



ZebraLink™

The Business Benefits of ZebraLink Solutions



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

What are ZebraLink solutions?



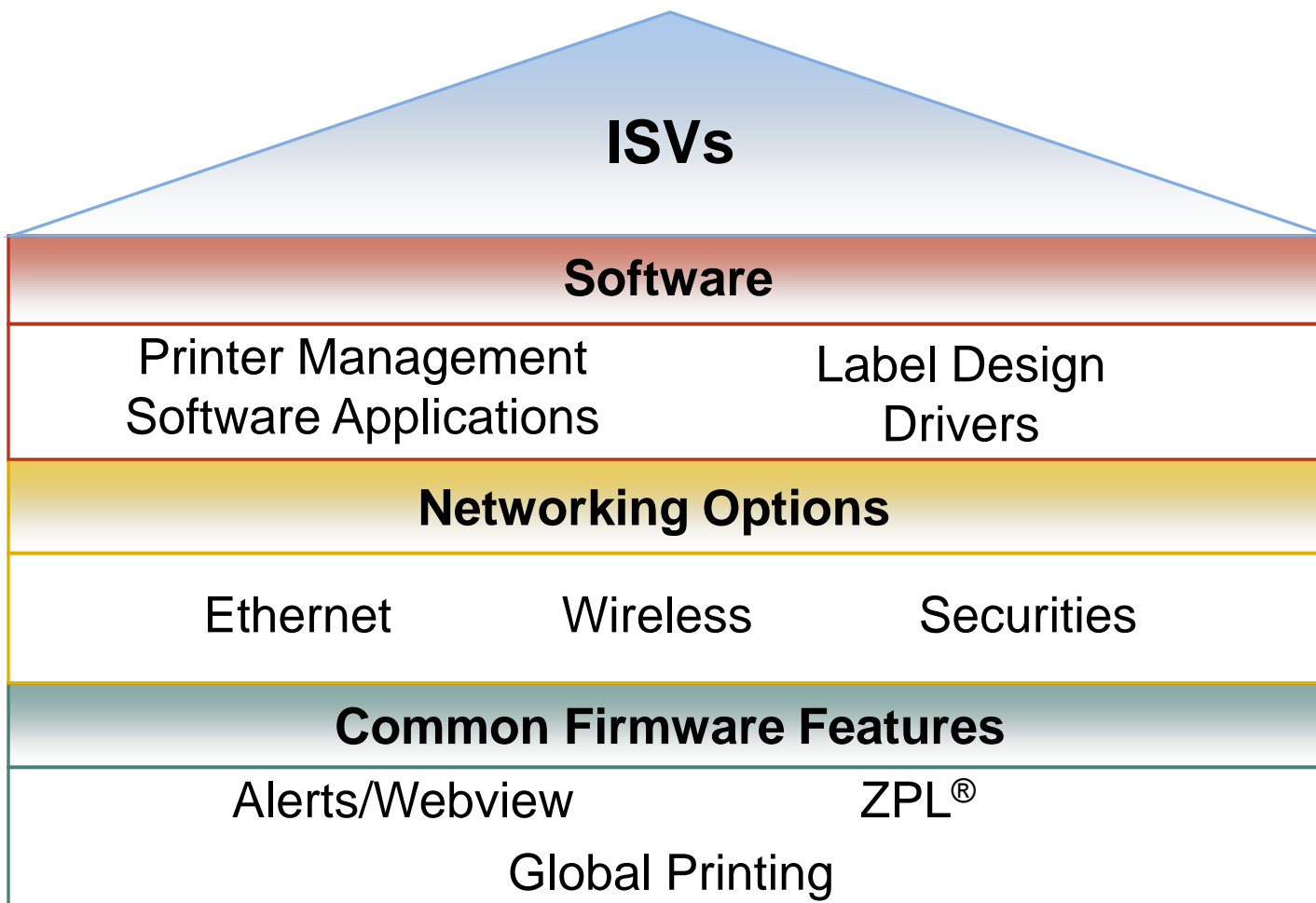
...a common set of technologies and products, software and hardware designed to unlock the potential of your Zebra printers

ZebraLink solutions

Business benefits



- Easier to integrate
- Easier to use
- Lower cost of ownership
- Easier to sell... Zebra printers





Business background



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

Decision making trends



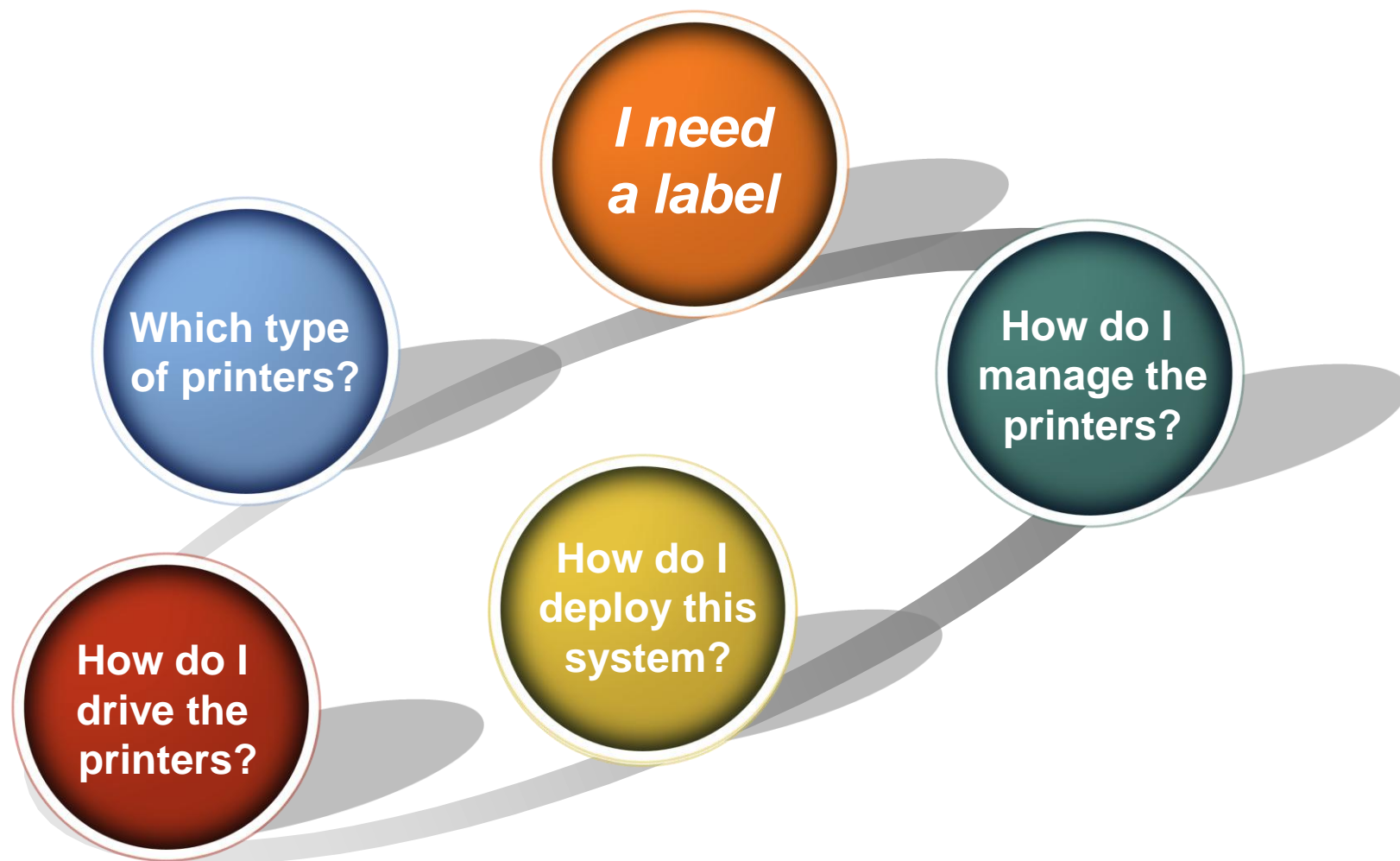
- IT organisations making technology decisions
- IT organisations have all the money
- Technology is part of the network
 - “Not a printer, but part of the network”
 - “Be a good network citizen”
- Technology across enterprise, geographic considerations

Decision making trends



- Enterprise printing globally, centralised IT support
 - Seamless printer management with Enterprise systems
- Customers do not want middleware
- Demand for standards-based connectivity Wireless, XML etc.

What does the customer want?



ZebraLink solutions deliver

- Firmware features to fit the need
- Design utilities to make it simple
- Deployment tools to roll it out
- Management apps to keep it on track

ZebraLink™



Firmware features

Printer command languages

- ZPL, EPL™, CPCL - dependable, widely supported
- XML - be part of the enterprise solution

Our firmware is always evolving, always

- Wireless securities
- New network management features
- Global printing for language support...

Language support that wins



Global printing

- Unicode compliant support
- Addresses many unresolved language issues
- Printing multiple languages on the same label
- Xi4™ series, 105SL™, ZM400™/ZM600™, S4M™ and PAX4™
- When we say languages, we mean...



Languages!



Supported languages

Albanian	Estonian	Italian	Serbian
Arabic	Farsi	Japanese	Slovak
Azerbaijani	Finnish	Kazakh	Slovene
Bulgarian	French	Malay	Spanish
Chinese (Traditional)	German	Moldavian	Swedish
Chinese (Simplified)	Greek	Korean	Tajik
Croatian	Hebrew	Norwegian	Thai
Czech	Hindi	Polish	Turkish
Danish	Hungarian	Portuguese	Ukrainian
Dutch	Icelandic	Romanian	Urdu
English	Indonesian	Russian	Vietnamese

Design and drive...



- Software that assists the printer sale
- User friendly interfaces
- The “most needed” features
- Current with new printer models
- Support for more internal fonts
- Meets operating systems needs

ZebraDesigner™ Pro
Label Design Application



Design and drive...

Options



- ZebraDesigner™ Pro
- ZebraDesigner for XML
- Label Vista
- Independent software vendors
- Windows printer drivers

ZebraDesigner™ Pro
Label Design Application



Deploy and manage...



- Customisable applications suited to different needs and capabilities
- View and connect to a single printer... or groups of printers
- Easily download firmware and files to printers
- Broadcast printer settings over the network
- High-end, mission-critical alert management
- Real-time control, real-time information



Deployment...

Options



- ZebraNet™ Bridge Enterprise
 - Lowers cost of operation, management, maintenance
- Label Vista
- Zebra connectivity choices
 - 10/100 Print server
 - Internal WirelessPlus print server
 - Mobile wireless



Management...

Options



- ZebraNet Bridge Enterprise
 - Zebra tabletop, desktop and mobile printers
- Label Vista
 - Zebra mobile printers
- ZebraDesigner
 - Printer configuration tools
- WaveLink Avalanche
 - Mobile printers, handhelds and scanners





Putting it all together...



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





Multi-national company

- Implementing new global distribution app
- Many compliance formats
- Customer-specific product labeling
- 10/100 and Wireless requirement
- Centralised IT organisation

Building solutions



Printer

Label Design

Connectivity

Management

**ZPL Printer with
Global Printing**

**ZebraDesigner
Pro
or ISV Partner**

**10/100 PS
and
Wireless PS**

**ZebraNet Bridge
Enterprise**





Financial Processing Center

- Desktop printers at every station
- 1000's of small labels printed every day
- Existing network
- Dependability is not negotiable

Building solutions



Printer

Drivers

Connectivity

Management

**EPL Desktop
Printer**

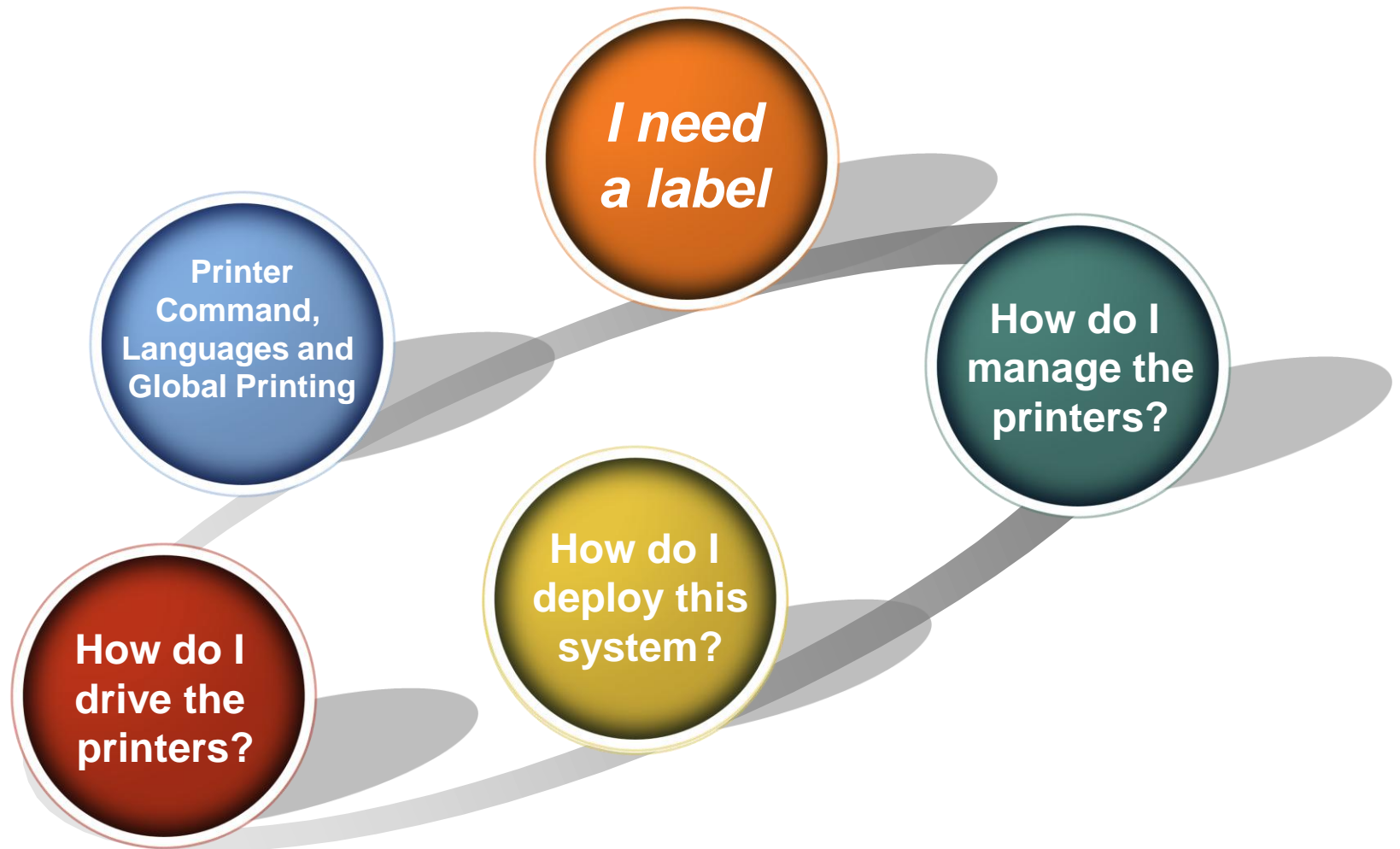
**Zebra Windows
Driver**

**10/100
Print Server**

**ZebraNet Bridge
Enterprise**



What does the customer want?



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Questions

