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Zebra Technologies Accelerates Modern Enterprise Mobility Operating System Migration by Acquiring ITR Mobility and iFactr

Acquisition enables Zebra customers to now transition apps to modern OS with our application virtualization tools in less time, with lower cost

LINCOLNSHIRE, Ill. and MENDOTA HEIGHTS, Minn. – Aug. 4, 2015 – Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in solutions and services that provide real-time visibility into organizations' assets, people and transactions, and [ITR Group, Inc.](#), a leading Twin Cities-based IT consulting firm, today announced Zebra's acquisition of ITR Group's mobile consulting and software development firm, [ITR Mobility](#) and its mobile platform, [iFactr](#).

Enterprise companies look to Zebra and our channel eco-system to help them successfully navigate the massive operating system (OS) transition as they invest in mobile solutions for improved productivity, differentiated customer experiences and evolving business models. At the Global Partner Summit in May 2015, Zebra announced making our Application Migration services available to our channel partners to help scale their ability to meet growing market and customer demand. The ITR Mobility/iFactr acquisition strengthens Zebra's ability to provide rapid, cost-effective conversion of legacy mobility applications to current systems and a platform for supporting the ongoing evolution of options that will exist in their future operations too.

The sale culminates ITR Group's successful incubation of two pioneers in the cross-platform mobile applications and development space and reinforces ITR Group's continued focus on its growing IT strategic staffing business as its customers continue to transform IT from support function to business driver.

KEY FACTS

- With mobile application "virtualization" from ITR Mobility leveraging iFactr, existing applications from Zebra channel partners and customers can run on modern devices and have future OS flexibility.
- ITR Mobility provides Fortune 500 clients with solutions in the complex enterprise mobile space, from modernizing rugged deployments to creating true native cross-platform apps. ITR Mobility studios focus on UX design, project management, solutions architecture and app development.
- iFactr offers the only migration path for legacy Windows Mobile/CE.NET compact framework applications to work on Windows Embedded 8 Handheld, iOS, and Android devices without a complete rewrite of the applications.
- iFactr's application porting technology simplifies and accelerates the migration to modern OS by dramatically reducing the time to market and cost of application porting through mobile application virtualization.
- The ITR Mobility/iFactr team also brings strong expertise in creating new all-touch application user experiences.

SUPPORTING QUOTES

Todd Montpetit, Chairman & CEO, ITR Group

"We are pleased to have found a partner in Zebra whose focus is on enterprise mobile development. The ITR Mobility and iFactr teams have created solutions in this space since its inception, and we were pleased to have

been an incubator for that work here at ITR Group. We wish Zebra as well as the ITR Mobility and iFactr teams well as they continue their growth and success.”

Greg Billings, vice president, Global Services and Solutions, Zebra Technologies

“Zebra continues to invest in helping our partners and customers modernize their enterprise mobility solutions to achieve increased business productivity, growth and deliver differentiated customer experiences. Combining ITR Mobility/iFactr with Zebra Global Services and Solutions will build a larger, more capable applications practice that will give our global customers the means to transition, adopt and realize the benefits of their next generation mobility strategies.”

Joe White, vice president, Enterprise Mobile Computing, Zebra Technologies

“With our customers and partners increasing their reliance on mobile devices in the enterprise, there is a need for cost-effective, flexible and easy ways to transition legacy applications to new modern operating systems. ITR Mobility/iFactr will complement our RhoMobile and Mobility DNA offerings and together create an industry leading portfolio that makes it easy and affordable for businesses to modernize their mobile platform.”

SUPPORTING RESOURCES

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

Learn more about the ITR Group: [ITR Group](#)

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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/possibilities.

About ITR Group

As one of Minneapolis/St. Paul’s longest-standing IT consulting firms, ITR Group provides strategic staffing services to regional, national and international organizations spanning a variety of industries, including retail, finance, healthcare, distribution and transportation. Focus areas include enterprise project management, app development including .NET and Java, systems and application architecture, business intelligence and analysis, data and DBA services, and QA testing. For more info, visit www.ITRGroup.com.

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