



## Zebra Technologies Corporation

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## Zebra Technologies Adds Ambulatory Wristband to Its Positive Patient ID Solution Set

*Laserband ST is specifically engineered for the needs of ambulatory facilities throughout the globe*

**November 3, 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 Positive Patient Identification solution set. Zebra’s new LaserBand ST is a durable, low-cost way for ambulatory surgery centers and outpatient clinics to identify patients throughout their procedures.

In the United States alone there are 5,300 Ambulatory Surgery Centers & Outpatient Clinics performing more than 25 million surgeries and treatments annually. The LaserBand ST has the features to meet the critical need of positively identifying patients in these ambulatory centers with:

- Non-laminating, direct print laser - Just print and secure to patient’s wrist – no assembly needed
- Comfortable, patented curved edge
- Latex-free material

“Zebra’s direct-print LaserBand ST wristbands feature the ability to print wristbands and labels on one sheet, utilizing existing laser printers, enabling simple deployment of a barcoded wristband solution,” states Laurie Eldridge-Shanaman, Global Practice Lead, Healthcare, for Zebra Technologies.

Zebra is a leader in positive patient ID, providing comprehensive wristband solutions that meet the needs of healthcare providers regardless of where the patient ID exists in the healthcare continuum.

“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 patients, patient specimen samples, clinicians, patient medications, and health system assets, giving them direct visibility into their operations,” states Scott Thomas, Director of Healthcare for Zebra Technologies.

To learn more about Zebra’s Laserband ST wristband, 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) 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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