



## Zebra Technologies Corporation

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### Zebra Technologies to Showcase Award Nominated RFID Solutions and Applications at RFID Journal LIVE! 2014

*Company to focus on RFID relevance in the Internet of Things and highlight smart and connected devices*

**Lincolnshire, Ill., April 8, 2014** - Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in products and services that provide real-time visibility into organizations' assets, people and transactions, today announced its participation at the RFID Journal LIVE! 12th Annual Conference and Exhibition (booth #312), taking place April 8 – 10, 2014 in Orlando, Florida. Zebra will showcase its award-nominated RFID technologies and debut three new solutions including the ZT400™ Series RFID, ZE500R™ and ZXP™ series 7 with UHF encoding. In addition, Zebra's Phil Gerskovich, senior vice president of new growth platforms, will demonstrate Zebra's new cloud based IoT platform, Zatar, and be a featured speaker at the event addressing RFID's foundational role in the Internet of Things (IoT).

"We're excited to be a part of RFID Journal LIVE! and demonstrate Zebra's commitment to RFID innovation through our newest products and solutions," said Keith LeFebvre, vice president of Product Management and Marketing, Zebra Technologies. "RFID is a transformative IoT technology that is enabling organizations to become more efficient and effective, and Zebra is there to help our customers through every step of their RFID journey."

As the official badge sponsor of RFID Journal LIVE!, every attendee badge will use Zebra's UHF cards, which can then be used in RFID demonstrations supported by Zebra partner, Impinj, at the Zebra booth. Zebra will also showcase RFID application demos within the retail, manufacturing, healthcare and hospitality industries. Featured solutions include:

- **ZT400™ Series RFID** –The newly introduced ZT400 series is Zebra's next generation of mid-range industrial printers that supports a wide range of media capabilities and media delivery options to print RFID labels for almost any application. The printer will be available for purchase in late April.
- **ZE500R™** – Part of Zebra's print engine series, the ZE500R includes advanced RFID features to provide greater tracking capabilities for improved operational efficiencies. Zebra's print engines are used in a variety of high-volume, mission-critical applications in the food

and beverage, manufacturing, and transportation & logistics industries.

<http://bit.ly/ZebraZE500>

- **ZD500R™** – A finalist for RFID Journal LIVE! “Best in Show” award, the printer was introduced in late 2013 and is the company’s first desktop Ultra High Frequency (UHF) RFID printer. This latest innovation from Zebra provides a compact, full-featured RFID printer designed for ease-of-use in applications where technical support may be limited or users are not RFID-knowledgeable. <http://bit.ly/ZebraZD500R>
- **ZXP™ Series 7 with UHF Encoding** – Zebra’s popular card printing solution now features UHF encoding capabilities to bring RFID technology to secure IDs. <http://bit.ly/ZebraZXP7>

In addition, Phil Gerskovich will speak at the event on April 10th at 2:45 pm ET in a session titled, “Internet of Things and RFID: An Enabling Technology.” During his session, Gerskovich will provide high-level insight into the impact IoT will have on the enterprise and the importance of RFID to IoT solution implementation. Gerskovich will also represent Zatar at the Zebra booth, where attendees can interact with and see a Zatar demonstration on how technologies such as RFID and iBeacons can be supported through the platform. [www.Zatar.com](http://www.Zatar.com)

Finally, Zebra is showcasing its Print Touch functionality – a finalist for this year’s RFID Journal LIVE! “Best NFC Deployment” award. Some of the showcased printers, including the ZD500R and the ZT400, are enabled with Zebra’s Link-OS™ environment, an operating system that pairs a software development kit and software applications with smart Zebra devices for easy integration and management from any location. Through Link-OS, the printer features Near Field Communication (NFC) functionality, which allows a user to tap a compatible device, such as a smartphone, to the printer to get quick access to troubleshooting materials, including video tutorials.

For more information about Zebra’s RFID solutions, please visit <http://bit.ly/RFIDZebraTech>

### **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 technologies, 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). @ZebraTechnology

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