



**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

FOR IMMEDIATE RELEASE

**Contact:**

Steve Carlson  
Ogilvy Public Relations Worldwide  
312-397-6055  
steve.carlson@ogilvy.com

**Zebra Technologies Launches Zebra Commerce™ Brand to Deliver Flexible  
Technology Solutions to Retail Industry**

*Makes it Easy for Retailers to Enhance the Shopping Experience While Driving  
Efficiency*

**Lincolnshire, Ill. July 31, 2013** - Zebra Technologies Corporation (NASDAQ: ZBRA), a recognized global leader in products and solutions that extend real-time visibility into business operations, today announced, Zebra Commerce™, a new brand that encompasses a suite of hardware devices, software applications, and services targeted at mobilizing the operations of retailers and field service organizations.

Zebra Commerce™ brings together several strategic partnerships, business relationships, in-store mobility software and asset visibility software as well as a leading industry position in hardware devices for a unified and coordinated approach to make it easier for retail customers to implement a broad range of solutions. With Zebra Commerce™, retailers will find it easier to track inventory, maintain price accuracy, engage consumers, and take payment on the sales floor. Price transparency, accurate stock status, assisted shopping, and mobile POS empower retailers to increase their value to the shopper with greater flexibility across the omni-channel, added convenience, and a deep personalization throughout the shopping experience.

“Retailers are taking advantage of emerging technology to implement solutions that improve their customers’ shopping experience. With a deep understanding of these trends and an ongoing dialog with our top retail customers we have created Zebra Commerce,” said Todd Berner, Vice President of Zebra Retail Solutions. “We are excited to bring the “Internet of Retail” to organizations of all sizes to improve their operations while helping them deliver a more flexible, convenient and personal shopping experience to their customers.”

Through the Zebra Commerce™ brand, Zebra will deliver key products™ and solutions more effectively to this important industry. The Zebra Commerce™ hardware and software components are platform agnostic, allowing customers to seamlessly integrate

them into their legacy operations without disturbing existing systems or other commercial relationships. The PCI-compliant hardware encryption and secure payment software enable a customer credit or PIN debit card to be used anywhere in the store or at home when a service or product is delivered. And, it is ready for the new EMV standards.

“The introduction of Zebra Commerce demonstrates Zebra’s commitment and focus on bringing easy-to-implement solutions to the retail industry,” said Gina Daniel-Lee, vice president of strategic alliances at Stratix Corporation. “Zebra Commerce complements our mission of helping the world’s leading companies deliver mobile solutions to the workforce. As an early adopter of the solution, we’re already seeing the benefits to our retail customers.”

Zebra’s expanded commerce solution offering has already opened new market areas, including financial services where Zebra has partnered with Hybrid Paytech (CNSX: FAS) to support a multi-OS and device management solution for enterprise, retail and telecom related merchants requiring mobile payments. The first pilot for the combined solution showcasing mobile PIN debit and credit is currently running in the Philippines.

For more information about Zebra Commerce™ solutions in Mobile POS, Mobile Payment, or Retail Operations, please contact [ZebraCommerce@zebra.com](mailto:ZebraCommerce@zebra.com) or visit the company’s [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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