Zebra RFID Strategy and Solutions

RFID Forum 2025

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Nearfield to Fixed

Zebra's unique competitive advantage









Short Range Handheld "Near Field" < 5ft

Standard Range Handheld 1-35ft

Fixed Infrastructure (Control Points or Overhead Arrays) 5-50ft

Online Order Fulfillment
Last Meter Picking
Item Locationing
"Find-It"

Inventory
Cycle
Counting

Perpetual Inventory
Exit Detection

Leveraging a Broad RFID Portfolio to Build Asset Visibility Solutions

Powered by one cloud-enabled software to ease application development and enterprise integration

Fixed Readers, Portals Antennas, Software

Maximize visibility into the location of your enterprise assets





ZEBRA MOTIONWORKS™





NFL NEXT GEN STATS

Handheld Readers and RFID-enabled Scanners

Track and trace inventory assets in real-time









RFID Printers, Labels, Supplies

Accurate, scalable, RFID encoding solutions

RFID inlays, labels and tags for most applications











Zebra RFID Product Portfolio

The industry's broadest portfolio of RAIN RFID technology – from ASIC to Devices to Enable and Enrich

Deploy, Configure, Manage, Enrich

Zebra MotionWorks Enterprise



IoT Connector



Network Connect



123RFID

Handheld & Handsfree Readers



RFD40 Sleds



RFD9030



RFD9090



MC3330xR



MC3390xR



DS9908R



WS50 RFID

TC53e RFID

EM45 RFID

Fixed Readers & Antennas



Integrated Portals



FX9600/7500



FXR90



ATR7000



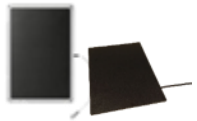
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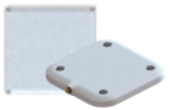
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AN4XX



AN6XX



AN5XX

Printer Encoders, Inlays, Labels & Cards



ZQ52xR



ZQ630R



ZT600R Series



ZT4x1R Series



ZE5x1R



ZD621R



RFID Inlays and Labels

Core Technology



RFID ASIC Radio



Integrated RFID Module

Version 02.2023

RFD40 Sleds – Supported Mobile Computers



TC53/58

TC51/56*
TC52/57*
TC52x/57x*
TC52ax*

TC22/27

TC21/26

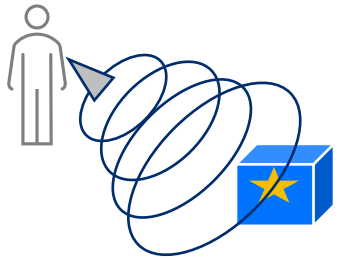
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Standalone

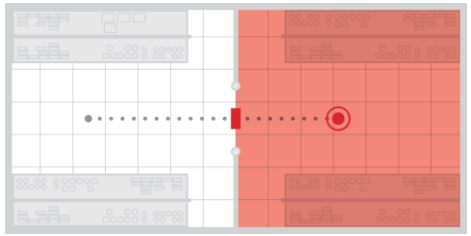
* Exoskeleton required.

We serve 3 types of RFID reading

Presence



Control Points



Automated Sensing



	Handheld	Fixed	Antenna	Store Exit	Dock Door	Transition	POS	Tunnel	Inventory	RTLS	Sports
Tagline	“Count my stuff”			“What’s happening to my stuff?”					“Where is my stuff”		
Maturity	Established			Developing					Emerging		
Zebra Provides	Standard device			Purpose-built package					Network of control points		
Channel Status	Easy, friendly			Solution Partners					Mostly Direct		
Ecosystem	Mature with Multiple ISVs			Immature					Immature		

How do you define **Modern** retail?



A seamless, frictionless **customer experience**



Visible, accurate **inventory**



Happy, engaged and retained **associates**

There’s a Lot to Manage

From your workforce to your operation to your customer

Staffing Issues

“83% of decision makers agree hiring and retaining qualified store staff is a significant challenge”

Source: Zebra’s 17th Annual Global Shopper Study, Unlocking Excellence, The Power of Engaged Associates. Zebra Technologies 2024

“44% of frontline retail workers considering leaving in the next three to six months”

Source: McKinsey & Company



Operational Complexity

“**85%** of leading omnichannel retailers agree that providing BORIS is a ‘logistical nightmare’, but it is necessary to offer”

Source: Chain Store Age

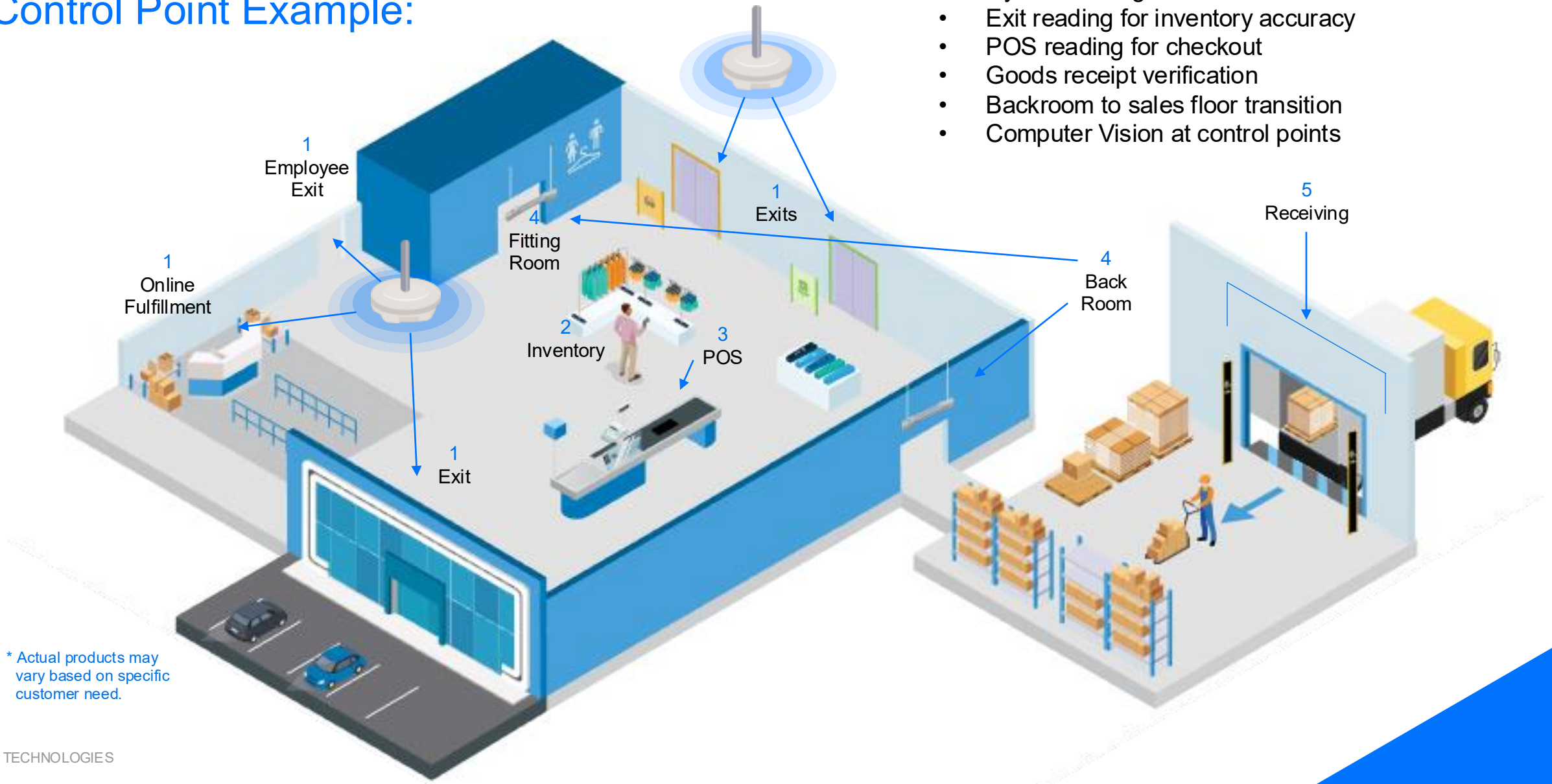
Shopper Expectations

“**78%** of shoppers say they prefer to shop seamlessly between online and in-store”

Source: Zebra's 17th Annual Global Shopper Study, Zebra Technologies 2024

Retail*

Control Point Example:



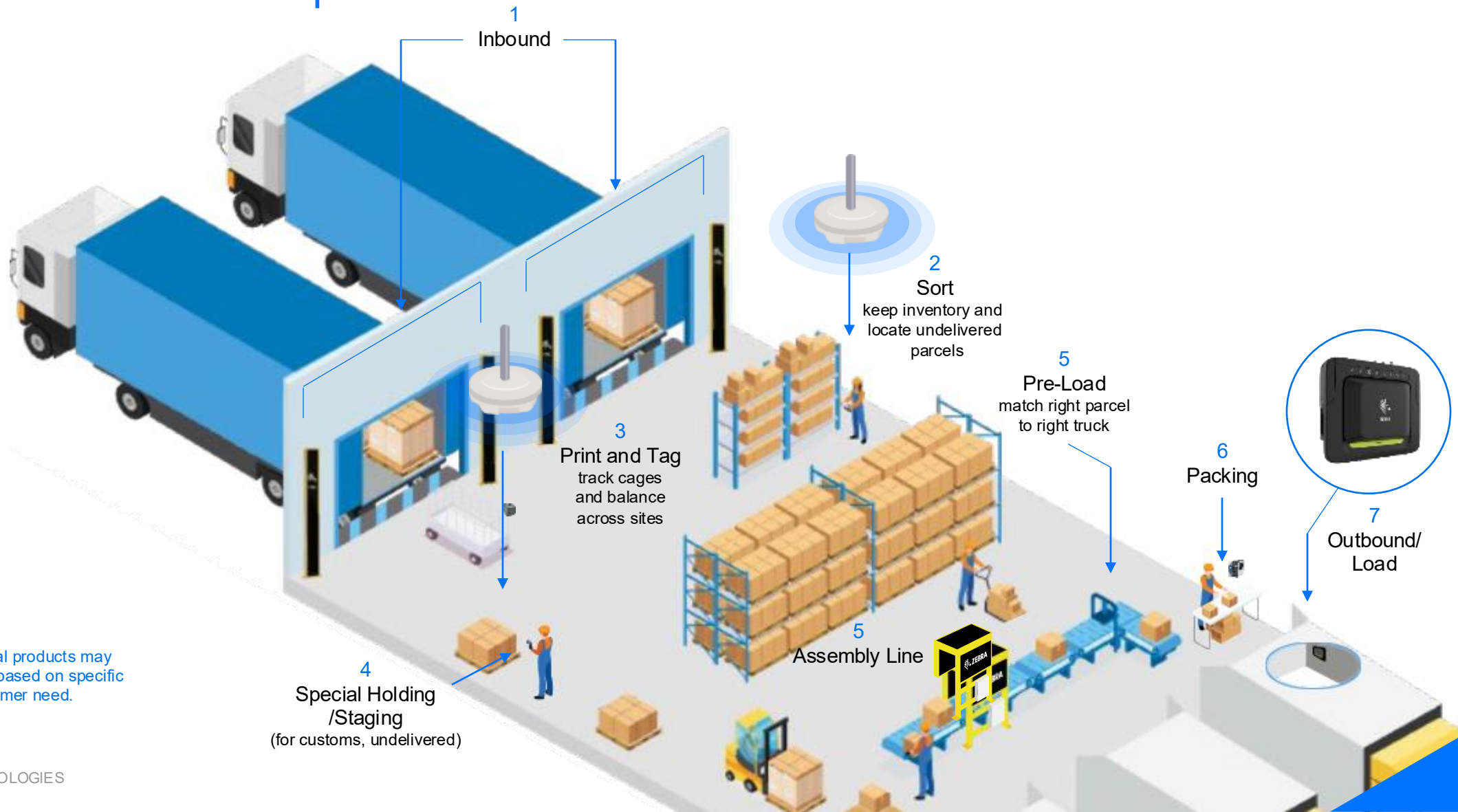
* Actual products may vary based on specific customer need.

Retailers tend to adopt on a journey

- Cycle-counting on the store floor
- Exit reading for inventory accuracy
- POS reading for checkout
- Goods receipt verification
- Backroom to sales floor transition
- Computer Vision at control points

Warehouse*

Control Point Example



* Actual products may vary based on specific customer need.

Ubiquitous RFID Read Solution

- Ubiquitous Fixed RFID scanning takes control points to the next level
- Creates a labor-free RFID data capture capability
- Delivers all of the value of mobile RFID scanning and control point data capture while adding real-time data about inventory movements
- Inventory location used to better understand customer / inventory interactions
- Best utilized in densely populated RFID tag environments with AI support for understanding complex events



Data Currency – AI and its Promise

Data needs action to make it worthwhile

- EPC Offers what UPC could never do
- Source Data is driving real-time actions and creating value to both the Enterprise and the Consumer
- AI will separate the mundane from the unique
- The mark of success will be “Speed and Accuracy”
- Consumers will benefit even more, but their actions drive the future
- Areas of Impact include:
  - Inventory (sellable and non-sellable)
  - Associates
  - Customers
  - Infrastructure
  - IT & Beyond



By Brent Brown,
Former Forbes Councils Member for Forbes Technology Council

Working with Zebra's Partners

Scale, add value and complement the Zebra portfolio

- Specialized and localized solutions
- Products and services, including advisory, consulting and implementation
- Partners are key to our success!



Thank You



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