



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

Contact:

Stephanie Kneisler
Zebra Technologies Corporation
PR Manager
847-970-2470
skneisler@zebra.com

Zebra Technologies and ARM Announce Licensing Agreement to Extend Zebra's Internet of Things (IoT) Platform, Zatar, with ARM® mbed™ IoT Platform

Zatar IoT platform to embrace technology standards to promote connectivity

October 1, 2014 – Lincolnshire, IL – Zebra Technologies (NASDAQ: ZBRA) a global leader in products and solutions that provide real-time visibility into organizations' assets, people and transactions, and ARM, the world's leading semiconductor intellectual property (IP) supplier, today announced the signing of a commercial licensing agreement for Zebra to use ARM's CoAP and other ARM® mbed™ technologies within its Zatar platform. Zatar, Zebra's Internet of Things (IoT) platform, is a cloud-based, multi-sensor integration platform for connecting legacy and smart devices to the Internet and enabling 3rd party applications to easily work with the devices over an open source API.

“The ARM mbed ecosystem is expanding rapidly and we are extremely pleased that Zebra's Zatar IoT platform will deploy our technologies,” said Krisztian Flautner, general manager, IoT business, ARM. “We are looking forward to this important collaboration with Zebra to promote the use of standards-based IoT solutions to businesses of all sizes.”

The innovative collaboration aims to redefine the way devices and things connect to the Internet using technology standards, a trend that is quickly becoming part of the enterprise. A comprehensive report by the Economist Intelligence Unit, [*The Internet of Things Business Index: A quiet revolution gathers pace*](#), sponsored by ARM, found that 75 percent of C-suite business leaders are actively researching opportunities created by the Internet of Things (IoT).

“ARM's mbed platform will deliver unparalleled opportunities to promote the use of standards-based IoT solutions and will accelerate Zebra's goal of providing increased visibility into business operations,” said Phil Gerskovich, SVP New Growth Platforms at Zebra Technologies. “Combining Zebra's Zatar IoT platform with mbed IoT device technology will help redefine the way devices connect to the Internet by facilitating efficient and secure communications.”

Zebra will be showcasing Zatar in Booth # 1110 at ARM TechCon in Santa Clara, CA on October 1-3, 2014. To learn more about how you and your organization can harness the value of IoT with your existing device infrastructure through Zatar, visit the booth at ARM TechCon or go to 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.

About ARM

ARM is at the heart of the world's most advanced digital products. Our technology enables the creation of new markets and transformation of industries and society. We design scalable, energy efficient-processors and related technologies to deliver the intelligence in applications ranging from sensors to servers, including smartphones, tablets, enterprise infrastructure and the Internet of Things.

Our innovative technology is licensed by ARM Partners who have shipped more than 50 billion Systems on Chip (SoCs) containing our intellectual property since the company began in 1990. Together with our Connected Community, we are breaking down barriers to innovation for developers, designers and engineers, ensuring a fast, reliable route to market for leading electronics companies. Learn more and join the conversation at <http://community.arm.com>.

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