Every Hardware Purchase is a Software Purchase in Disguise

With technology constantly evolving, it’s the software inside that determines if your hardware remains relevant and adaptive to your changing needs, year after year. That’s why we’ve designed software based on decades of R&D and thousands of use cases to simplify your team’s experience during the entire lifetime of your devices. You’ll find Zebra DNA software embedded in each of our portfolios, from Mobility DNA for mobile computers to DataCapture DNA for scanners and RFID readers to Print DNA for thermal printers.

Every Kind of User
- App developers & ISVs
- Frontline workers
- IT administrators
- Operations managers

Every Kind of Zebra Device
- Mobility DNA
- DataCapture DNA
- Print DNA

Every Stage of a Hardware’s Long Life
- Reduce effort and errors in app development and device integration
- Get the most from your workers and technology
- Alleviate IT complexity with remote device management and real-time insight
- Speed up and simplify rollouts; quickly stage and configure large numbers of devices
- Mitigate threats and disruption with built-in protection for data and devices

Ease Everyone’s Hardware Experience with Zebra DNA, Your Built-in Advantage

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