



## **Zebra Technologies Corporation**

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### **Zebra Technologies Adds “Made for iPhone®” Certified Printers to Robust Mobile Printer Portfolio**

*New Offerings Help Retail and Mobile Workers Improve Productivity and Enhance Customer Service*

**Lincolnshire, Ill. February 19, 2013** - Zebra Technologies Corporation (NASDAQ: ZBRA), a recognized global leader in solutions that extend real-time visibility into business operations, announced today the addition of iMZ220™ and iMZ320™ to its portfolio of mobile printers. A growing trend for organizations in industries such as retail and hospitality is to use [mobile point of sale \(POS\) solutions](#) to provide a more streamlined customer experience and make transactions more efficient, all to increase customer satisfaction and improve the retailer’s productivity. “Made for iPod®/iPhone®/iPad®” certified, the iMZ products can print payment receipts, tickets, proof of delivery, invoices and other documentation from Apple® devices. In addition to supporting Apple’s platform, the iMZ printers support the other leading smartphone and tablet platforms including Android™, Windows® Mobile and Blackberry.

“Only one-third of retailers currently have a rational approach toward adoption of mobile devices in their stores,” said Lee Holman, lead retail analyst, IHL Group. “When it comes to mobile POS, we believe that this number can safely be cut in half. That said, those who take bold, well-thought-out and decisive action to embrace the power of mobility will reap great rewards. Those who choose to ignore it will certainly suffer as smartphones, tablets, and other mobile devices become more and more pervasive in our connected culture.”

Combining the breadth of offerings with a robust partner network, Zebra provides its customers with an integrated portfolio of mobile solutions that help them better serve their customers and grow their businesses. This solutions approach makes integration easier, to help organizations quickly move from installation to application. Beyond retail and hospitality, organizations in

other industries are equipping their workforces with mobile solutions. State and local law enforcement departments, for example, are adopting mobile solutions for electronic ticketing, to improve citation accuracy and officer safety. In transportation and logistics, delivery companies are using mobile printing solutions to better manage inventories and improve field-force productivity.

“The last point of contact with a customer – often the point of sale – is critical to the customer’s overall experience, whether that’s a retailer checking out a shopper, a waiter processing a customer’s check or a truck driver printing a receipt following a delivery,” said Keith LeFebvre, VP of product management, Zebra Technologies. “More businesses are adopting consumer-type devices as business tools, and the addition of the iMZ printers to our proven MZ Series mobile printers will provide more options for workers in creating a more personal and efficient customer experience.”

Applications for the new iMZ products include:

- Retail: mobile point of sale, queue busting
- Mobile Work Force: utility billing/meter reading, field repair/installations, parking violations
- Transportation and Logistics: proof of deliveries, route sales
- Hospitality: restaurant tableside receipts, on-board transportation ticketing

The iMZ printers are among the first Link-OS™-enabled mobile products Zebra is introducing in 2013. Link-OS is an innovative new ecosystem that pairs a powerful software development kit and software apps with smart Zebra devices, making them easy to integrate, manage and maintain from any location. Zebra offers a core set of PC, smartphone and tablet-based applications through the Link-OS ecosystem. These applications enable effortless device pairing and mobile device management. Additionally, Link-OS helps developers build powerful applications and make them available in the Apple App Store.

The iMZ220 and iMZ320 are currently available in North America and Europe. As availability in other regions varies, those interested in the products should contact their local Zebra

representatives. More information about Zebra iMZ is available at <http://www.zebra.com/imz-series>.

### **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](http://www.zebra.com).

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