



## **Zebra Technologies Corporation**

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## **Zebra Technologies Adds Solutions to Its Robust Healthcare Portfolio**

Additions to Positive Patient ID and Mobile Specimen Collection applications to be displayed at the 2014 Annual HIMSS Conference and Exhibition

**February 21, 2014 – Lincolnshire, IL** – Zebra Technologies (NASDAQ: ZBRA), a global leader in products and solutions that provide real-time visibility into healthcare organizations' patients, clinicians and assets, today announced additions to its comprehensive healthcare portfolio. The solutions will be featured at Zebra's booth #6577 at the Healthcare Information and Management Systems Society (HIMSS) 2014 conference and exhibition beginning on February 23, 2014.

The solution sets that will be showcased for demonstration within the Zebra booth include:

- Mobile Specimen Collection
- Positive Patient ID
- Laboratory Samples/ Medication Administration
- Pharmacy Script Protection
- Device Management
- Health System Efficiencies

"Patient safety is an incredibly important issue for healthcare providers and at Zebra we have specifically designed our solutions with this in mind. Our solutions enable health systems to positively identify clinicians, healthcare assets, patients, and patient specimen samples and medications, giving the systems direct visibility into their operations," states Andy Tippet, healthcare vertical manager, the Americas, for Zebra Technologies. "Hospitals are also under increased pressure to optimize staffing, improve business

intelligence, control costs, and achieve higher levels of electronic health record (EHR) implementation. In all of these areas, Zebra provides solutions to help hospitals meet their needs."

### **Mobile Specimen Collection**

Misidentification of samples has led to tens of thousands of adverse events throughout the health system. Zebra's Mobile Specimen Collection, which enables providers to label samples at the patient's bedside, represents a key opportunity to address this critical issue. At HIMSS, Zebra will feature enhancements to its key QLn220 and QLn320 printers. These mobile printing devices will meet comprehensive wipe-ability standards, provide an enhanced user experience, and deliver connectivity capabilities unmatched in healthcare today. Additionally, Zebra is announcing that LinkOS™, an open platform that allows Zebra printers to easily communicate with other devices, and Zebra's IQ color labels are available with these devices.

### **Positive Patient ID**

Zebra is a leader in positive patient ID, providing both thermal and laser wristband solutions through its HC100 dedicated wristband printer and LaserBand product sets. Zebra will be featuring the new HC100 UltraSoft, the softest wristband in the market, and the LaserBand 2 Advanced laser generated wristband with its unique durability and design. For HIMSS 2014, Zebra will feature LifeMed ID's premier patient identity products as part of its positive patient ID solution set. The combination of Zebra's wristband portfolio combined with LMID's smart card technology enables healthcare providers to positively ID their patients.

Zebra will also be demonstrating its Mobile Specimen Collection and Positive Patient ID solutions within the Intelligent Hospital exposition.

### **Laboratory Samples/ Medication Administration**

In addition to the proper identification of patients and specimens taken at bedside, samples need to be processed in the lab and then efficiently labeled. Zebra will be featuring a new industrial printer for high printing volumes that will become part of its high end offering, not just for laboratories, but also for the positive ID labeling for medications.

### **Pharmacy Script Protection**

Protecting valuable prescription paper is a concern for many pharmacies. Zebra will be demonstrating its unique GX420Rx printer that contains special lock down features and mountings that protect this vital asset.

### **Device Management**

Zebra's recently launched Internet of Things platform, Zatar, will also be featured in the booth and the company will discuss how it is working with healthcare providers, such as Kit Check, to connect devices to the Internet and manage them across multiple locations and device networks.

### **Health System Efficiencies**

Zebra will also be featuring an Olea Kiosk within their booth. These kiosks can expedite both the admissions process and provide timely and convenient information to patients and their family attendants.

To learn more about Zebra's healthcare solutions, please visit [www.zebra.com/healthcare](http://www.zebra.com/healthcare).

### **About Zebra Technologies**

A global leader respected for innovation and reliability, Zebra Technologies Corporation (NASDAQ: [ZBRA](http://www.zebra.com)) 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).

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