



## **Zebra Technologies Corporation**

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## **Zebra Technologies Announces Zatar Reseller Agreement with GainSpan Corporation**

*Collaboration offers world's first comprehensive IoT connectivity solution combining enterprise-class IoT platform with low-power 802.11b/g/n + 802.15.4 connectivity*

**October 15, 2014 – Lincolnshire, IL** – Zebra Technologies Corporation (NASDAQ: ZBRA) a global leader in products and solutions that provide real-time visibility into organizations' assets, people and transactions, and GainSpan Corporation, a leader in low power Wi-Fi for the Internet of Things (IoT) today announced the signing of an agreement to enable GainSpan to resell Zatar, Zebra's Internet of Things (IoT) platform.

“By integrating our Wi-Fi/ZigBee/6LoWPAN modules with the Zatar IoT platform, we can together offer developers the most comprehensive connectivity solution for their IoT device,” said Greg Winner, CEO of GainSpan. “Now, IoT developers will be able to dramatically reduce time to market and quickly offer connected products and services.”

Independent market forecasts for the Internet of Things predict that between 30 and 50 billion devices will be connected to the internet by the end of the decade. This expected growth has caused many IoT product developers to add wireless connectivity and cloud-based IoT platforms to product roadmaps.

“Zatar is a simple and powerful IoT cloud platform that enables organizations to monitor and control assets, people and transactions,” said Phil Gerskovich, senior vice president of New Growth Platforms for Zebra Technologies. “The collaboration between the two companies allows manufacturers and developers to significantly shorten their development cycle by using the Zatar-enabled GainSpan chips and modules that incorporate the leading IP wireless technologies.”

GainSpan wireless connectivity solutions are used extensively in numerous industrial and commercial applications. GainSpan plans to offer modules, development kits and solutions integrating Zatar cloud connectivity by the end of the year.

To learn more about how you and your organization can harness the value of IoT with your existing device infrastructure through GainSpan and Zatar visit [www.gainspan.com](http://www.gainspan.com) or [www.zatar.com](http://www.zatar.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 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).

### **About GainSpan Corporation**

GainSpan, a spinoff of Intel Corporation, is an innovator and leader in semiconductor solutions for wireless connectivity for the rapidly emerging Internet of Things. GainSpan solutions let customers easily create connected products for the Connected Home, Smart Energy, healthcare/fitness, control/monitoring in industrial, commercial and residential markets and high-speed audio, video and security applications. GainSpan is a member of the Wi-Fi Alliance® and the ZigBee Alliance. [www.gainspan.com](http://www.gainspan.com).

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