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Zebra Technologies Delivers One Millionth RTLS Tag

Milestone affirms that greater visibility into business operations is a priority for organizations

Lincolnshire, IL, March 22, 2013 - [Zebra Technologies Corporation](#) (NASDAQ: ZBRA), a recognized global leader in technologies that extend real-time visibility into business operations, today announced the shipment of its one millionth real-time locating system (RTLS) tag. Zebra provides customers with products and solutions incorporating radio frequency identification (RFID) technology to help them track the location of assets, people and transactions in real-time to gain greater visibility into their business operations. From helping customers track tools in complex manufacturing environments to giving them the ability to locate vehicles throughout the production process, Zebra provides solutions that combine the physical manufacturing of products with the digital world to gain new insights and efficiencies.

“This milestone of one million RTLS tags is a great accomplishment for Zebra and points to growing demand for real-time locating systems,” said Jill Stelfox, GM of Locations Solutions, Zebra Technologies. “Companies are turning to Zebra to provide the visibility they need in order to improve their operations.”

Customers using Zebra’s active RFID technology and RTLS solutions include leaders in the automotive, manufacturing, healthcare and sports industries. According to Frost & Sullivan in its report, “Analysis of the Real-Time Location Systems (RTLS) Market,” global RTLS usage is forecast to increase at an average annual rate of 37 percent through 2018.

“The need for accurately tracking and monitoring assets and personnel in today’s competitive business environment is leading to high demand for RTLS solutions worldwide. RTLS is the preferred choice as it provides precise, real-time critical business information,” said Nandini Bhattacharya, senior research analyst, Auto Identification and Data Capture, Frost & Sullivan. “Technological advancements have made it possible for end users to choose among a range of technologies such as Wi-Fi, ultra-wideband, ultrasound, infrared, and active and passive RFID. End users can also use a combination of multiple technologies for a stronger RTLS solution that will yield better results.”

In the coming years, companies will increase investments in RFID technology and RTLS solutions to improve visibility and enable more informed business decisions. A recent [global study](#) commissioned by Zebra Technologies found 53 percent of respondents are planning to implement Internet of Things (IoT) solutions in the next two years, and noted barcoding and RFID tracking technologies as important to enabling IoT solutions.

Zebra has long supported customers by providing products and solutions incorporating active RFID technology, including [Dart ultra-wideband](#) (UWB) and [WhereNet](#) solutions, to help track the location of assets, people and transactions in real-time. Zebra's IEEE and ISO-compliant tags, sensors and supporting systems provide interoperability and facilitate the build-out of scalable real-time locating systems specific to each customer's needs.

For more information, please visit www.zebra.com.

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 locating systems, illuminates mission-critical information to help customers take smarter business actions. For more information about Zebra's solutions, visit www.zebra.com.

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