



## Zebra Technologies Corporation

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### Constructing Smarter Operations: Study Finds Manufacturing Industry Ready for Internet of Things

*97 percent of survey respondents in the manufacturing industry believe IoT is the most significant technology initiative of the decade*

**LINCOLNSHIRE, Ill. – August 5, 2015** - Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in products and services that provide real-time visibility into organizations' assets, people and transactions, today released survey results finding that most manufacturers (97 percent) consider the Internet of Things (IoT) to be one of the most impactful technological initiatives in their industry. Most respondents expect IoT to provide operational and actionable data on location and condition which will enhance supply chains, mitigate loss and risk and empower process and cost optimization so they can improve operations and asset utilization as well as enhance customer service.

#### KEY FINDINGS

- 83 percent of surveyed manufacturers either already have IoT implementations in place or plans to deploy within a year.
- [Wi-Fi](#), [real-time locating systems](#) (RTLS), security sensors, barcodes, GPS and [mobile computers](#) were cited as the most important technologies for enabling IoT solutions.
- Less than five percent of respondents believe the [manufacturing](#) industry is not prepared to make the changes required to implement IoT solutions.
- Half of the surveyed manufacturers cited cost concerns as the largest barrier to adopting IoT solutions while 46 percent indicated privacy and security concerns along with integration challenges.
- In November 2014, Zebra [released](#) global findings from Forrester Consulting on the adoption of IoT across numerous industries, surveying IT and business decision makers from nearly 600 global firms.

#### SUPPORTING QUOTE

**Jim Hilton, senior director, Global Manufacturing Principal, Zebra Technologies**

"Manufacturing operations are running more efficiently than ever before due to the installation of smart machinery and sensors on connected factory floors driving less machine downtime, better asset utilization and faster time to market. Our survey affirms that Industry 4.0 is well underway but more education and information sharing can be done to increase IoT adoption in the manufacturing space. Zebra Technologies is committed to bridging this gap by enabling a more intuitive manufacturing experience where processes, tools and staff are more deeply and smartly interconnected."

#### SUPPORTING RESOURCES

Learn more about Zebra: [Zebra Technologies](#)

Learn how IoT is transforming manufacturing: [Infographic](#)

Follow Zebra's blog posts: [Zebra Releases 2014 Forrester Study](#)

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#### 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](http://www.zebra.com).

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