Zebra has a long-standing history of providing healthcare organizations with technology solutions that increase patient safety and improve staff productivity and workflow processes. Zebra’s solutions translate critical patient information to medical records, staff and hospital departments, allowing healthcare organizations to deliver the highest level of care.

About Zebra Technologies

A global leader respected for innovation and reliability, Zebra Technologies Corporation (NASDAQ: ZBRA) offers technologies that give a virtual voice to an organization’s assets, people and transactions, enabling organizations to unlock greater business value. The company’s extensive portfolio of marking and printing technologies, including RFID and real-time location solutions, illuminates mission-critical information to help customers take smarter business actions. For more information about Zebra’s solutions, visit www.zebra.com.

###