



Zebra Technologies

American Barcode Solution Expo

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Channel Account Manager, Zebra

The right asset. In the right place. At the right time.



Zebra improves customers' business performance through products and solutions that
identify, track and manage
assets, transactions and people.

**The right asset.
In the right place.
At the right time.**

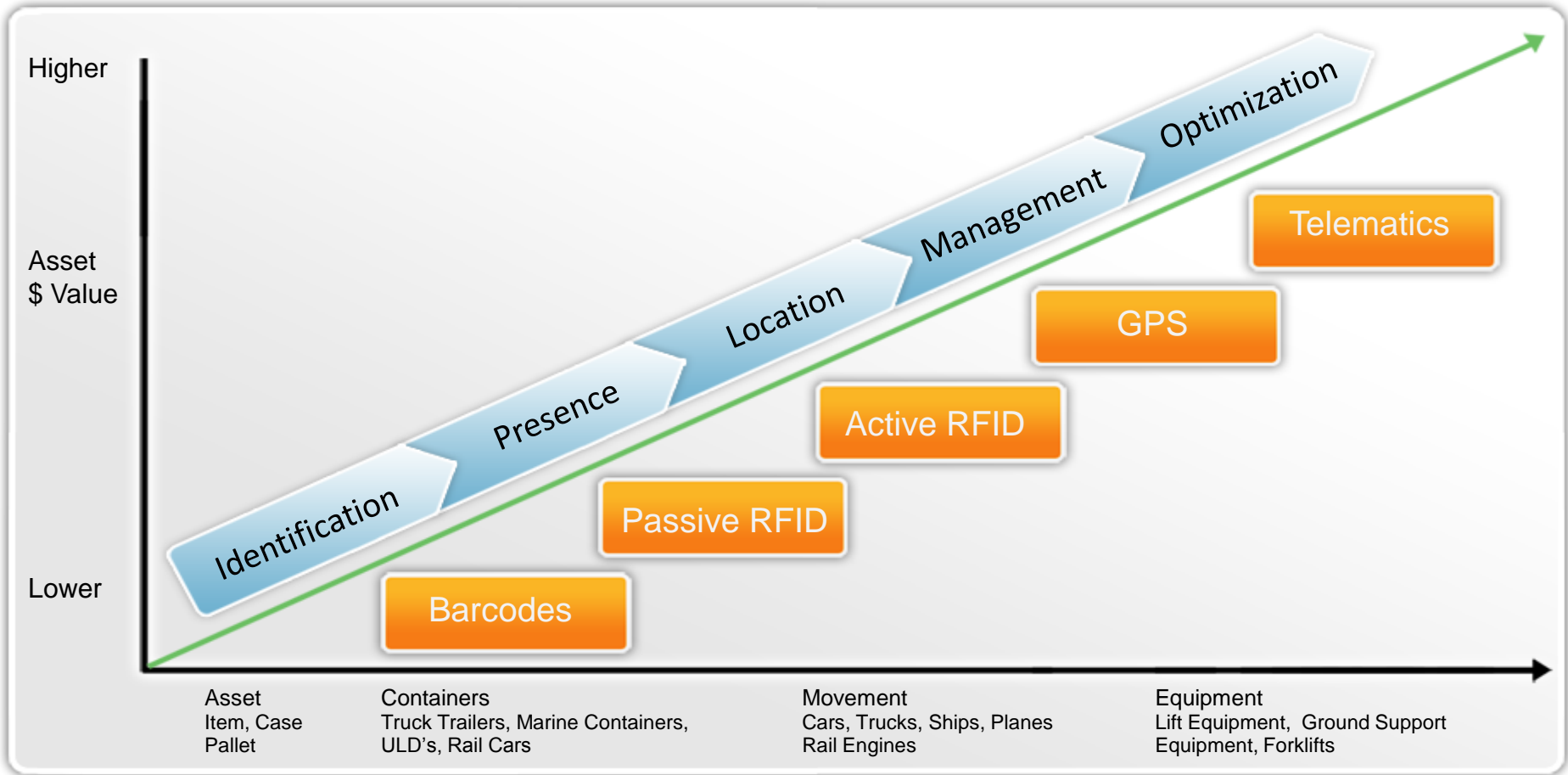
Value Proposition



Zebra solutions help customers to **increase output** while **decreasing the cost** of doing business



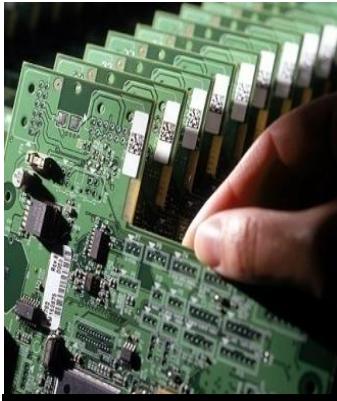
Technology Breadth to Serve Customer Needs



Market Applications



Retail



Manufacturing



Mobile Workforce



Maritime



Secure IDs



Healthcare



Government



Transport / Logistics



Aviation



Self-Service

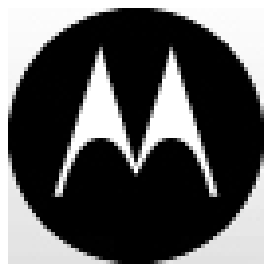
Broad End User Base

Customers include:

90% of Fortune 500



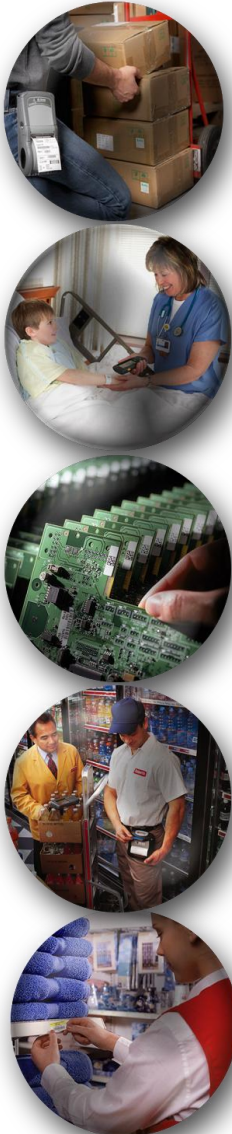
Key Alliances



Motorola



Applications for Every Business



■ Inventory tracking

- Product ID / serial #s
- Compliance labeling
- Document / fixed asset tracking

■ Shipping/receiving

- Order picking / packing

■ Healthcare

- Patient ID
- Test tube/specimen labels
- Asset tracking
- Unit-of-use labeling

■ Secure IDs

- Drivers licenses
- Staff & visitor ID badges

■ Retail

- Point of sale
- Shelf price labeling
- Gift Cards
- Self-Serve kiosk printing

■ Manufacturing

- Work-in-process

■ Field Workforce

- Receipt printing
- Issuing tickets

And many more...

Specialty Printing Solutions



High Performance Printers



Mid-Range Printers



Desktop Printers



Patient ID Printer



Performance Class Card Printers



Security Card Printers



Mobile Printers



Kiosk Printers



Specialty Supplies



RFID Printer/Encoders



Value Class Card Printers



Retransfer Card Printers



Print and Apply Engines



Printer Management Software



Label Design Software



Networking Products



ID Solutions



Card Printer Supplies

The Kiosk Market

- **21.4% CAGR Anticipated Kiosk Growth for 2007-2012** – per VDC 2008 Kiosk Study
- **Kiosks are deployed across all Verticals**



Source: Summit Research Associates, Inc., 2008

Zebra Kiosk Printer Success

- **The Zebra Kiosk product line grew by 97% in 2008 over 2007**
- **Key Successes**
 - CVS – loyalty coupons and price checking
 - WalMart – Out of stock kiosks, loyalty coupons and gift registry
 - Kaiser Permanente – Patient check in
 - FedEx – Human resource kiosks



Applications in Retail



- **Price Checking**
- **Loyalty Coupons**
- **Bill Pay**
- **Recipes**
- **Wine Selection**
- **Quick Serve Deli**
- **Aisle Locators**
- **Product Information**
- **And Many More...**



Kiosk deployment at Harris Teeter for recipes, deli ordering, wine selector, store map

Kiosk Integrator – Olea

ISV – St Clair Interactive

Applications in Hospitality

- **Hotel Check In / Check Out**
- **Airline Check In**
- **Virtual Concierge**
- **Quick Serve Restaurants**
- **Wayfinding / Maps**
- **Event Tickets**
- **Product Information**
- **Patient Check In**
- **Human Resources**



Zebra Kiosk Printers



TTP20x0

2" – 3.25" Receipt
and Label Stock

- Coupons
- Receipts
- Bill Pay
- Vouchers



TTP7030

4" Receipt and
Label Stock

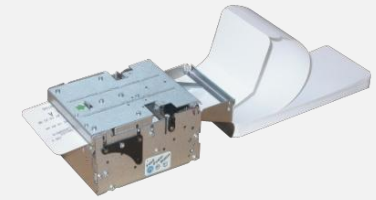
- Recipes
- Product Info
- Gift Registry



TTP8200

Letter Width
Receipt Stock

- Gift registry
- Patient Check-In
- Human Resource



TTP2100

2" – 3.25" Ticket
and Label Stock

- Airline Tickets
- Bagtags
- Event Tickets
- Parking

The Kiosk Print Station

An Accessory to Integrate Kiosk Components

Key Features

- Low Cost
- Easy to deploy and service
- Rugged enclosure & Zebra's reliable TTP2000 Kiosk printer
- Software is readily available thru our Kiosk ISVs



Applications



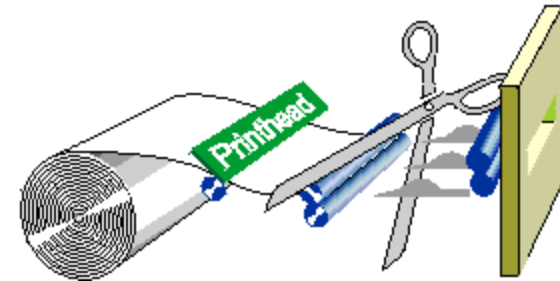
- Price Checking
- Loyalty Coupons
- Bill Pay
- Recipes
- Quick Serve Deli
- Aisle Locators
- Product Information
- Patient Check In
- And Many More...



Why Choose Zebra Kiosk Printers

■ Reliability

- Patented “looping presenter”
- Retract
- Pull Detector
- Guillotine Cutter



■ Ease of Integration

- Versatile mounting configurations
- Small footprint
- Auto-loading

■ Low Maintenance Costs

- Multiple sensors for checking printer status
- Support up to 10 inch diameter roll of paper
- Typical MTBF of 160,000 printouts

Card Printer Markets – Examples

Personal ID



- Security
- Driver Licensing
- Education

Club Membership



- Parks & Recreation
- Country Clubs
- Fitness Clubs

Hospitality



- Hotels/Resorts
- Ski Resorts
- Cruise Lines
- Amusement Parks

Customer Loyalty



- Retail Stores
- Restaurants



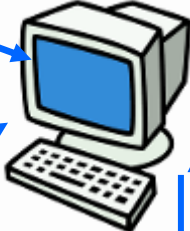
Card Printing System



A **digital camera** to photograph the subject

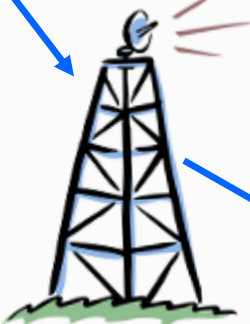


A **computer** to drive the



Software to send the ID card image to the Printer, **AND ...**

Upload the data to the central database



Software to display the **subject photo** and assemble the **ID card image**



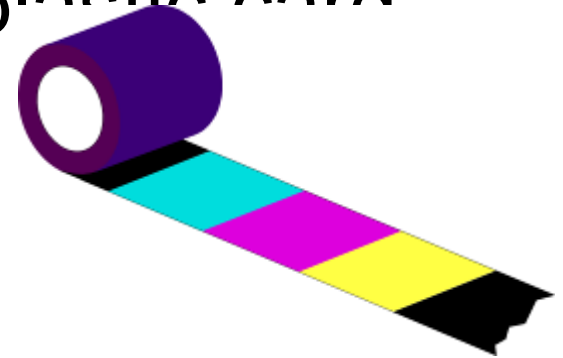
The P330i Printer is part of a system. Here are the other components



Direct to Card Printing - How It Works



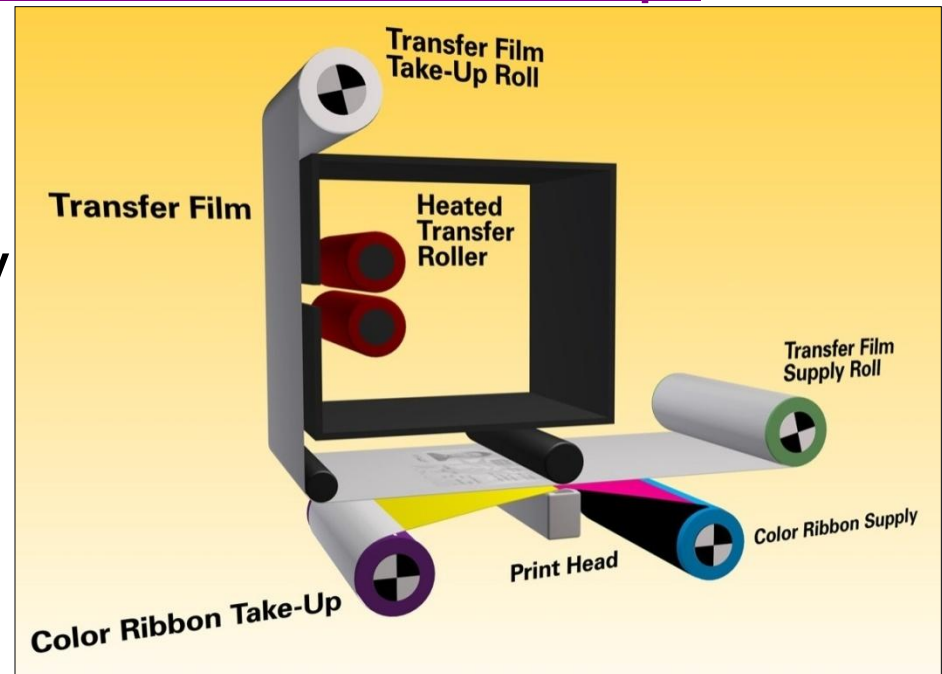
- Dye from ribbon is applied to plastic card (multi-pass operation)
 - Yellow panel
 - Magenta panel
 - Cyan panel
 - K panel (black)
 - O Panel (overlay varnish)
- Full color printing uses a “dye-sublimation” printing process
 - Dye sublimation is a process in which the ribbon heats up and undergoes a chemical change that turns the ink into a gaseous state which then permeates to the plastic card.
 - Multi panel ribbons *



Zebra's Dual-sided Transfer Process



- Innovative patent-pending simultaneous dual-sided image transfer process.
- View the virtual tour with animation at http://www.zebracard.com/virtual_tour/zxp/
- Results in drastically reduced print time.
- Increases productivity and ROI.
- Creates competitive advantage for Zebra.



Cards



- CR-80 ISO Cards
- 10 mil / 30 mil
- PVC & PVC Composit
- Teslin
- Magnetic Stripe
- Smart Cards
- Contact Cards
- Contactless Cards
- Proximity Cards



Typical Magnetic Stripe Card



APPLICATIONS	USAGE
Access Control	Daily
Retail Customer Loyalty Cards	Weekly
Membership Cards	Weekly / Monthly
Time and Attendance	Daily
Debit/Credit	Weekly / Monthly
Drivers License	Occasional*

Types of Card Printers



- Single sided vs. Dual Sided
- Monochrome vs. Full Color
- Retransfer vs. Dye Sublimation
- Zebra's Value Line
 - Low Volume (less than 500 cards/month)
- Zebra's Performance Line
 - High Volume (print thousands of cards/month)
- Zebra's Security/Lamination Line
 - High Volume (print thousands of cards/month)
 - Longer Card Life (4-7 years)
 - More Security features

How To Determine Type of Printer Required



- What is the application?

Printer:





- Do you need to print on both sides of the card?
- Do you want to print Color or Monochrome cards?
- What environment will the cards be used?
- Do you need to encode magnetic stripes or smart card chips?
- Do the printers need to be networked?
- How many cards will you need to print per year?

Cards:

- Will you need to print on proximity cards?
- Will you be using secure media? (hologram/lamination)
- How long do you need your cards to last (card life)?



Card Printer Models – Value Line

	<i>Model</i>	<i>Description</i>	<i>Applications</i>	<i>Markets</i>
	P100/ \$1795	Single-sided Single Card Feed Full Color 35 seconds/card	Full color text and graphics Photo images 2-3 year card life	<ul style="list-style-type: none">• Access Control• Bank Card• Gift Cards• Loyalty Cards• Membership Cards• Staff ID• Student ID
	P110/ \$1995	Single-sided Full Color 30 seconds/card	Full color text and graphics Photo images 2-3 year card life	<ul style="list-style-type: none">• Corporate ID• Student ID• Gift Cards• Club Membership• Retail Loyalty
	P110_m \$1795	Single-sided Monochrome 7.2 seconds/card	Monochrome text and graphics Photo images 2-3 year card life	<ul style="list-style-type: none">• Access Control• Gift Cards• Loyalty Cards• Membership Cards• Staff ID• Student ID
	P120/ \$2895	Dual-sided Full Color 40 seconds/card	Full color text and graphics Photo images 2-3 year card life	<ul style="list-style-type: none">• Corporate ID• Student ID• Gift Cards• Club Membership• Retail Loyalty



Card Printer Models – Performance Line





<i>Model</i>	<i>Description</i>	<i>Applications</i>	<i>Markets</i>
P330/ \$2895	Single-sided Full color 144 cards/hour	Full color text and graphics Photo images 2-3 year card life	<ul style="list-style-type: none">• Proximity Cards• Employee Badges• Time & Attendance• Student ID• Smart Cards
P430/ \$3895	Dual-sided Full color 102 cards/hour Metal enclosure LCD Control Panel	Full color text and graphics Photo images 2-3 year card life	<ul style="list-style-type: none">• Employee Badges• Time & Attendance• Student ID• Season Passes• Emergency Info



Card Printer Models – Security Line



<i>Model</i>	<i>Description</i>	<i>Applications</i>	<i>Markets</i>
 P630/ \$6995	Dual-sided printer Full color Single-sided Linerless Laminate 120 cards/hour	Single-sided laminated cards Full color text and graphics Photo images 4-7 year card life	<ul style="list-style-type: none">• Secure Facility Access Control• Government ID• Law Enforcement
 P640/ \$7995	Dual-sided Full color Dual-sided Linerless Laminate 120 cards/hour	Dual-sided laminated cards Full color text and graphics Photo images 4-7 year card life	<ul style="list-style-type: none">• Secure Facility Access Control• Government ID• Law Enforcement



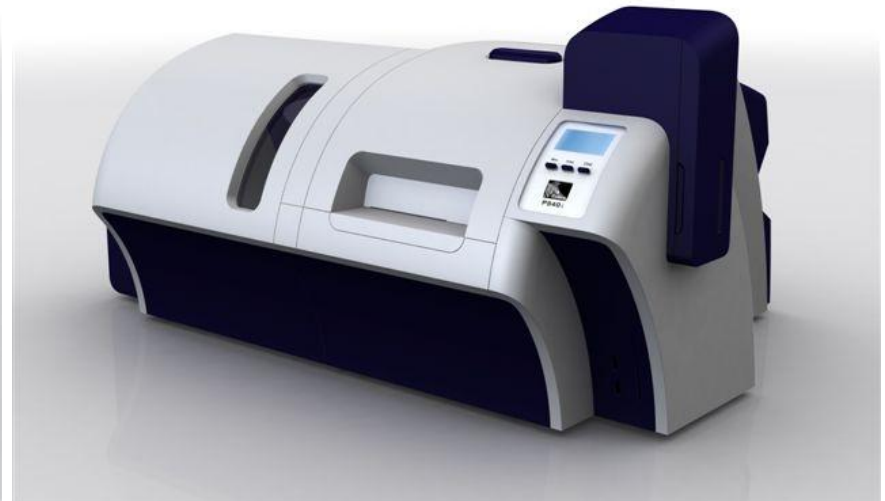
ZXP Series 8



- Unique Zebra retransfer architecture for quality and simplicity
- Best image quality – employs Zebra photo printing technology
- Dramatically superior speed
- Full range of encoding, connectivity, and software options



Standard



Laminating



ZXP Series 8



- Key Features

- Retransfer technology uses an intermediate or “transfer” film
- Single- and dual-sided printing
- Full-color and monochrome
- Photo-quality images
- Fast print speeds
 - Single-sided 190 cph
 - Dual-sided 170 cph



Zebra Card Promotions



- TradeTrade-In Program (Jan 1 – Dec

Model Purchased	Rebate when trading in a Zebra or Eltron Card Printer	Rebate when trading in a Competitor Card Printer
P100i, P110m, P110i	\$50	\$75
P120i	\$100	\$150
P330m, P330i	\$150	\$200
P420i, P430i	\$200	\$300

Summary



We have solutions that help businesses

*Reduce operational costs; increase visibility; run BETTER, smarter, their
t and inventory; ensure accuracy, improve time-to-
security and more efficiently. left; intelligently
route vehicles; streamline | more efficiently. mer service;
efficient passage through customs; improve customer access; proactive
equipment service; economical asset management in facilities.*

**Let's talk about your business goals
and how we can help.**