



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

Media Contact:

Brad Silber
Ogilvy Public Relations
+1 312-397-6020
brad.silber@ogilvy.com

Industry Analyst Relations Contact:

Carolyn Buerger
Zebra Technologies
+1 224-316-0066
carolyn.buerger@zebra.com

Zebra Technologies to Discuss Advancement of the Internet of Things at 2014 DEMO Conference

Conference features technology leaders discussing emerging products and innovations

LINCOLNSHIRE, Ill. – Nov. 19, 2014 – [Zebra Technologies Corporation](http://www.zebra.com) (NASDAQ: ZBRA), a global leader in products and services that provide real-time visibility into organizations' assets, people and transactions, announced today its platinum sponsorship of the DEMO Fall Conference November 19-20, 2014 in San Jose, Calif. The DEMO conference is specifically designed to address the latest cutting-edge solutions in the technology industry.

KEY FACTS

- Phil Gerskovich, senior vice president of New Growth Platforms at Zebra Technologies, will speak about how Zebra's solutions assist enterprises in leveraging the power of the Internet of Things (IoT) at 10:45 a.m. PST on Thursday, Nov. 20.
- Zebra will be showcasing various demonstrations including its cloud-based, IoT platform, [Zatar](#)[™] and Zebra [MotionWorks](#)[™] real-time tracking solution.
- Zebra will also share some insight into its recently commissioned [survey](#) executed by Forrester Consulting which found that an overwhelming majority of global enterprise firms believe that IoT is the transformative technological initiative of the decade.
- Zebra will also be conducting video interviews at DEMO with CIOs on the key opportunities and challenges in the enterprise for 2015.

SUPPORTING QUOTE

Phil Gerskovich, senior vice president, New Growth Platforms, Zebra Technologies

“Zebra has expanded our portfolio of unique technology with the recent [acquisition](#) of Motorola Solutions’ Enterprise business. We are excited to share these offerings with the DEMO community and show the industry how Zebra can deliver one seamless solution that will help businesses gain greater visibility into their operations.”

Website: www.Zatar.com

Facebook: [Zebra Technologies](#)

Twitter: [@ZebraTechnologies](#)

About Zebra Technologies

Zebra (NASDAQ: ZBRA) makes businesses as smart and connected as the world we live in. Zebra tracking and visibility solutions transform the physical to digital, creating the data streams enterprises need to simplify operations, know more about their businesses, and empower their mobile workforces. For more information, visit www.zebra.com/possibilities.

###

©2014 ZIH Corp. Zebra, the Zebra head graphic and Zebra Technologies logo are trademarks of ZIH Corp, registered in many jurisdictions worldwide. All rights reserved. All other trademarks are the property of their respective owners.