



## Zebra Technologies Corporation

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### **Zebra Technologies Changes the Game with Launch of MotionWorks™ Sports Solution**

*Leading Location Solutions Company Sets Sights on the Sports Vertical*

**Lincolnshire, Ill. July 29, 2013** - Zebra Technologies Corporation (NASDAQ: ZBRA), a recognized global leader in products and solutions that extend real-time visibility into business operations, today announced the release of the [MotionWorks™ Sports Solution](#), a next-generation sports statistics, event and visualization platform.

Designed specifically for the sports industry, the Zebra MotionWorks™ Sports Solution enables sports organizations to gain real-time insight into everything that happens on the field of play, providing objective performance data and serving as the engine for accurate visualization to improve athlete and team success.

Once deployed, teams will be able to accurately track the location, speed and direction of athletes in team sports such as football, soccer, and basketball as well as individual and motor sports. Current deployments of Zebra's real-time location sports solution include soccer and trials in football.

“The ability for organizations to gather real-time visibility into the location and condition of their most valuable assets is absolutely critical to their success,” said Jill Stelfox, General Manager of Location Solutions at Zebra. “We believe Zebra's MotionWorks™ Sports Solution will help professional and collegiate sports teams – as well as their players and business partners – by providing valuable information and tools, such as game statistics, real-time video overlays, and data which will help to enhance team training, evaluation, and fan experience.”

The Zebra MotionWorks™ Sports Solution enables benefits in four primary areas:

- **Competition & Statistics:** Comprehensive next-generation data capture and display of player statistics, including player comparisons, both current and over time with archive capabilities
- **Broadcast Enhancements:** Easy integration with video embellishment companies for both live broadcast and replay

- **Player Health and Safety:** Data capture to support real-time analysis of individual player physiological information
- **Coaching, Scouting and Officiating:** Development of state of the art training and evaluation applications

The MotionWorks™ Sports Solution provides coaching staff and players a platform that is easy to use. Radio Frequency Identification (RFID) receivers throughout the stadium read quarter-sized active RFID tags that are placed inside the equipment of each player and register key data, such as movement, distance and speed. This data is then compiled into a comprehensive database, providing a rich archive of game information as well as generating real-time broadcast overlays of all the action on the field and real-time visualizations for coaching staffs. MotionWorks™ Sports Solution is also an outstanding tool for use in training, scouting, and player evaluation.

“We are committed to providing innovative products and solutions from smart printers to real-time tracking solutions to help organizations gain better visibility into their operations,” added Stelfox. “Through our real-time location solutions offerings, we are providing the means to track the game at a level of precision the industry has not seen before.”

Zebra’s MotionWorks™ Sports Solution supports the four essential components that Zebra recommends for a successful implementation of [Internet of Things](#) (IoT) technologies. In broad terms, IoT refers to smart interconnected devices that provide more visibility into organizations’ operational events. For example, IoT technologies and applications can be used to identify, locate or measure the condition of assets, people or transactions within an organization. In gathering this information, organizations can gain real-time visibility into their operations to inform better decisions.

More information about the Zebra MotionWorks™ Sports Solution is available on the company [website](#).

### **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 <http://www.zebra.com>.

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