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Zebra Technologies Completes its ZXP Series Printer Portfolio with the Addition of the Newly Released Standard ZXP Series 1

Enhancements to the ZXP Product Line Demonstrate Zebra's Commitment to Providing Complete Card Printing Solutions that Combine Functionality, Flexibility and Manageability

Lincolnshire, Ill., July 23, 2013 - Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in products and solutions that provide real-time visibility into organizations' assets, people and transactions, today announced it has completed its ZXP Series direct-to-card printer portfolio with the launch of its new standard printer, the ZXP Series 1. The ZXP Series 1 rounds out the company's card printing solution offering by providing end users with a high performing, entry level printer that meets low volume printing needs. In addition to the newly released ZXP Series 1, Zebra announced enhancements to its ZXP Series 3 card printer for improved printer performance.

"Our customers' needs are constantly evolving and the recent enhancements and completion of the ZXP Series portfolio are in response to listening to our customers' needs for a full product portfolio," said Keith LeFebvre, vice president of product marketing and management, Zebra Technologies. "These latest updates align with Zebra's commitment to provide printing solutions that not only deliver a quality end product, but increased efficiencies, network connectivity and advanced technology capabilities."

Ideal for large deployments of distributed printing, the ZXP Series 1 produces high quality, single sided cards such as loyalty and membership cards, employee and student identification, access control cards and visitor badges. The ZXP Series 1 requires minimal technical support and is easy to integrate and deploy, while the compact design makes it ideal for use in locations where space is limited such as on reception and security desks.

As part of the portfolio completion, Zebra also launched the next generation of the ZXP Series 3 professional printer, which is suited for medium to higher volume applications requiring either single- or dual- sided printing. The next generation enhancements include expanded card support, improved monochrome print quality and a lower cost per card with the introduction of new, higher capacity, eco-friendly Load-N-Go™ smart ribbons that use less plastic and more biodegradable material. The ZXP Series 3 printer also now has enhanced end user support with the addition of Print Touch™.

Print Touch™ uses Near Field Communication (NFC) to allow users to hold an NFC-enabled smartphone up to the Zebra Print Touch logo on the printer to launch web-based product information and support pages. All ZXP Series 1, 3 and 7 printers incorporate this innovative feature, which puts valuable product details instantly in the palm of a user's hand, making it easy to access educational information for quick, real-time troubleshooting. If users do not have access to a NFC-enabled smartphone, each printer also has a QR code printed on its exterior, which when accessed, provides the educational and support information. In addition, ZXP Series printers can be complemented by Zebra Virtual PrintWare, which allows for easy third-party application integration of card printing and network card printer management.

"Zebra is consistently meeting industry needs by evolving its offering, and the ZXP Series is no exception," said Patti Jones of Raco Card. "The ZXP Series 1 is an exciting addition to the offering and meets the high demand for an entry level printer at a competitive price--without sacrificing quality. We're also very excited by the NFC and QR code capabilities across the series, which will greatly improve the level of support offered to sophisticated users."

In addition to the ZXP Series 1 and 3, the printer family also includes the ZXP Series 7, a high performance printer ideal for end users needing high quality and secure card printing for high-volume applications. The series is rounded out with ZXP Series 8, a high security retransfer printer, ideal for printing on uneven card surfaces, such as smart cards, or for when the application calls for very high image quality or cards that are more durable and abrasion resistant. For more information on the ZXP Series, visit http://bit.ly/1aRbU7e

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.

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