

AI for the Frontline

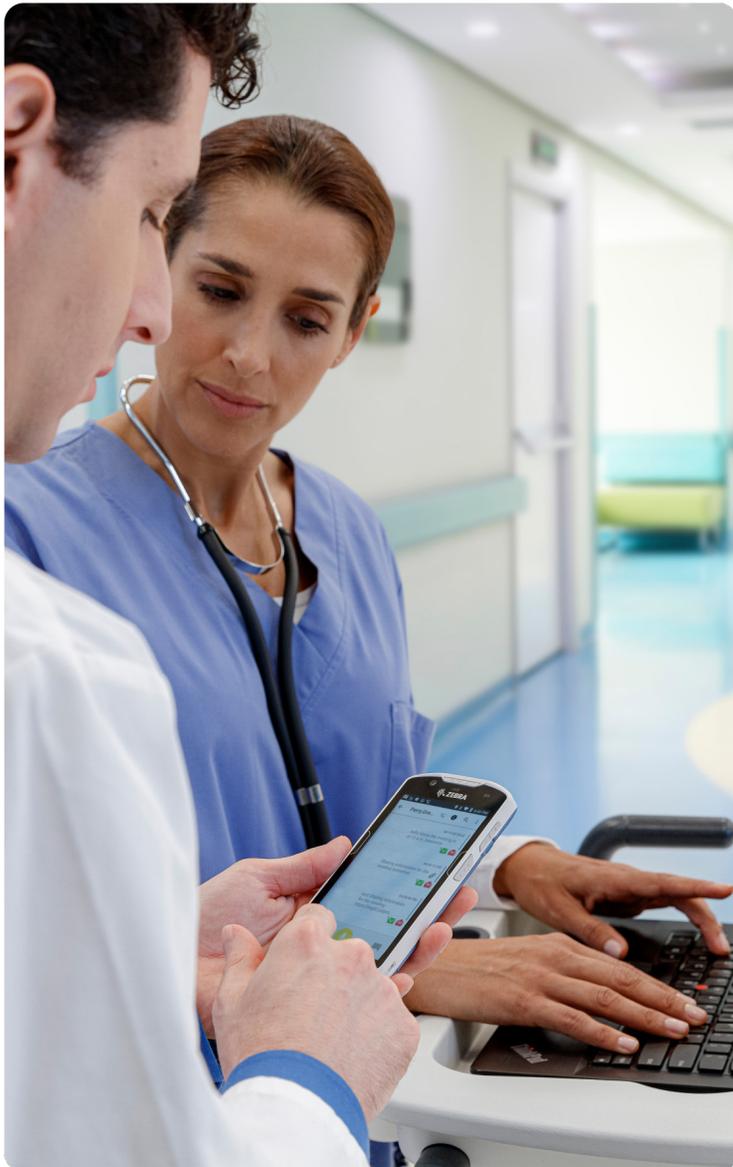


Can a customer make a return without a receipt?

Yes, but with limitations. Store credit may be offered, and proof of purchase may be required.

Zebra's AI will create new ways of working for frontline operations – 80% of the global workforce.

AI has been a core part of our products for years, seamlessly working behind the scenes to improve frontline work and delivering exceptional outcomes by empowering frontline workers with tools that are not only smart but also intuitive, responsive, and connected.



OUR AI EXTENDS ACROSS OUR CUSTOMERS' BUSINESS AND THE WORKERS WHO INTERFACE WITH IT – PROVIDING



Real-time Data

Zebra's AI provides insights into your business, giving you and your frontline workers the information they need when they need it.



Asset Visibility

Zebra's AI solutions are built to understand your data, providing you with visibility into every asset, including its location and condition, empowering efficient workflows every day.



Seamless Integration

Zebra's AI-enabled products seamlessly integrate into your existing operations ecosystem and power intelligence for your business.



Powered by Zebra

Trusted by the world's most trusted brands, Zebra is dedicated to continuing to provide innovative and intuitive technologies for the frontline.

Zebra has been providing solutions for the frontline since 1969. From retail to healthcare, logistics, and manufacturing, we design innovative hardware, software, and automation technologies that optimize every aspect of frontline operations. As demands on the frontline grow, our AI extends across our customers' businesses and the workers who interface with it – providing real-time data, unmatched asset intelligence, and operational visibility. Zebra's AI delivers exceptional outcomes by empowering frontline workers with tools that are not only smart but also intuitive, responsive, and connected.

For us, AI is not a buzzword or an add-on; it is a foundational tool for modern business. Our solutions help companies unlock the potential of their frontline operations, harnessing the power of automation and prescriptive analytics to enable better insights to make better business decisions. Workers can onboard in no time with intelligence that provides the information they need whenever and wherever they need it.

We are creating new ways of working for the frontline, equipping people with AI-enabled solutions intelligently integrated into the tools they rely on. Zebra's AI optimizes workflows, streamlines processes, and simplifies tasks – allowing teams to stay focused, efficient, and connected.

As we continue to innovate and expand our AI capabilities, Zebra remains at the forefront of operational excellence, enabling our partners and customers to thrive in the next generation of intelligent operations. Zebra's AI opens up a world of possibilities, making work for the frontline better every day.

AI that's seamlessly integrated in our products.



OCR Wedge

Uses machine learning to capture specific text in the real world up to 10x faster than manual entry, including license plates, tire IDs, VINs, shipping container IDs, dial, and digital and analog meters.



Free-form OCR and Picklist+OCR

Uses machine learning for flexible capture of text on paper, signage, labels, and more, enabling you to leverage text capture across unique workflows.



Identity Guardian

Facilitates login to enterprise mobile computers or tablets with a biometric facial profile, reducing the risk of unauthorized access and theft.



Dirty Lens Detect

Improves photo clarity and quality with alerts when smudges, dirt, and fingerprints are detected on a camera lens.



Produce Recognition

Helps cashiers more quickly and accurately select non-barcoded items during the checkout process, increasing checkout speed by up to 32%.



Machine Vision Smart Cameras

Supports a sophisticated collection of tools for AI-based image analysis, including classification, segmentation, object detection, anomaly detection, OCR, and more.



FS42 Fixed Industrial Scanner

Enable faster scanning and more complex AI-based deep learning machine vision applications through increased onboard memory and a greater neural processing unit (NPU).



Voice AI Assistant

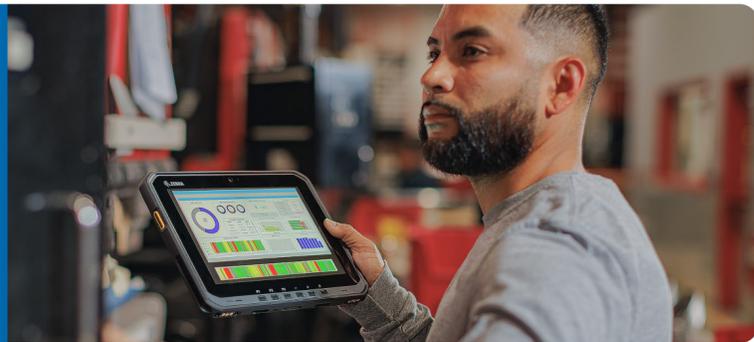
Workers can simply ask for what they need in their own words. The integrated natural language voice AI, available on Workcloud-enabled WS50, TC series handhelds, and ET series tablets, analyzes voice queries, identifies intent, and takes action.



VisibilityIQ Foresight

Predict and reduce device loss by tracking device locations and unusual activity through machine learning analytics.

AI that's driven by your data to transform your business.



Industrial Automation

Optimize quality inspection, automate workflows, and ensure accurate tracking with Zebra's machine vision software. Zebra Aurora boosts traceability, reducing reject rates to under 5% for a customer producing 7,000 parts daily.



Loss Prevention

Real-time analysis and insights enhance asset protection and improve customer experience. Workcloud Actionable Intelligence cuts product waste shrink by up to 27% and saves time and money by identifying missed credit opportunities.



Optimize Labor

Reduce schedule administration time by automatically generating schedules based on historical time series data. Workcloud Scheduling considers skill, resource, and time matching down to 15-minute intervals for optimal labor efficiency.



Forecasting and Analysis

Reduce demand planning time and the hours spent building, testing, and implementing forecasting pipeline by 30% with Workcloud Demand Analysis and Modeling Studio.



Zebra's AI is an intelligent and open platform with partners in mind.

By integrating AI with complementary technologies like RFID, enterprise software, and machine vision, Zebra's AI provides comprehensive solutions that transform frontline operations. This approach enhances processes and empowers your team to tackle key challenges such as loss detection, inventory forecasting, and production quality control—resulting in greater ROI.



Cooperation and Alliances

Zebra's history of AI partnerships with academic institutions and industry leaders like Google, Microsoft, and Qualcomm drives technological development and applications in real-world scenarios.



AI Platform and Tooling

Zebra actively develops tools for creating, deploying, and maintaining AI solution components that ISVs, partners, and customers can leverage across its product portfolio, enabling them to easily develop their own AI applications and solutions.



Developer Enablement

Zebra works closely with developers to discover what tools will be useful for a full end-to-end AI pipeline that allows them to collect data, train AI models, and deploy across any Zebra devices with an AI software development kit (Vision, Voice, Data, and GenAI) and pre-trained models.



API-First Collaborations

Zebra's development of AI APIs for cloud, hybrid, or edge solutions will provide an easy-to-use ecosystem for partners to integrate into any business application.



Levering Community and Open-Source Contributions

Zebra's seamless integration with open-source models like Google's MLKit, Qualcomm's AI Hub, and Hugging Face enables partners and customers to explore innovative solutions with ease and speed.



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Zebra's AI optimizes workflows, streamlines processes, and simplifies complex tasks – enabling our partners and customers to thrive in the next generation of intelligent operations.