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Zebra Technologies to Present Keynote Address at the Internet of Things World Forum 2014

Company to host IoT panel and demo IoT platform Zatar's connectivity solutions with devices including Samsung Smart Signage displays, Gimbal proximity beacons and Impinj Speedway® RFID readers

Lincolnshire, Ill. Oct. 15, 2014 - Zebra Technologies (NASDAQ: ZBRA), a global leader in products and services that provide real-time visibility into organizations' assets, people and transactions, today announced its sponsorship and planned activities in support of the Internet of Things World Forum 2014 (IoTWF) in Chicago. Philip Gerskovich, senior vice president, new growth platforms at Zebra Technologies, will deliver a keynote address on how the Internet of Things (IoT) will inspire enterprises to transform the customer experience.

“At Zebra, it is our goal to create smart and connected workplaces which give businesses visibility into their operations and allow them to engage their customers at the right level with the right information,” said Gerskovich. “Leading businesses win by giving customers personalized experiences that build relationships, and we believe that IoT is the glue that builds that advanced customer loyalty.”

To accompany Gerskovich's keynote, Zebra will showcase its cloud-based IoT platform, Zatar, in several demonstrations with company partners Samsung, Gimbal, Impinj and Infusion. The demonstrations will display the ways IoT significantly enhances many business processes.

These Zatar demos include:

- A “smart bike” that uses IoT principals to create applications and predict analytics
- Multiple Samsung Smart Signage Platform displays combined with Gimbal proximity beacons to provide new hyper-location customer experiences in retail, healthcare and events

- A “smart cooler” that uses RFID tags and Impinj RFID ready to identify the wines inside of it

Zebra will also host a panel on Bluetooth Low Energy (BLE) and Beacon technology that will explore both technologies and share insight into their uses, challenges and advantages. Euro Beinat, vice president of platform technologies at Zebra Technologies, will monitor the panel, featuring:

- Dave Etherington, SVP/Chief Strategy Officer, Titan
- Kevin Hunter, Chief Operating Officer, Gimbal
- Peter Rivera, VP/Executive Creative Director, Infusion

“Bluetooth Low Energy and beacon technologies provide never before view of consumers, their interests and their pre-dispositions within the physical context and realm,” said Beinat. “The intelligence and personalized experience that these technologies provide in hyper-location settings like healthcare and retail allow for these physical venues to participate in new digital economies and opportunities.”

Gerskovich’s keynote, the Zatar demonstrations and the Bluetooth and beacons panel will occur at the IoTWF taking place October 14-16, 2014 at the Hyatt Regency in downtown Chicago.

For more information about Zebra’s Internet of Things platform, please visit <https://www.zatar.com>, and for additional details about the Internet of Things World Forum, please visit <https://www.iotwf.com/>.

About Zebra Technologies

A global leader respected for innovation and reliability, Zebra Technologies Corporation (NASDAQ: ZBRA) offers solutions 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.

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