



## **Zebra Technologies Corporation**

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### **Zebra Technologies Adds New Functions and Flexibility to Its Zebra Link-OS™ Environment to Arm Customers with More Smart, Interconnected and Mobile Solutions**

*New environment offers advanced remote printer access and control*

Lincolnshire, Ill. October 8, 2013 – Zebra Technologies Corporation (NASDAQ: ZBRA) announced the updated release of the Link-OS™ environment. This latest release combines an innovative new device operating system with a powerful software development kit (SDK) and software applications to make Zebra printers easier to integrate, manage and maintain. The Link-OS environment connects Zebra printers to the cloud and allows companies to access and manage them from desktop and handheld devices, including tablets and smartphones.

Zebra is committed to advancing the adoption of Internet of Things (IoT) innovations by making its solutions cloud-connected and scalable. These innovative and market demand-driven features enable organizations to harness information to make smarter decisions based on real-time information. Link-OS also reduces the cost and time spent on printer deployment, management and trouble-shooting. With Link-OS, users can remotely integrate, manage and maintain Zebra's family of next-generation printing devices through a single interface that supports interaction with multiple host, terminal or smart device operating systems. The interface is flexible so end users can take advantage of the entire Link-OS environment or select just the apps they need.

“At Zebra, we are always looking ahead to the changing expectations and growing demands for devices that are mobile, intelligent and connected to the cloud,” said Keith LeFebvre, Vice President of Product Marketing and Management, Zebra Technologies. “Our latest enhancements to the Link-OS environment are the next step in Zebra's continued commitment to investing in new technologies to help our channel partners and customers take advantage of the exciting opportunities that the cloud, the Internet of Things and mobility are creating for improved visibility into enterprise value chains.”

Currently available for the iMZ220, iMZ320, QLn and ZT200 series of Zebra printers, the features and apps for the Zebra Link-OS environment are highly flexible and give users creative new ways to integrate printers. **Cloud Connect** allows users to create new solutions and transition existing applications to cloud-based platforms. Selected Link-OS printers feature **Print Touch** Near Field Communication (NFC) tags, which automatically launch helpful web pages and apps on NFC-enabled mobile devices. The **AirWatch Connector** app, created through a Zebra-AirWatch partnership, enables the management of multiple Link-OS devices from a single console. The **Multiplatform SDK** exposes the core features of the Link-OS apps to developers, reducing the time needed to create new apps with innovative features.

Most recently, Zebra made enhancements to Link-OS which include:

- **Profile Manager** – Profile Manager uses a browser-based interface and runs from a centrally installed site to allow users to see and control Link-OS printers throughout their network. The app allows users to manage printers individually or as a group from PCs, tablets and smartphones.
- **Virtual Devices** – The new printer-based Virtual Device app lets users switch between command languages and take advantage of the robust set of device management capabilities available in Link-OS-enabled printers. The Virtual Device family will be regularly updated, with additional apps being released through the remainder of 2013 and beyond.

Zebra plans to introduce additional Link-OS enhancements over time for greater functionality, as well as a broader range of compatible printers. For more information on Zebra's Link-OS environment and video demonstrations, visit [www.zebra.com/linkos](http://www.zebra.com/linkos) or direct inquiries to [linkos@zebra.com](mailto:linkos@zebra.com).

### **About Zebra Technologies**

A global leader respected for innovation and reliability, Zebra Technologies Corporation (**NASDAQ: ZBRA**) offers solutions 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 solutions, 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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