ZEBRA SOLUTIONS HAVE SOLVED GREAT BUSINESS CHALLENGES

- $1B Publicly traded company

- Track, trace, locate "things" - in our DNA

- Three year journey on the Internet of Things

SEE MORE. DO MORE.

ENABLING VISIBILITY THROUGH DIGITAL VOICE
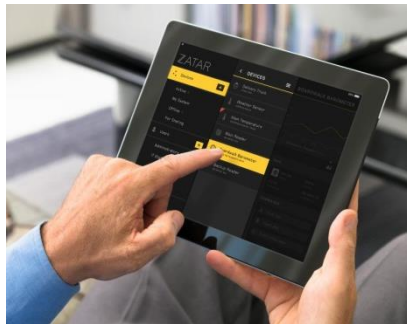
Assets that Talk

Meaningful Data

Smarter Decisions

Zebra Solutions give assets a digital voice, create real time analytics & lead to smarter decisions

Link-OS

Zatar

Zebra Commerce

MotionWorks

ZEBRA TECHNOLOGIES

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ENABLING IOT

WHAT DOES IOT MEAN FOR YOU?

- Millions of connected devices across multiple locations

- Legacy to Smart devices

- Constant and continuous evolution of devices and applications

- Collaboration and sharing of data and devices among multiple organizations - both within and outside of the enterprise

ZEBRA TECHNOLOGIES

SEE MORE. DO MORE.

WHAT DOES IOT MEAN FOR YOU?

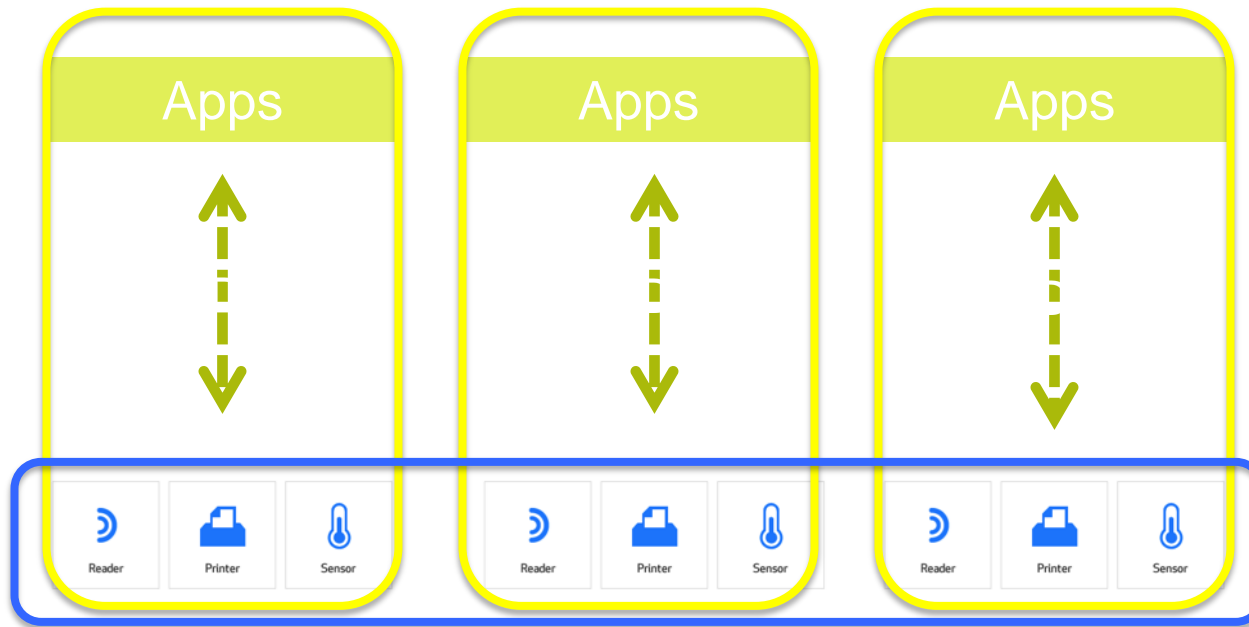Heterogeneous devices in the enterprise will range from simple to complex

- Barcodes
- RFID Devices
- GPS Tracking
- Temperature Sensing
- Liquid/Gas Level Monitoring
- Building Automation
- Factory Automation
- Vehicle Telematics
- Smart Shelves
- Smart Vending
- Digital Displays

WHAT DOES IOT MEAN FOR YOU?

• You will need to:
  – Gather data
  – Support analytics
  – Monitor events
  – Support automation
  – Manage the devices

Separate the tools that connect and control devices from the applications to allow sharing of devices
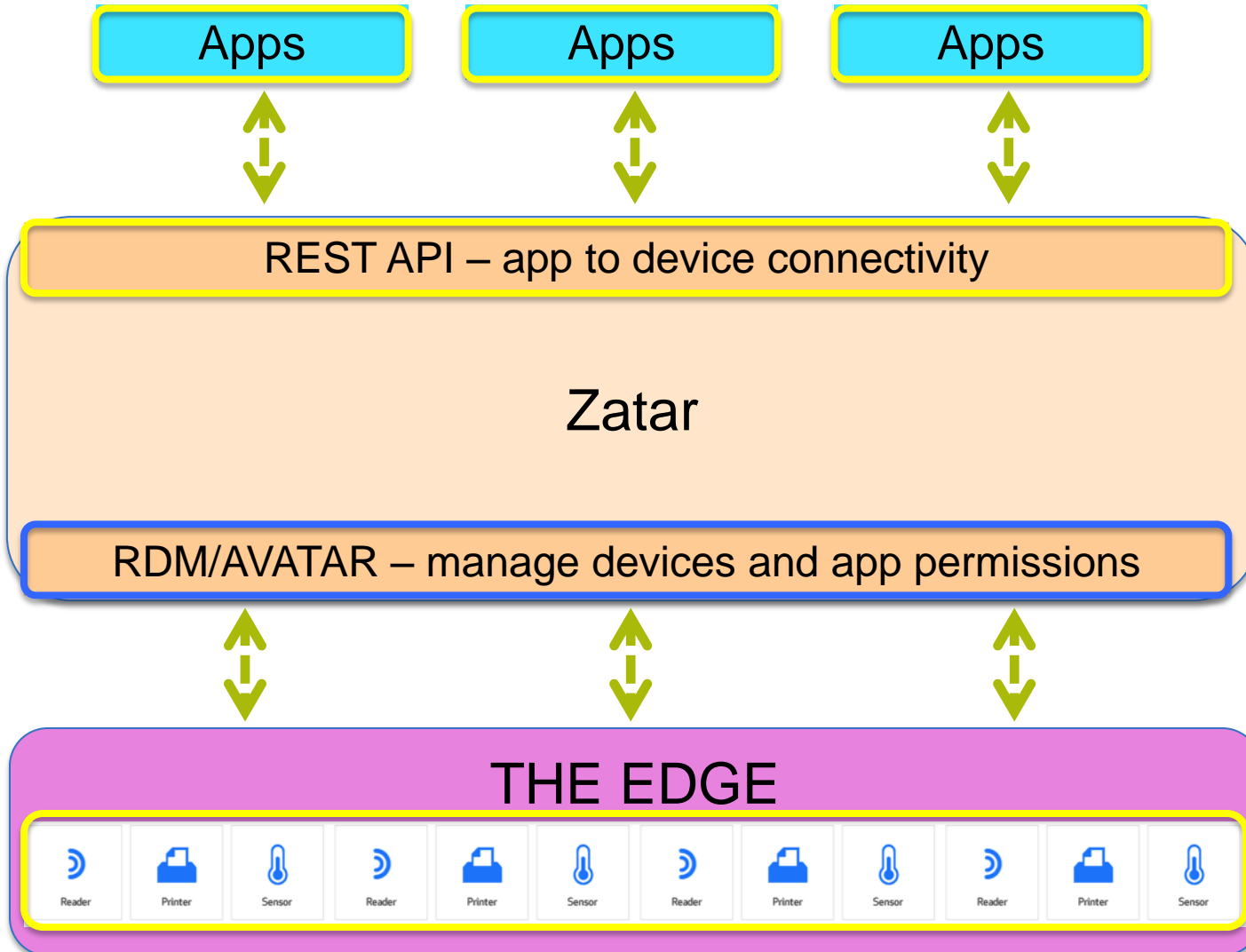
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TECHNOLOGIES

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TRADITIONAL DEVICE - APP MODEL

Apps

Apps

Apps

| Reader | Printer | Sensor |

| Reader | Printer | Sensor |

| Reader | Printer | Sensor |

Devices are tied to a single app or business process. Integration is app/device specific in a direct relationship.

Device management, if it exists, lives as a standalone app. Multiple tools may exist within an organization.

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WHAT IF YOU COULD?

Apps Apps Apps

REST API – app to device connectivity

Zatar

RDM/AVATAR – manage devices and app permissions

THE EDGE

Reader   Printer   Sensor   Reader   Printer   Sensor   Reader   Printer   Sensor   Reader   Printer   Sensor

REST API allows ANY application to connect to ANY supported device in a heterogeneous way regardless of location creating data models never before capable.

RDM is a basic function of Zatar for ALL supported devices. Abstracts lower level device interface to the cloud.

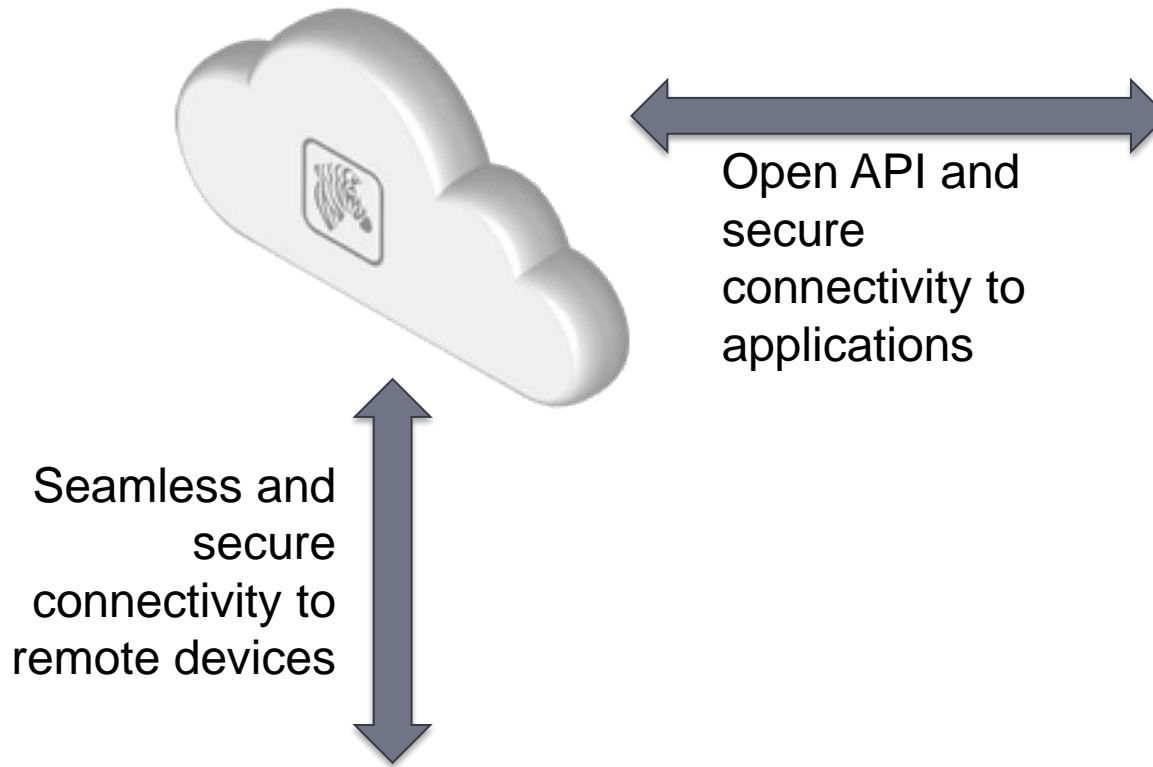**ZEBRA** TECHNOLOGIES

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ZATAR

- Cloud based, software as a service IoT Platform
  - … that happens to manage Zebra printers

- Connect. Control. Create. Collaborate.

WHAT ZATAR DOES

Applications

Open API and secure connectivity to applications

Seamless and secure connectivity to remote devices

Devices

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CONNECT

- Allows users to connect to a broad array of sensors and devices via the cloud

- Support for legacy and "new" devices

- Java libraries, C "recipes"

- Enterprise-level security, via CoAP, HTTPs, certified SSL connections

- Enterprise-grade reliability - Amazon Web Services

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CONTROL

- World's first user-centered IoT platform interface

- Intuitive design powerful enough for enterprise applications

- Connect and control your devices in minutes, without any programming or code writing

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AVATAR - GIVE YOUR DEVICES A HOME PAGE
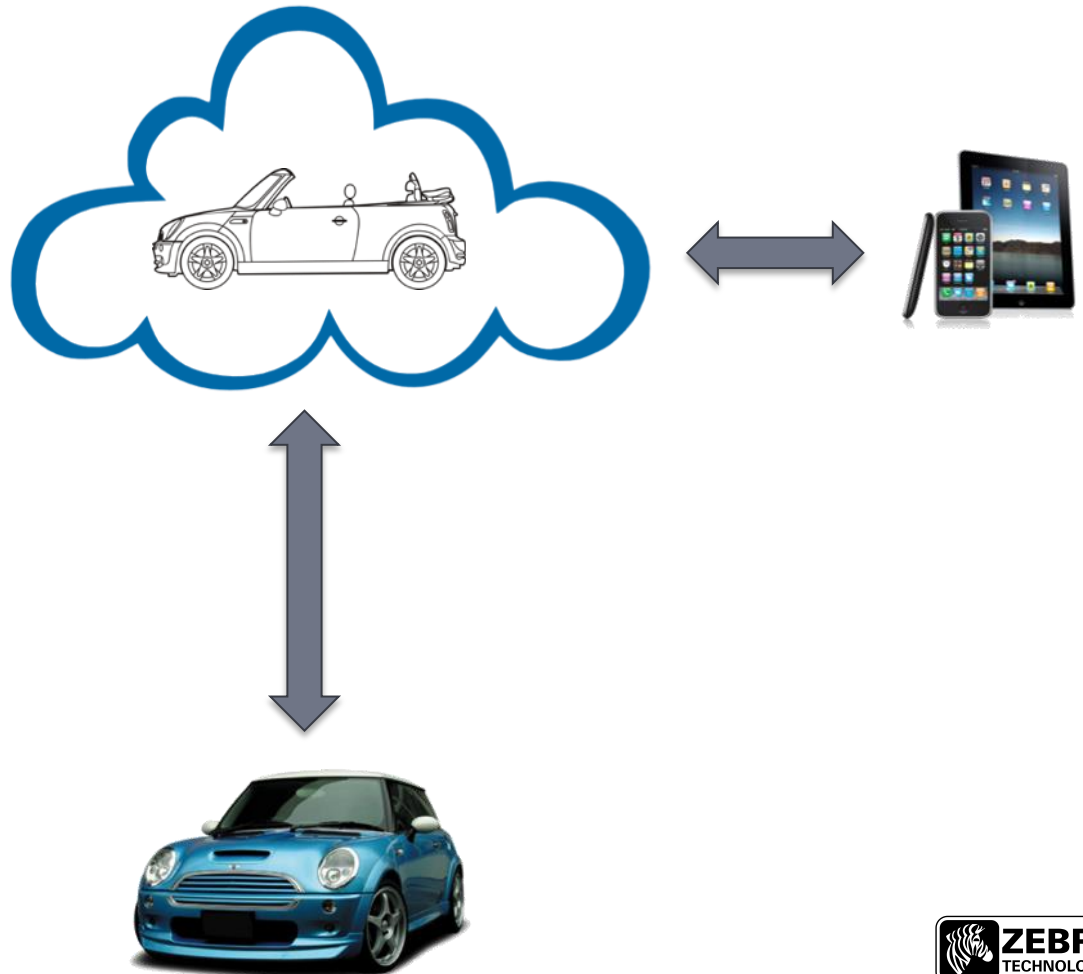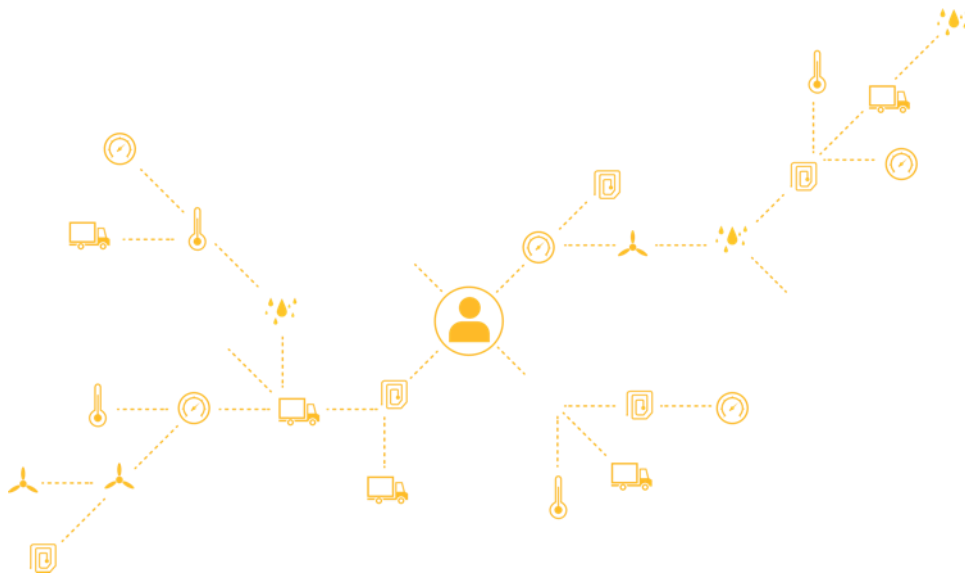
DEVICE AVATARS

- A virtual copy of real device

- Are the simple way to manage and use devices

- Allow a consistent interface for many applications to interface with many devices

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CREATE

Smart Home & Smart Consumer
Transportation & Mobility
Health & Body
Buildings & Infrastructure
Cities & Industry

- Makes it easy to create new applications or extend existing ones

- Create new applications using your preferred programming language

- Extend your systems through to allow any application to connect to any device

- Built to prototype - to millions of devices

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COLLABORATE
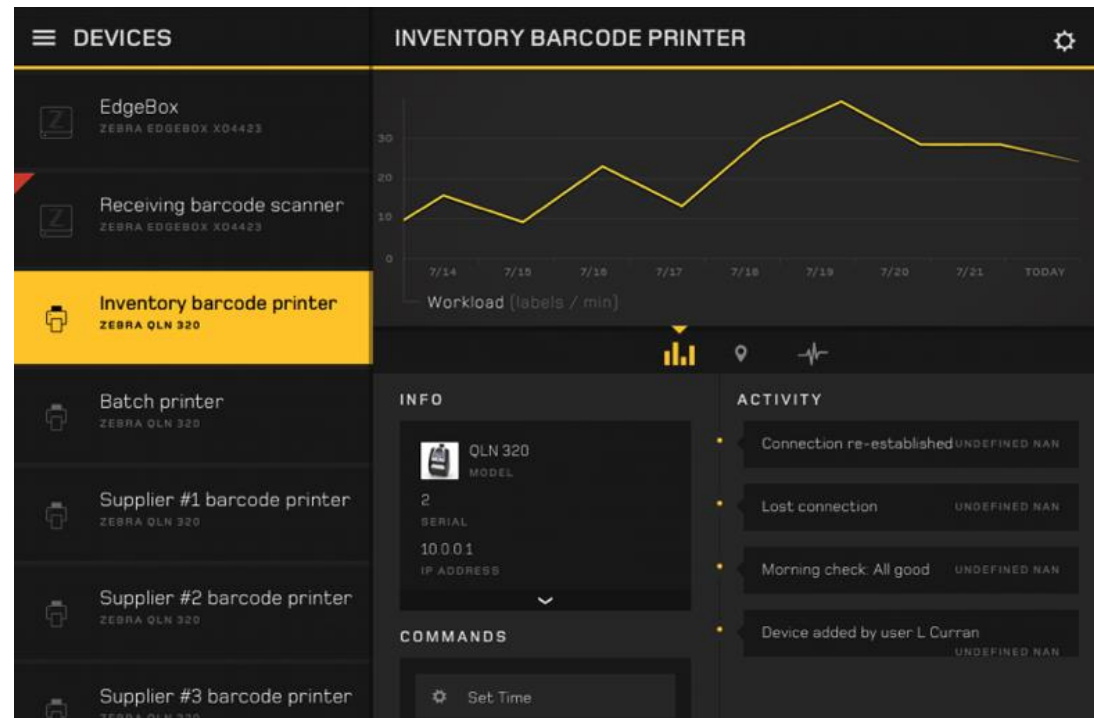
DEVICES
_____

Private

Shared

Public

- Share access to your devices

- Easily share device data with any application

- Across your organization, with your business partners and your customers

- Make devices public or private

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USE CASES

- Vendor managed inventory
- RFID
- Smart shelves
- Cold chain/chill chain
- Remote printer management
- Shipping and receiving in DCs
- Shock and vibration monitoring
- Environmental condition monitoring
- Remote tank monitoring
- iBeacon - location
- Digital signage

ZEBRA TECHNOLOGIES

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WHAT DOES THIS MEAN FOR PRINTERS?

- Device Avatar - a web page for every device

- Manage devices remotely with one click commands

- Access to real-time data

- Manage device permissions

SEE MORE. DO MORE.

WHAT DOES THIS MEAN FOR PRINTERS?
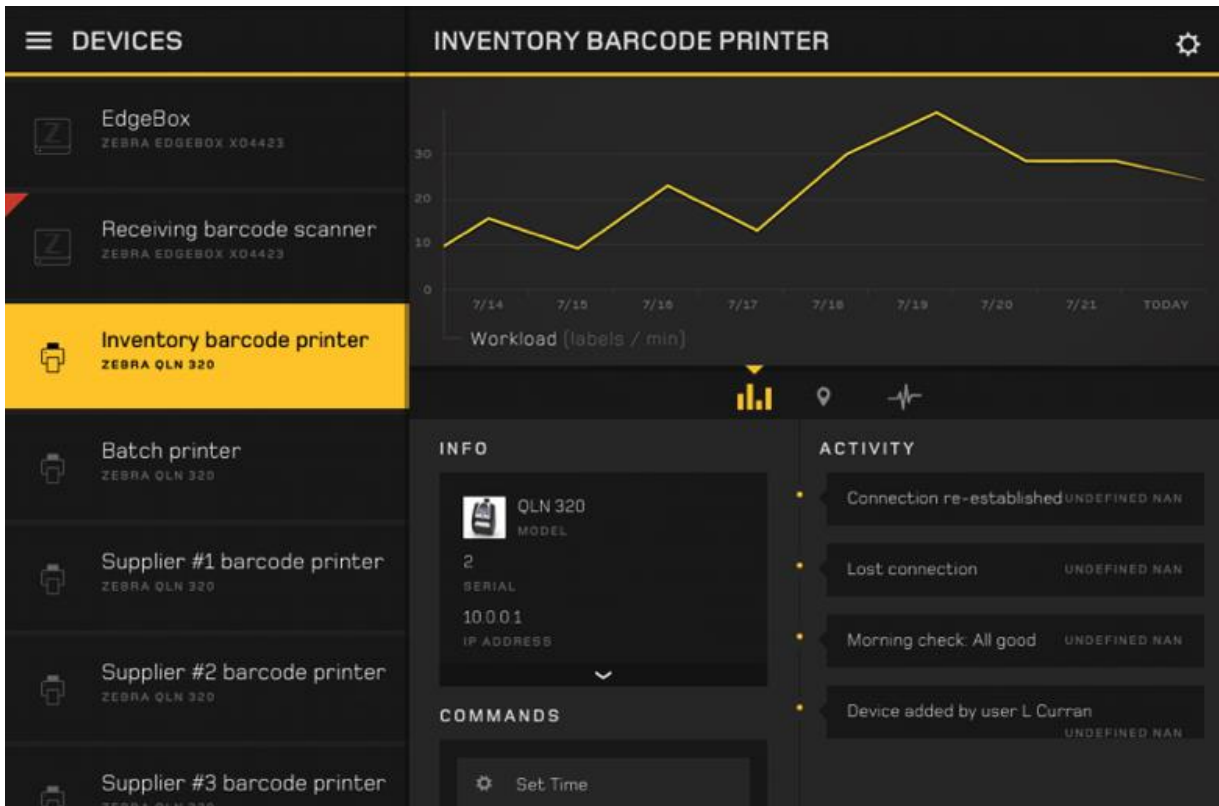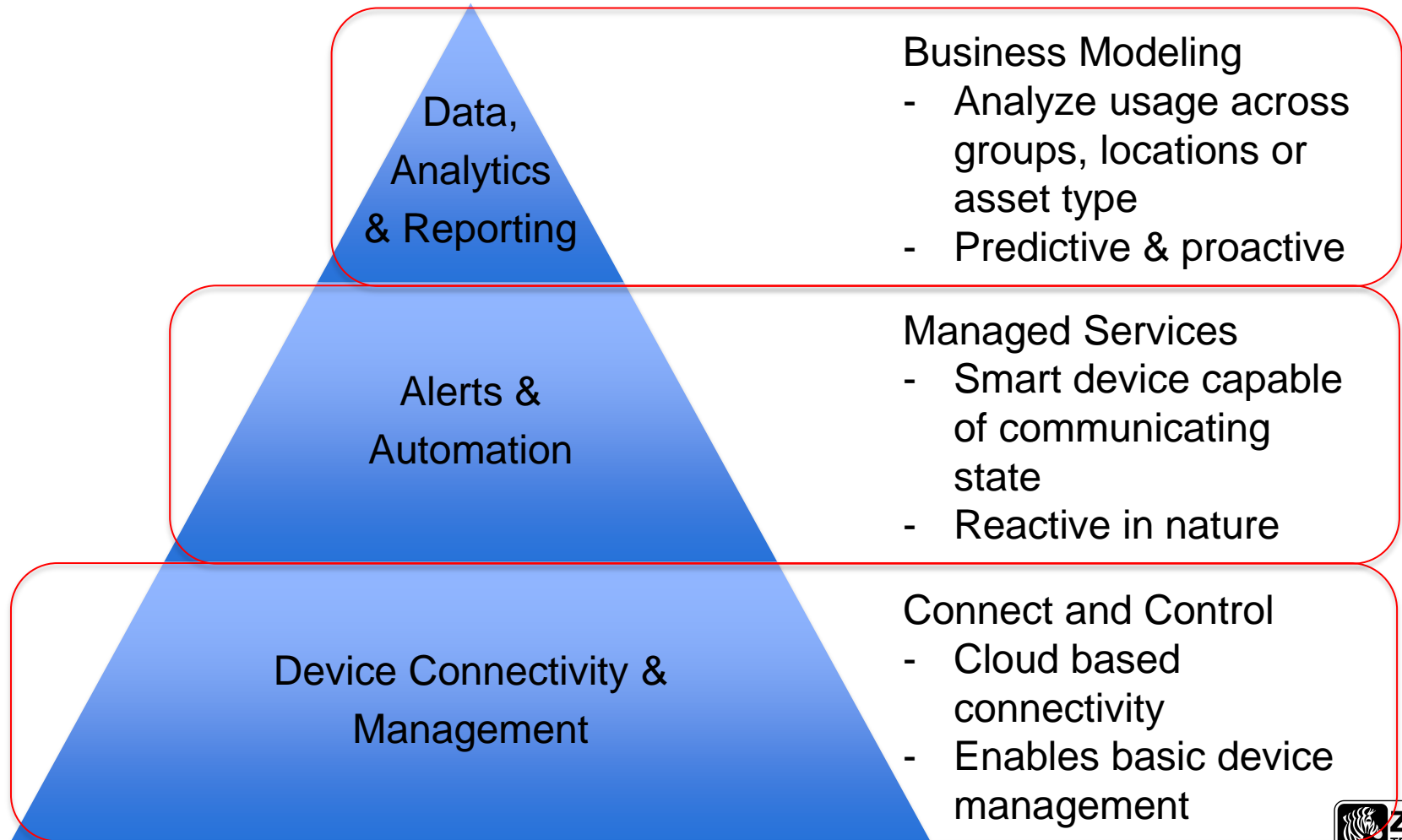

- Support devices across multiple locations
- Focuses on most highly used settings
- Manage devices through static or dynamic groups
- Device view filtering
- Edit device settings
- Create/Edit profiles
- Update firmware
- Manage resources
- Send to one - send to many
- Quick Actions (reset/calibrate/reboot)
- Wi-Fi/Ethernet/cellular connectivity
- Uses standard web browser

ENABLING APPLICATIONS & OFFERINGS

Data, Analytics & Reporting

Business Modeling
- Analyze usage across groups, locations or asset type
- Predictive & proactive

Alerts & Automation

Managed Services
- Smart device capable of communicating state
- Reactive in nature

Device Connectivity & Management

Connect and Control
- Cloud based connectivity
- Enables basic device management

ZEBRA TECHNOLOGIES

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VALUE

Support beyond printers - data collection through

Device to app connectivity through a common API

100% cloud based - manage any device from anywhere

Both Link-OS and Legacy printer support with commonly used settings

ZATAR.

Software as a Service pricing model

SHARE DATA. TAKE ACTION

www.zatar.com

SMART, FLEXIBLE AND SCALABLE PRINTERS

ZEBRA TECHNOLOGIES

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IOT CHALLENGE

- Need printers that can:
  - Interact with other devices
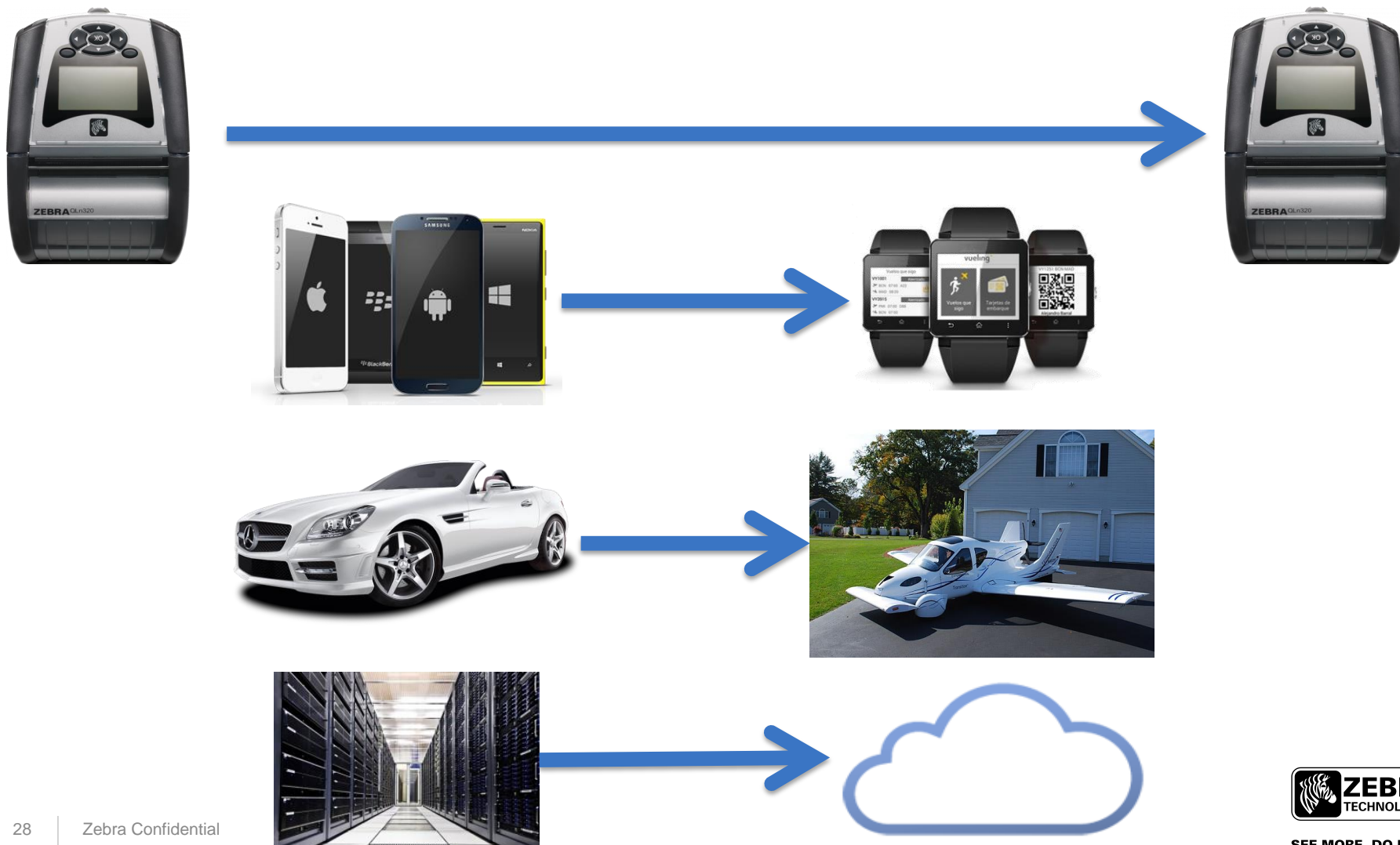 - Scale with technology and the business environment
  - Support Cloud implementations
  - Leverage technology, such as NFC

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DEVICE LIFE CYCLE CHALLENGE

LINK-OS

Connects to anything

Manages from anywhere   **Scales to fit your needs**

Apps

VARS   Alliances

Cloud or on-Premise

ISVs   IHVs

Services   Supplies

Smart Devices
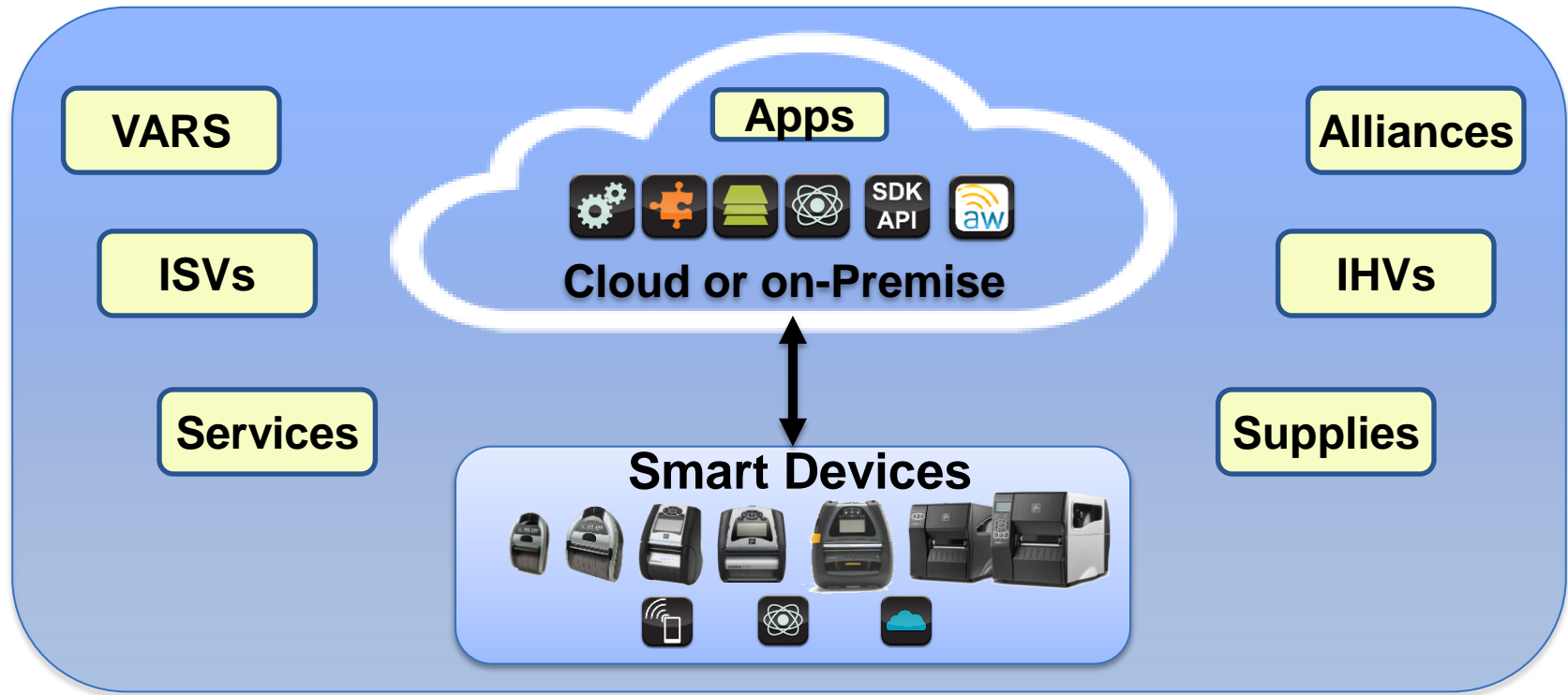
PRINT TOUCH

- Easy Pairing
- App Launching
- Tag Unlock
- Software Dev Kit
- Source Code
- Documentation

Print Touch

SEE MORE. DO MORE.

PRINT TOUCH VALUE PROPOSITION

Customizable experience

Easiest Bluetooth pairing

Help is just a touch away

Link printer with just a tap

Print Touch

First thermal printer with NFC tag

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CLOUD CONNECT

Cloud-based App

Cloud Connect

- Secure WebLink
- Flexible Data collection
- Firewall friendly
- Easy for IT to use
- Simple set up

1234567890

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CHALLENGES

Security is a must, not a choice

Cloud Technology reduces costs

Need to reduce TCO on barcode solutions

Cloud Connect

Non-Cloud connected devices add cost

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TECHNOLOGIES

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SECURITY

- **Cloud Connect is:**

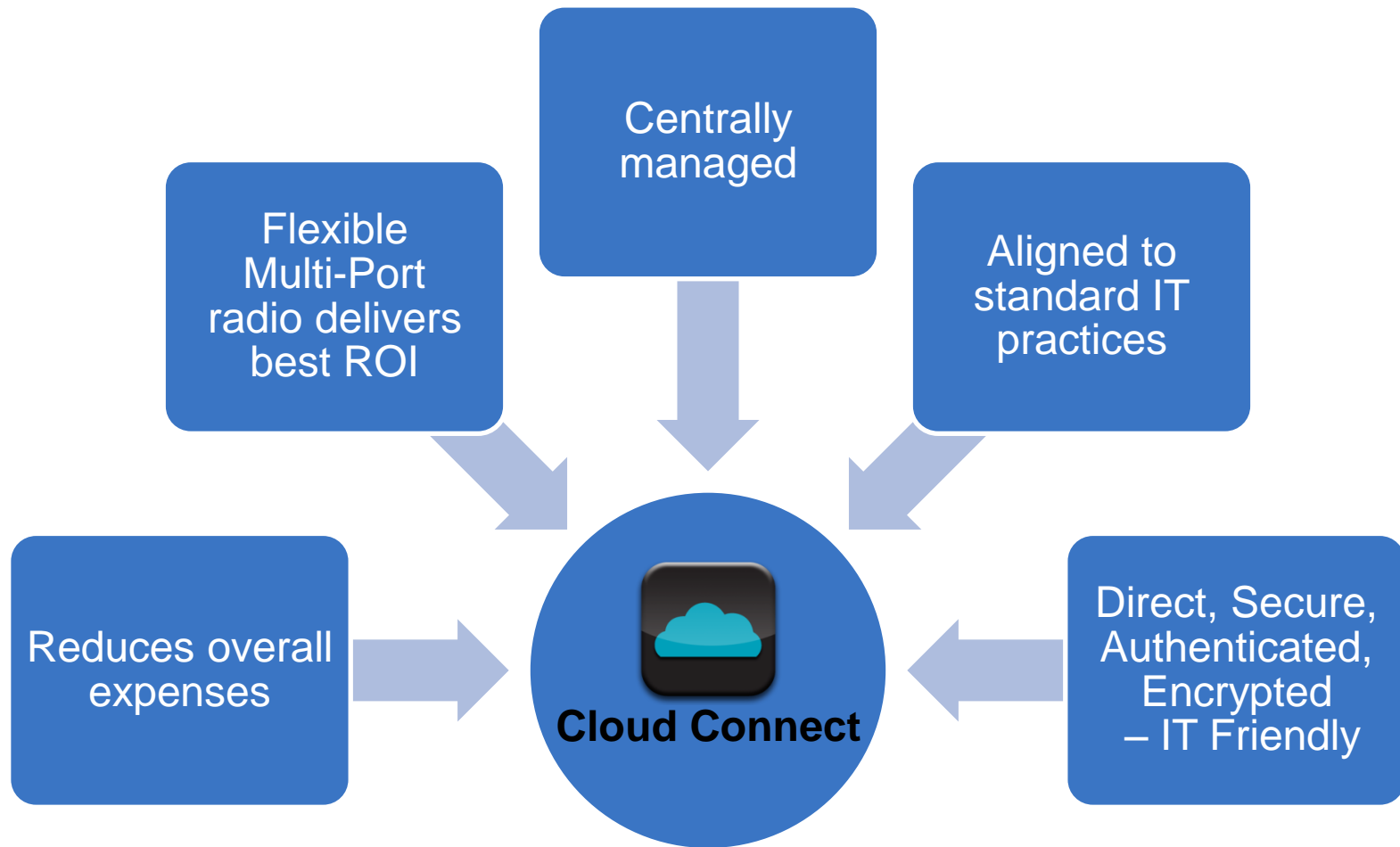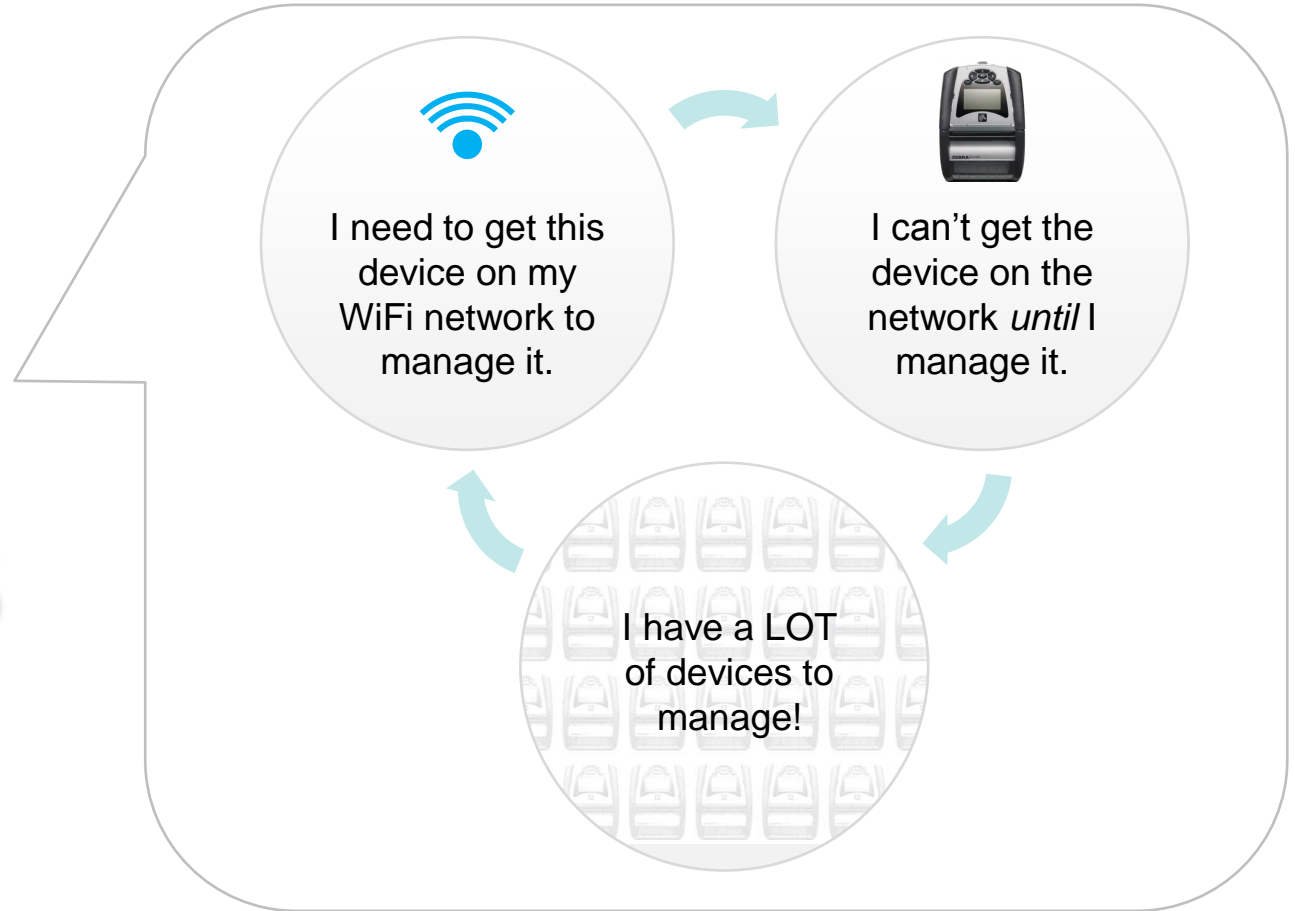 - Direct – passes through firewalls
  - Secure – uses a HTTPs & websocket connection
  - Encrypted – transports data via SSL
  - Authenticated – access controlled by CA signed certificate

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SEE MORE. DO MORE.

CLOUD CONNECT VALUE PROPOSITION

Flexible Multi-Port radio delivers best ROI

Centrally managed

Aligned to standard IT practices

Reduces overall expenses

Cloud Connect

Direct, Secure, Authenticated, Encrypted – IT Friendly

THE CHICKEN & EGG PROBLEM

I need to get this device on my WiFi network to manage it.

I can't get the device on the network *until* I manage it.

I have a LOT of devices to manage!

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PRINTER MANAGEMENT TODAY

Send person to **each printer** ➡ Or have printers **sent in** ➡ Purchase and **install** an app ➡ Or write an app

Learn command language ⬅ Figure out how to **find devices** ⬅ **Install** client on each device ⬅ Get **IT** to approve your solution

Create command files ➡ **Convert** files as needed ➡ Figure out **how** to send files ➡ Find **when** it's ok to send files

Monitor devices for "events" ⬅ **Wrangle large scale** installs ⬅ Deal with **regular updates** ⬅ Keep "golden files" **safe**

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WHAT IF YOU COULD?

| MANAGE FROM ANY DEVICE | EASILY DISCOVER PRINTERS | FIND, FIX & RESOLVE ISSUES | VISUALLY CHECK PRINTER STATUS |

ZEBRA TECHNOLOGIES

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PROFILE MANAGER

Manage your printers from anywhere, anytime, via a browser

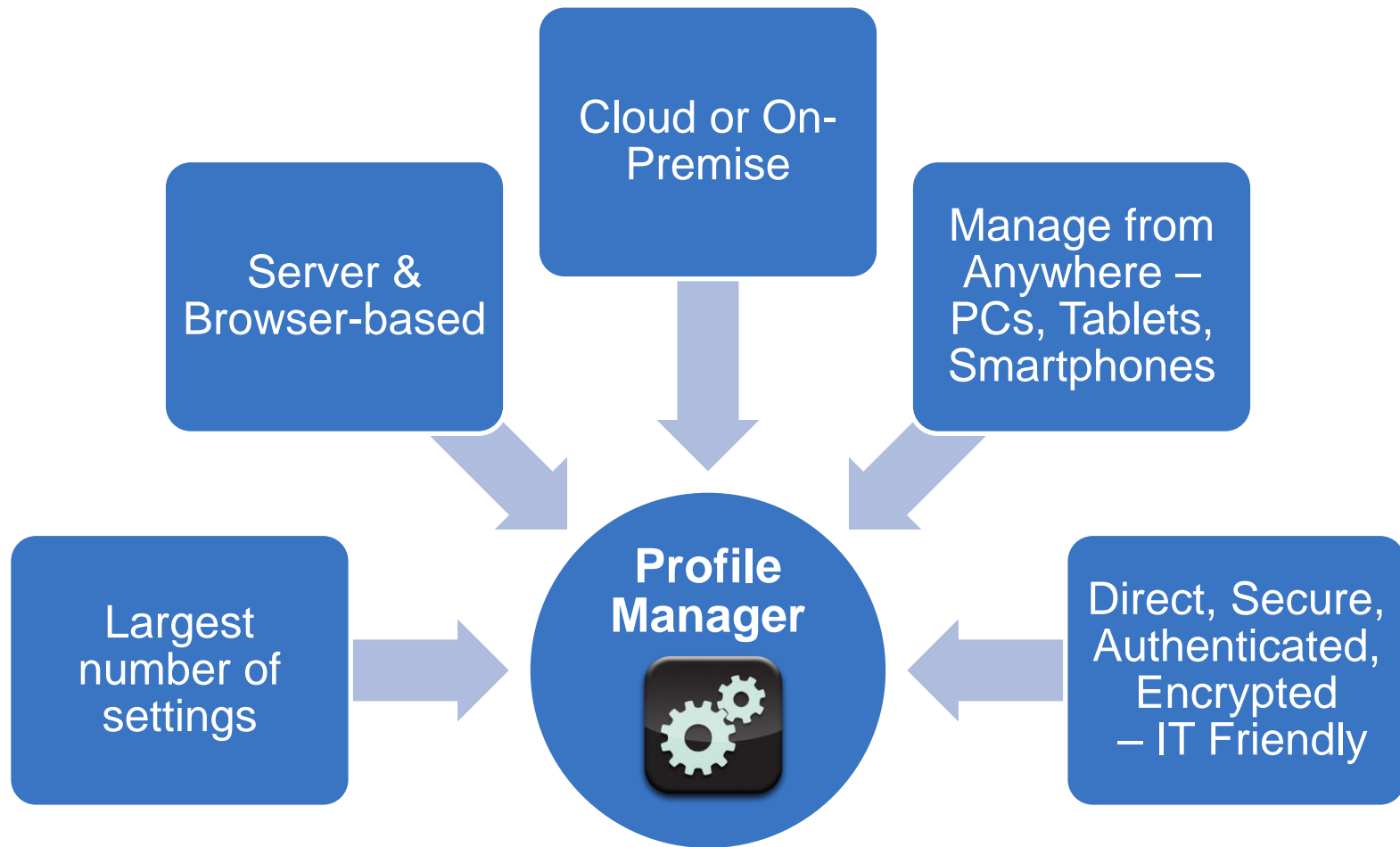**Manage printers individually**

Manage printers as a group

Discovery allows you to easily find and manage any Zebra Link-OS Device on your network
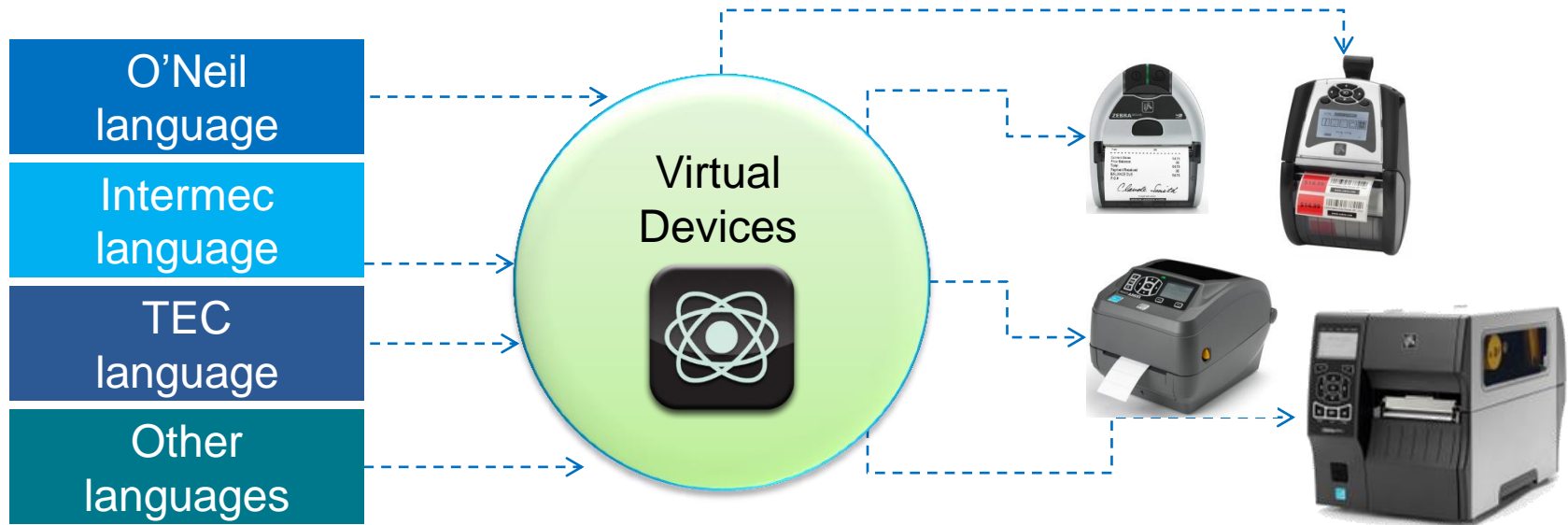
ZEBRA TECHNOLOGIES

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PROFILE MANAGER VALUE PROPOSITION

Cloud or On-Premise

Server & Browser-based

Manage from Anywhere – PCs, Tablets, Smartphones

Profile Manager

Largest number of settings

Direct, Secure, Authenticated, Encrypted – IT Friendly

ZEBRA TECHNOLOGIES

SEE MORE. DO MORE.

INTEGRATE ZEBRA PRINTERS USING LEGACY LANGUAGES

O'Neil language

Intermec language

TEC language

Other languages

Virtual Devices

- Powerful on-printer simulations
- Allows the ability to switch between printer/command languages
- Multiple apps can exist on printers simultaneously

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VALUE
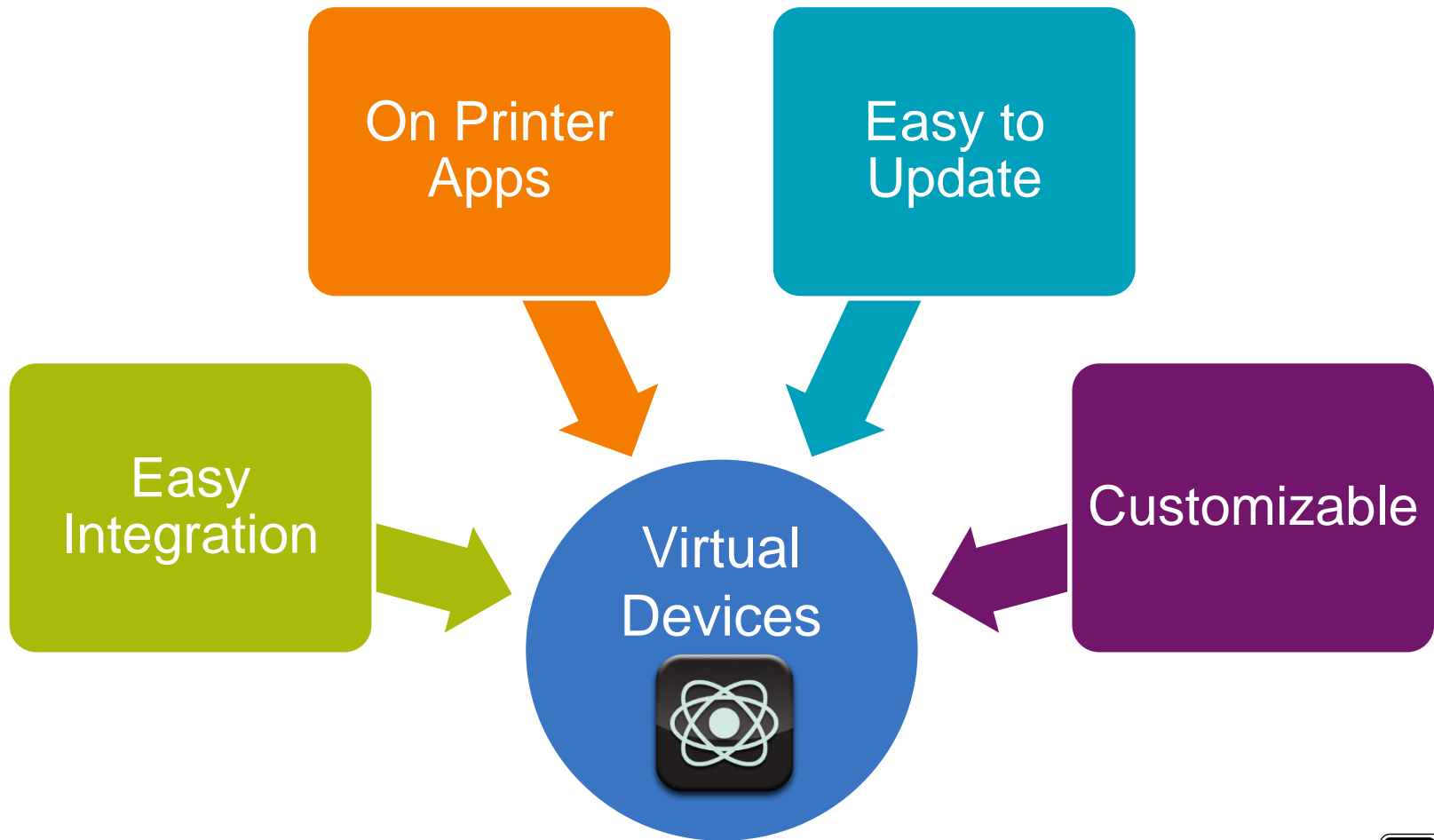
LINK-OS: SMART. FLEXIBLE. SCALABLE.

Smart Devices

Link-OS printers are devices that are intelligent, connected & flexible

ZT400 Series · ZT200 Series · ZD500R · QLn Series · iMZ Series

Additional models being added on regular cadence

Powerful Apps - based on great tools & services

Profile Manager · Virtual Devices · Cloud Connect · Print Touch · Developer Tools · Services Team

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ENABLING VISIBILITY THROUGH DIGITAL VOICE
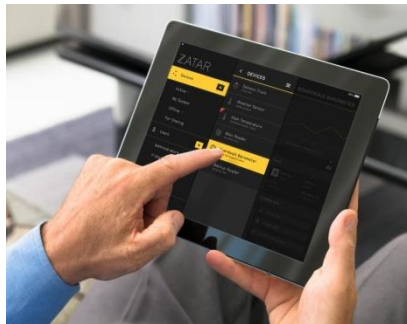
Assets that Talk

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