



## **Zebra Technologies Corporation**

475 Half Day Road, Suite 500  
Lincolnshire, IL 60069 USA  
T: +1 847 634 6700  
F: +1 847 913 8766  
www.zebra.com

### **Zebra Technologies Ranked as a Top Company in Indoor Location Technology by ABI Research**

*Recognized for introducing innovative industry-leading hybrid approach of Wi-Fi and BLE*

**LINCOLNSHIRE, Ill. - March 3, 2015 - [Zebra Technologies Corporation](#)** (NASDAQ: ZBRA), a global leader in products and services that provide real-time visibility into organizations' assets, people and transactions, was recently ranked second in ABI Research's Indoor Location Technology Original Equipment Manufacturers (OEMs) report. According to ABI, Zebra's ranking was based on the company's strong market potential in the next 12 months following its Oct. 2014 [acquisition](#) of Motorola Solutions' Enterprise business.

#### **KEY FACTS**

- Zebra is one of the top two providers in the current version of ABI Research's Indoor Location Technology OEM [report](#).
- Zebra was recognized as the first company in the space to bring together so many elements of indoor location technology and extending the technology into the hospitality, healthcare and manufacturing industries.
- ABI Research gave [Zebra's MPact platform](#) a perfect 10 in its rankings for being the first Wi-Fi access point vendor to support Bluetooth® low energy (BLE) beacons.

#### **SUPPORTING QUOTES**

##### **Patrick Connolly, senior analyst, ABI Research**

"We've seen significant improvements in Zebra Technologies' location solutions and believe Zebra offers a robust range of solutions to customers and partners. Zebra's acquisition of Motorola Solutions' Enterprise business positions them as a strong competitor in the market, and we see potential growth from the combined company."

##### **Imran Akbar, vice president and general manager, Enterprise Networks & Communications, Zebra Technologies**

"Zebra is proud to be recognized by ABI Research for its location technologies. Our diverse range of indoor and outdoor location solutions - including MPact, Dart ultra-wideband (UWB) and WhereNet - have helped sports, manufacturing, retail, healthcare and transportation and logistics organizations track personnel and assets. As a leader in enterprise asset intelligence, Zebra will continue to create a smarter, more connected global business community by transforming the physical elements of a business into digital."

#### **SUPPORTING RESOURCES**

ABI Report: [ABI Research Location Technologies](#)

Facebook: [Zebra Technologies](#)

Twitter: [@ZebraTechnology](#)

**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](http://www.zebra.com/possibilities).

**Media Contact:**

Bill Abelson  
Zebra Technologies  
+1 631-738-4751  
[bill.abelson@zebra.com](mailto:bill.abelson@zebra.com)

**Industry Analyst Contact:**

Carolyn Buerger  
Zebra Technologies  
+1 224-316-0066  
[carolyn.buerger@zebra.com](mailto:carolyn.buerger@zebra.com)

Zebra Technologies, Zebra and the Zebra logo are trademarks or registered trademarks of Zebra Technologies Corporation and are used under license. Third-party trademarks mentioned are the property of their respective owners. ©2015 Zebra Technologies Corporation. All rights reserved.