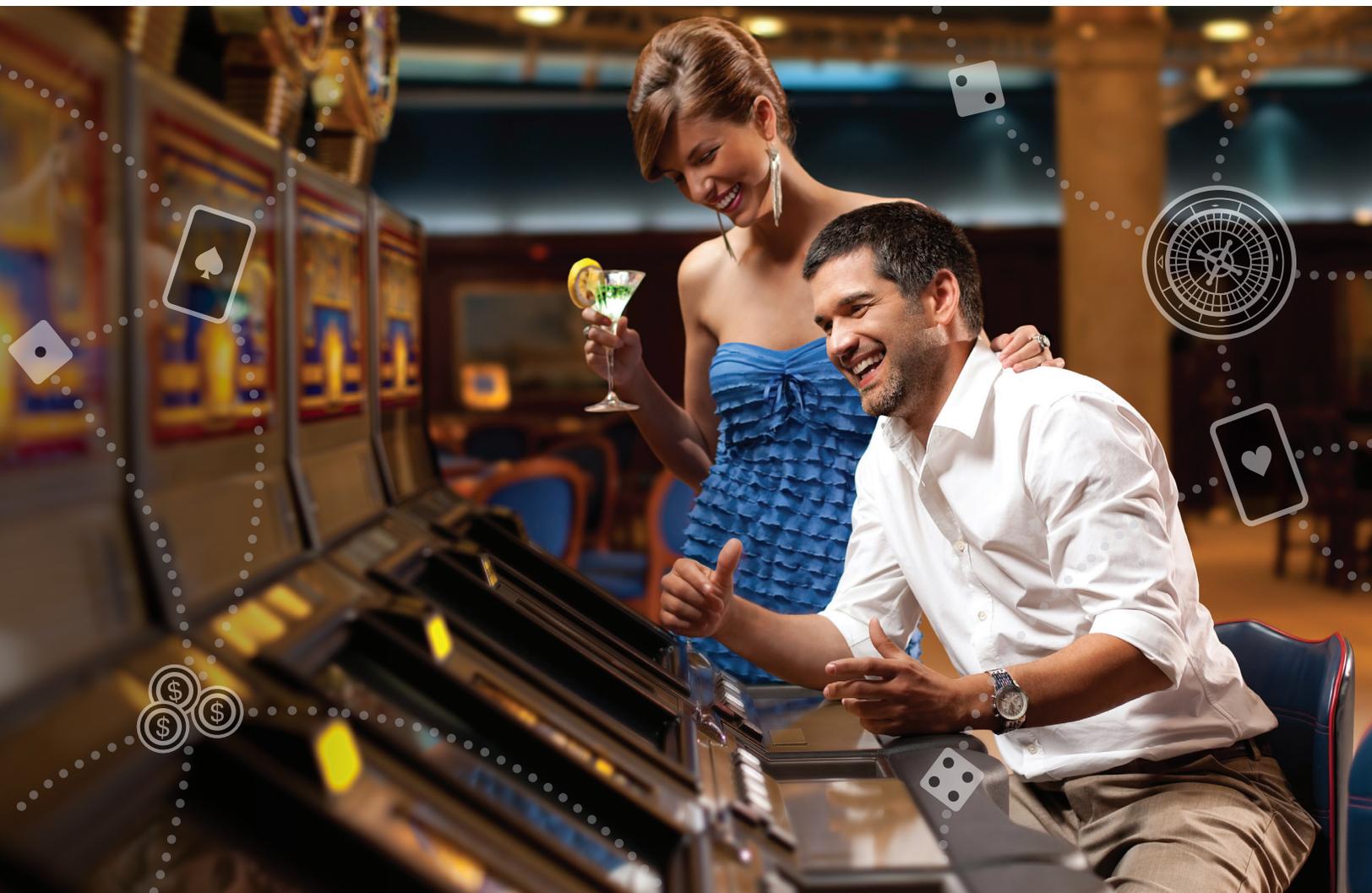




ZEBRA

ZEBRA OEM GAMING TECHNOLOGIES

# TRANSFORM GAMING FOR YOUR CUSTOMERS WITH NEW TECHNOLOGY



# THE CONNECTED AGE IS CHANGING THE FACE OF CASINO GAMING

## Imagine...

...a cashless world inside the casino that allows players to collect and spend winnings anywhere in the casino, all with their mobile device.



...the delight of players when staff greets them by name, no matter where they are on the property.



...the capability for marketing staff to send an invitation to nearby players to join the game virtually, fill an empty seat — or bet on their favorite player.



...enabling marketing to players based on their preferences and where they are in the casino, delivering everything from a preview of tonight's show or a discount on show tickets, the spa or a restaurant — all automatically.



You have just imagined the power of OEM technologies from Zebra.

**HELPING SYSTEM PROVIDERS BUILD OMNI-CHANNEL CONNECTIONS TO MORE PLAYERS IN MORE MARKETS AND DRIVING REVENUE PER PLAYER AND PROFITABILITY TO A NEW HIGH.**

**IF YOU THINK THE CONNECTED AGE ISN'T IMPACTING CASINO AND LOTTERY GAMING, YOU'RE HEDGING THE WRONG BET.**

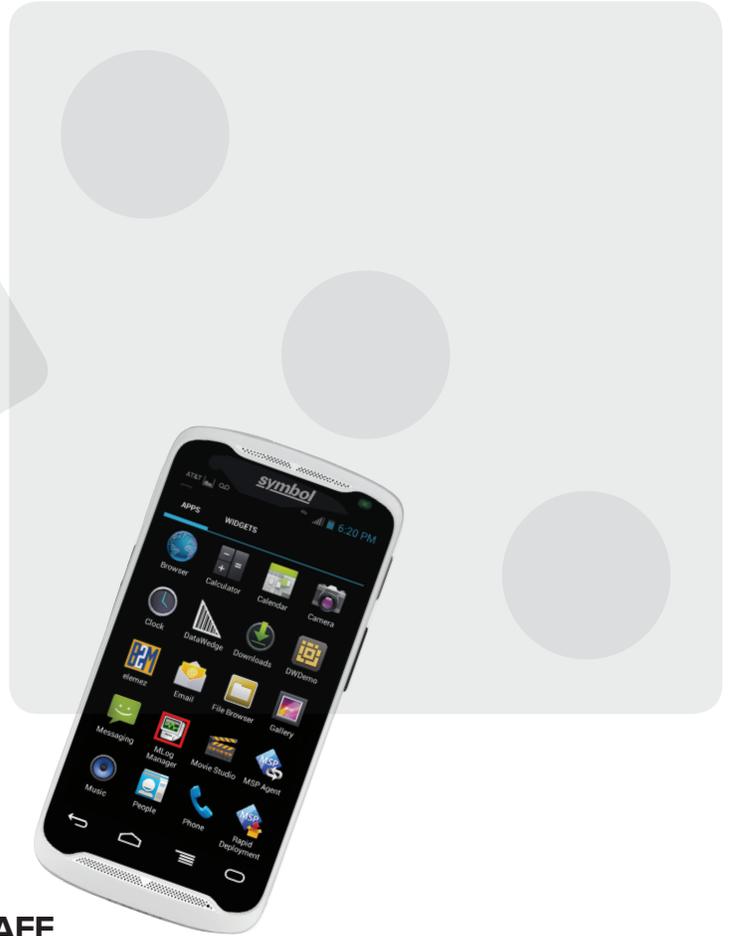
Today's consumers expect to connect to digital and mobile experiences everywhere — from the mall to the stadium — and in the casino. To meet the expectations of today's players, casinos will need to move beyond traditional slot and table games — and with next-generation mobile technology, they can. To meet revenue expectations, they also need to boost revenue per player with an understanding of total spend during that visitor's stay.

**WE CAN HELP YOU BUILD AN IMMERSIVE PLAYER EXPERIENCE — INSIDE AND OUTSIDE THE CASINO.**

Our OEM embedded technology can build on your omni-channel strategy, optimizing customer service, operational efficiency and increasing player visits — including online interplay.

**OUR OEM TECHNOLOGIES DELIVER MORE VALUE PER INVESTMENT DOLLAR.**

Zebra's portfolio of gaming solutions delivers revenue expansion opportunities, a future-proof architecture and less staff training time... all contributing to a lower TCO - Total Cost of Ownership.



## PRIVATE LABEL

# MOBILE PLATFORMS

## TO EMPOWER YOUR CASINO CUSTOMERS' STAFF TO WORK SMARTER - AND MEET YOUR GUESTS' NEED

It takes many different types of workers to deliver the best possible guest experience — welcoming staff, hosts, housekeeping, bartenders, ushers in the Casino Theater, and game table managers. These workers need the right tools to perform their duties, and be prepared to address a guest request. That's why we offer a large selection of mobile devices — so you can choose the right form factor for the task — from a tablet to a small- or mid-size handheld mobile computer to a payment-only device — and the right type of keyboard for the easiest input. Our comprehensive accessory family makes it easy to expand device functionality. You can also choose to use our mobile computers with the modifications you specify:

### **CASHLESS PAYMENT TECHNOLOGY.**

Add NFC, magnetic stripe and chip-and pin to any type of mobile device — consumer or enterprise.

**VOICE AND DATA IN ONE DEVICE.** Create all-in-one solutions that allow associates to check player identity, load additional funds onto a pre-paid player club card, or place a food and beverage order. Users can also place a push-to-talk call to a co-worker or manager for assistance, receive calls from players through the casino PBX, and much more — providing a multi-function device with a superior return on investment (ROI).

### **CONNECTIVITY OPTIONS FOR EVERY**

**ENVIRONMENT.** Choose Wi-Fi-enabled devices for inside the four walls and cellular for workers that need to leave the property but remain connected to their staff. Unique radio options, such as our cellular software radios, provide true network freedom — the ability to deploy a mobile computer on one network and change networks at any time.

### **YOUR BRAND — OR YOUR CUSTOMER'S**

**BRAND.** Private label our mobile computers with your logo to promote your brand, or with your customer's logo to promote the casino brand.



# WHAT CAN PIT BOSSES DO WITH OUR MOBILE COMPUTERS AND TABLETS TO BETTER SERVE PLAYERS?

Just about anything. They can see who is at the table and send appropriate comps and special offers. See players that are in the vicinity and send an invitation to fill an empty seat. Scan the bar codes on a player's mobile phone or printed ticket to accept cashless payments. Swipe a loyalty card to accept coupons. Send an order to the bar to refresh a player's drinks. And so much more.



# WHAT CAN PLAYERS DO WITH ZEBRA OEM TABLETS AND MOBILE COMPUTERS AS PART OF YOUR PRIVATE-LABELED GAMING SYSTEM?

Players can continue gambling, even after they leave the table. When you private label our small handholds or mobile computers, casinos can give players the freedom to gamble securely, anywhere inside the property — from the pool and bar to the restaurant.



# BAR CODE SCANNING

**ENSURE ACCURATE AND SECURE SCANNING IN YOUR GAMING SOLUTIONS FIRST TIME EVERY TIME**

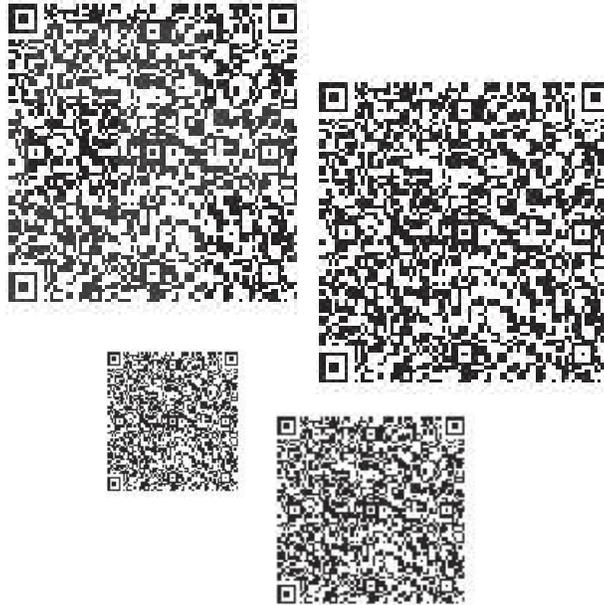
Whether you are creating a slot machine that can scan ticket vouchers and player club cards or a handheld mobile device to process cashless payments, you need first-time every-time accurate and fast scanning of every bar code — period.

**CHOOSE YOUR FORM FACTOR.** We offer ready-to-use handheld bar code scanners, a penny-size scan engine for your most space-constrained designs and a pocketable Bluetooth scanner for use with any Bluetooth-enabled mobile device. Our ready-to-use bolt-on solution gives players the flexibility to scan a club card bar code on their physical card or one displayed on their mobile phone screen to obtain loyalty points. It also allows the delivery of location-based special offers right to their mobile devices.

**CUSTOMIZED SCANNING COMPONENTS.** We will work with you to create special scanning components to meet certain specifications and features.

**FIRST-TIME EVERY TIME ACCURATE SCANNING.** With our scanning technology in your designs, every scan will work every time, in any type of lighting or on any screen. Bar codes can be any type: 1D and 2D bar codes to high-density codes commonly found on small items and QR codes. Printed bar codes can be in practically any condition: scratched, dirty or poorly printed. Our patented PRZM Intelligent Imaging technology delivers the same fast and accurate performance on both 1D and 2D bar codes. With integrated Optical Character Recognition (OCR), our engines can capture the information in the PDF417 bar codes on driver's licenses and send the required data to the right fields in the right application for near-instant processing of loyalty and club card applications.

**CREATE HIGH POWER SCANNING SOLUTIONS WITH OUR LOW POWER TECHNOLOGY.** Our scanning technology operates on minimal power, so your mobile scanning solutions have the power they need to run, every minute of every shift.



**CAPTURE DOCUMENTS, SIGNATURES, PHOTOGRAPHS AND MORE.** Our imagers can capture whatever documentation is needed — signatures for proof of authorization for payment card transactions, a high-resolution of a driver's license, or a photograph to add to club cards to improve card security.

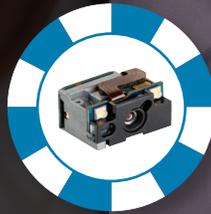
**CHOOSE YOUR SCANNING RANGE.** Our scanners are customized to deliver optimum performance for a specific range, so you get the best scanning quality for your application. Choose from short range, long range or a flexible extended range for combination near and far scanning, eliminating the need for two different types of scanners.

**CHOOSE YOUR DECODE SOLUTION — HARDWARE OR SOFTWARE.** Minimize space requirements with software decode options that enable high-performance industry-leading bar code scanning with our own scan engines, off-the-shelf consumer-class cameras in smartphones and tablets, as well as applications that run on mobile phones — no scan engine required. Our family of hardware decode options let you choose size, feature set and form factor, from circuit boards in a wide range of sizes to tiny microchips that can be soldered onto the main circuit board.



# WE MAKE IT EASY TO ALLOW PLAYERS TO SCAN ANY BAR CODE — ELECTRONIC OR PRINTED — ANYWHERE IN YOUR CASINO.

Our complete line of handheld bar code scanners and tiny scan engines allows you to easily add bar code scanning for your customers wherever it will improve the player experience. Give every player at every table a personal screen that can scan a bar code on their mobile phone for cashless payment, enable the entry of bar and food orders and more. Add bar code scanning to your slot machines to enable ticket-in ticket-out cashless gambling. And our handheld Bluetooth cordless scanners complete the cashless casino, allowing players to use mobile bar codes for instant check-in as well as payment in restaurants, bars and casino retail stores.



# KIOSKS AND PRINTERS

**Drive revenue, improve service and protect sales through superior self-service portals — complete with printers**

Kiosks allow for self service – whether it’s a player checking the balance on their rewards card or a guest printing out their folio. From complete ready-to-deploy kiosk or components from one of our kiosks, we have what you need to build leading-edge solutions that will take self-service to the next level in the casino.



## **CHOOSE THE RIGHT SIZE FOR EVERY AREA — AND THE RIGHT FEATURES TO SUPPORT ANY LEVEL OF SELF-SERVICE.**

We have small compact kiosks with touch screen displays for the gaming table to allow players to scan their club cards to be placed on a waiting list for a seat at the table, to check in as a player and more. We also offer mid- and full-size multimedia kiosks with 27-inch screens that can support a full range of services in the lobby and other key areas in the facility, allowing guests to check in, upgrade rooms, make restaurant reservations, place a video call to a concierge, purchase show tickets and even check-in for a flight and print boarding passes.

**MOUNT WITH EASE.** Our mounting kits make it easy to install our Micro Kiosks on a pole or a wall.

## **EASILY EXPAND FUNCTIONALITY.**

Numerous ports allow you to add the capabilities you want — such as a magnetic stripe reader to capture loyalty cards and process payments, a keyboard for easy data entry or a printer for customers who want to print a paper receipt, ticket comp or coupon.

## **DOUBLES AS DIGITAL SIGNAGE FOR TWO FUNCTIONS IN ONE DEVICE.**

When the kiosk is not in use, it can use the display to run print-style or video ads to promote shows and special offers as well as incent impulse sales.

## **FLEXIBLE NETWORKING OPTIONS.**

Wi-Fi and Ethernet options make it easy to connect our kiosks to the enterprise network.

# TAKE SELF-SERVICE TO A NEW LEVEL IN THE CASINO WITH OUR KIOSK TECHNOLOGIES.

Now, players can get what they need with a scan of a bar code, press of a button, swipe of a card or a few keystrokes.



**SCAN PLAYER CARDS** to check and redeem rewards

**WAYFINDING** to locate restaurants, restrooms and more

**OBTAIN ELEVATOR ACCESS** to rooms on restricted floors

**INSTANT CHECK-IN/CHECK OUT** with a swipe of a card

**MAKE RESERVATIONS** at a casino restaurant

**BUY TICKETS** for shows in casino theaters

**MAKE A PURCHASE** in a casino store



# ID CARD PRINTERS

## PRINT CLEAR, SHARP IMAGES, EVERY TIME

Zebra is a global provider of identity and security solutions. Our investment in the ZXP Series signifies our commitment to ensure that Zebra remains the top global card-solutions supplier. Our card printers cover a complete range of applications including employee ID, access control cards, personalized loyalty, gift and membership cards. Card after card, Zebra printers deliver reliable performance and excellent print quality.

Choose from a broad range of printers offering full-color or monochrome card printing. Connectivity options include USB, wireless or Ethernet. Encoding options include smart card, magnetic stripe and ultra-high frequency (UHF) RFID encoding. Lamination is also available for higher security and longer card durability. There is a Zebra card printer and supplies to meet all your business needs.

### EXCEPTIONAL IMAGE QUALITY AT AN AFFORDABLE PRICE

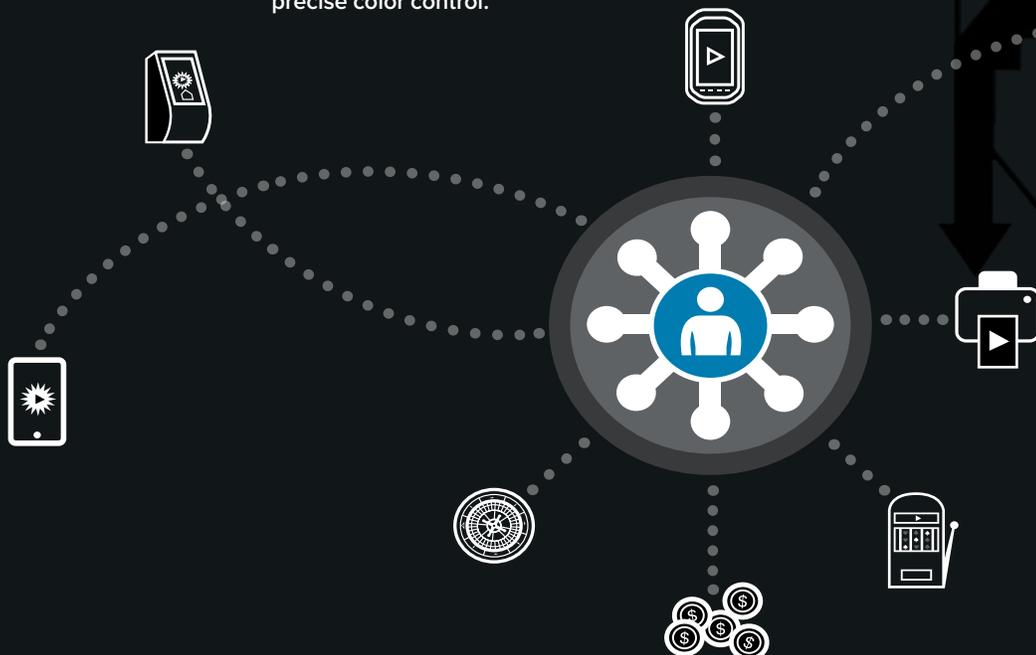
Our large format, direct-to-card ID printers provide exceptional image quality that is efficient and cost effective. You can now print full, edge-to-edge color cards in one printing process – saving you time and money. Printing VIP, Press or any other type of large ID Badges has never been easier!

### SUPERB PHOTO-QUALITY CARD PRINTING IN MEDIUM-TO-HIGH VOLUME APPLICATIONS

When it comes to high-quality card printing, look no further! Our high performance card printers deliver fast yet reliable performance while offering exceptional value by lowering the printer's total cost of ownership. Time after time, print sharp vivid cards with precise color control.

### COST-EFFECTIVE PRINTING SOLUTION

We offer reliable and easy to use professional ID card printers that provide advanced features and high capacity media options. They are an ideal solution for low-to-medium volume, single or dual-sided printing applications that require minimal operator training and excellent print quality.



# ZEBRA TECHNOLOGIES — THE RIGHT PARTNER AT YOUR TABLE.

While there are numerous players in this field, when it comes to providing innovative solutions, you don't want to gamble. With Zebra Technologies OEM portfolio, you get a competitive feature set that will help you bring your solutions to market faster — and improve your margins.

## **INNOVATIVE BEST-IN-CLASS TECHNOLOGIES.**

Our research and development (R&D) effort keeps our mobile technologies on the forefront of the industry, with groundbreaking products that consistently set the bar for performance, features and functionality. We have a long list of industry firsts to prove it — from bar code scanning, the foundation technology for every payment solution; the first, second and third generation wireless LAN; the first wearable mobile computer; and much more.

**PROVEN IN THE FIELD.** Our technologies are field-tested and proven, providing peace of mind that they will perform exactly as expected in your designs.

## **ONE OF THE BROADEST TECHNOLOGY PORTFOLIOS UNDER ONE ROOF.**

We offer ready-to-go handheld bar code scanners and scan engines that allow you to easily integrate enterprise-class scanning in your designs, Micro Kiosks for easy kiosk creation, RFID for payment and inventory management, locationing to increase sales through one-to-one targeted mobile marketing and wireless LAN infrastructure that creates a dependable high-performance backbone for your mobile casino gaming solutions. Not only can we meet all of your technology needs, but we can also deliver a level of component integration, product support and troubleshooting that only single vendor simplicity can provide.

**SUPERIOR SUPPORT.** Our support engineers are always ready to help you with any and every aspect of your product development.

## **INDUSTRY-STANDARD PLATFORM PRODUCT STRATEGY FOR FUTURE-PROOF ARCHITECTURES.**

Independent laboratories certify our products to ensure compliance with industry standards, such as encryption and authentication protocols, Bluetooth profiles and connectors — reports are available on request. When new standards emerge, we modify our products as needed to maintain that compliance. Our platform strategy makes it easy to cost-effectively upgrade your designs with the latest mobile technologies.

## **COLLABORATION AND INDUSTRY INSIGHT.**

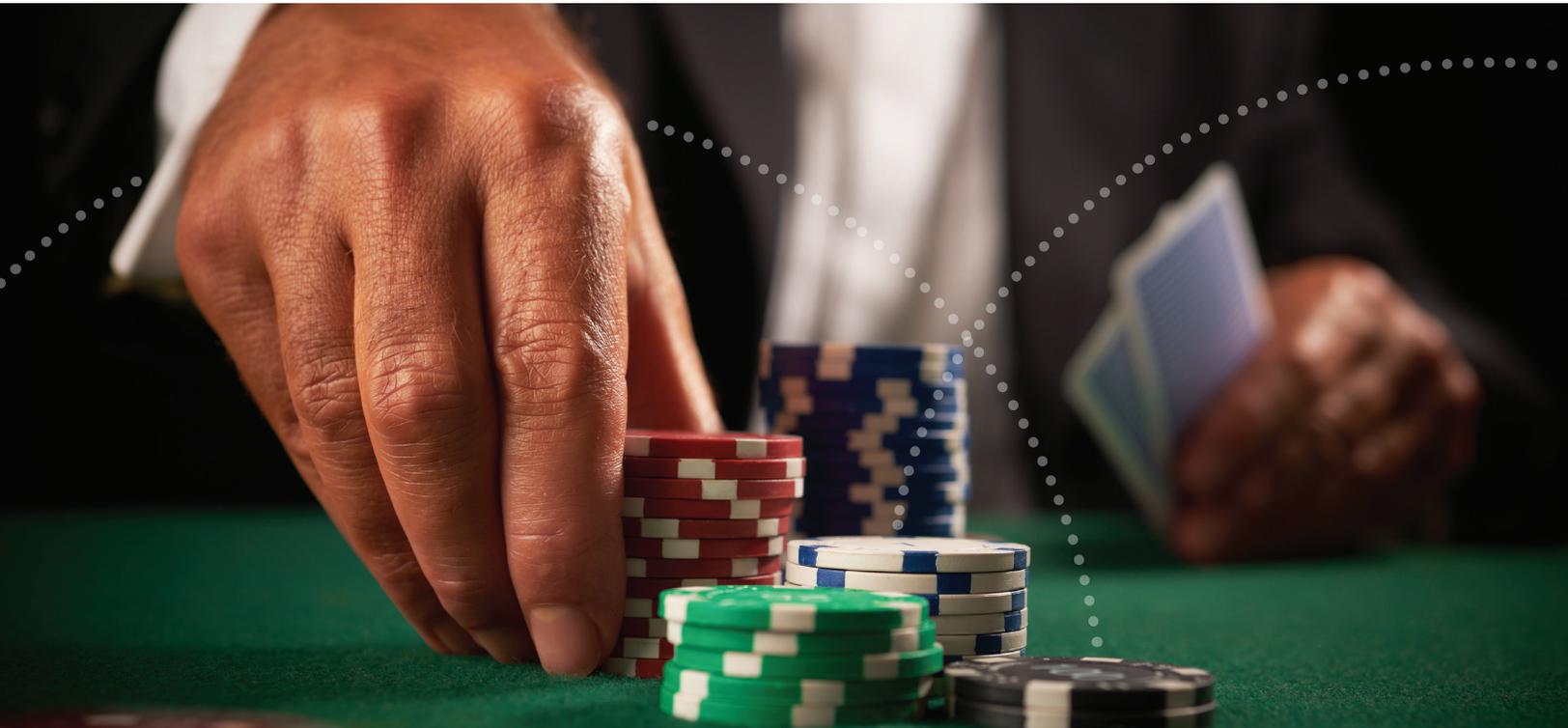
Creating leading-edge mobile solutions takes vision. We work with you to bring your visions to reality — whether you need a component, a private label of an existing product or custom product development.

## **THE EXPERTISE YOU NEED FOR SUCCESSFUL DEPLOYMENTS.**

With 30 years of experience developing mobile technologies and delivering mobile solutions in practically every industry, including gaming, we have the insight into best practices, new technologies and industry trends you need to develop creative solutions that will solve your customer's challenges and maximize your market share.

**WE'LL BE HERE TOMORROW.** Many new technology providers come and go. When you choose us as your OEM partner, you get real staying power — an industry leader that's been here for decades, serving the business needs of some of the world's leading companies in just about every industry all around the world.





**DELIVER INVENTIVE GAMING SOLUTIONS THAT WILL TAKE THE PLAYER EXPERIENCE AND PROFITABILITY TO NEW LEVELS WITH OUR OEM TECHNOLOGIES.**

For more information on partnering with Zebra Technologies, please visit [www.zebra.com/oem](http://www.zebra.com/oem)

**ZEBRA MAKES BUSINESSES AS SMART AND CONNECTED AS THE WORLD WE LIVE IN.**