



Zebra Print DNA™

Your Printers' Built-in Advantage





Every Hardware Purchase is a Software Purchase in Disguise

Exceptional hardware is no longer enough

In today's reality, durable printers are essential, but it's the software inside that will keep them in action and off your to-do list. Zebra Print DNA's built-in suite of software capabilities is our way of making sure your Zebra printers work at their highest potential. It leverages everything we've learned about technology, users, and thousands of use cases to provide printer self-reliance.

With Zebra Print DNA, your Zebra printers work the way they're supposed to, so your team can simply print what they need, when they need it, year after year. You can stay a step ahead with remote management tools, heightened security, and ongoing updates that enable your printers to work at optimized performance over their entire lifecycle. You'll experience the peace of mind and hassle-free printing your business demands, even as your business needs change.

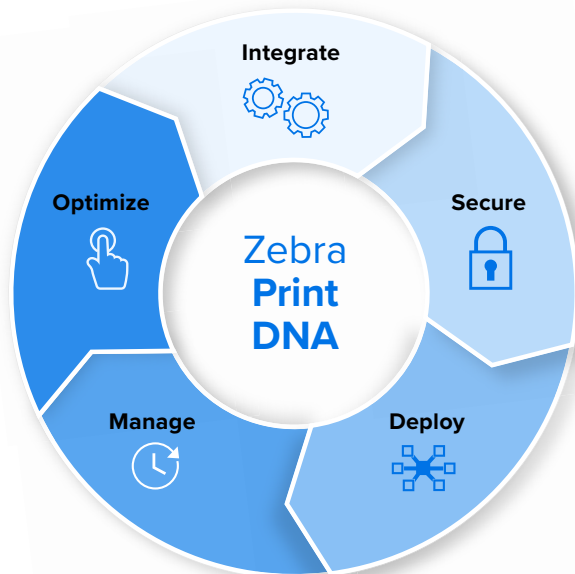
Software is The Differentiator

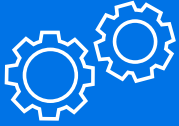
Zebra Hardware plus Zebra Software

Your hardware interactions will change over time. Without the right software, your printers won't be able to adapt to your evolving business needs.

With Zebra Print DNA, you're empowered from the start with built-in applications, utilities and tools that maximize your printer performance from integration, security and deployment for easier management and user optimization.

Zebra Print DNA enables your hardware to become agile and dynamic, increasing your ROI and helping to ensure your printers meet your business needs today and tomorrow.





Integrate

Effortlessly customize and integrate your printer apps for multiple environments and infrastructures.

- Securely connect printers into cloud-based apps
- Integrate apps into systems with less cost and effort
- Add label and receipt printing to mobile solutions



Multiplatform SDK

Customize apps, supporting the most popular operating systems



Browser Print

Create feature-rich, high-impact browser-based apps



Network Connect

Cut the costs and time to integrate a printing solution with your systems



Cloud Connect

Securely integrate printers into cloud-based apps



PrintConnect

Add label and receipt printing to mobile solutions



PDF Direct

Print PDF documents directly from ERP systems without middleware



ZebraDesigner

Quickly and easily design customized print solution



Printer Emulations

Effortlessly integrate the printer into existing print systems

Zebra Print DNA Empowers Your Teams

Give your teams the tools they need to solve the challenges unique to their roles.

IT Administrators

Access security and control, as well as simplified printer management, to eliminate time-intensive configurations and security vulnerabilities.

Operations Managers

Locate, power and optimize printers to maximize uptime, avoiding the risks of printer failures and costly troubleshooting.

Frontline Workers

Optimized printers and software tools for a user-friendly experience, reduce sluggish performance, streamline tasks and increase productivity.

App Developers and Independent Software Vendors

Gain swift, smooth integration with apps that are straightforward and simple to prevent deployment delays.



Secure

Give IT the ability to uncover potential printer security vulnerabilities and defend against cyber attacks.

- Auto-update Wi-Fi certificates
- Encrypt connections and block unauthorized use
- Safely retire printers with a single command



PrintSecure

Secure connections, block unwanted access and protect data and infrastructure



Printer Setup Utilities (Security Assessment Wizard)

Uncover vulnerabilities by comparing settings against security best practices



PrintSecure (Secure Boot)

Only allow software and firmware signed with approved keys to execute



Deploy

Accelerate printer fleet rollouts with an easy-to-use setup wizard, remote access and streamlined steps.

- No specialized knowledge required
- The setup wizard detects your printers
- Create a profile and send to many printers



Printer Setup Utilities

Simplify configuration of printers out of the box



Printer Profile Manager Enterprise

Discover all your networked printers and distribute configurations via your browser



Pairing Solutions

Scan, tap or touch to pair printers to devices and launch an app





Manage

Enable IT to remotely and conveniently manage and maintain printers anywhere, anytime.

- Minimize printer management time and costs
- Assess real-time metrics on printers
- Connect printers to popular EMM solutions



Printer Profile Manager Enterprise

Remotely manage printers anywhere, anytime



MDM/EMM Connectors

Manage your printers with the most popular EMM tools



Virtual Devices

Allow printers to emulate legacy languages



Managed Print Services

Track the performance of printers and utilization of supplies to better manage both



Automated Wi-Fi Cert (PrintSecure)

Ensure printers have their own unique Wi-Fi certificate that auto-updates when expired



PowerPrecision

Ensure the best possible print output by ensuring battery power

Optimize

Offer everyone super simple, reliable printing to make their job so much easier to do.



- Emulate legacy command languages
- Ensure continuous output with battery insight
- Quickly pair printer with mobile devices



Printer Emulations

Accelerate printer setup when a pre-existing print solution uses a non-Zebra command language, convert the language and even add benefits like security



Pairing Solutions

Simplify pairing printers with mobile devices



Print Station

Enable driverless printing from mobile solutions





Zebra DNA Your Printers' Built-in Advantage

Zebra DNA is a suite of built-in software applications, utilities and tools that deliver the unmatched experiences your team gets over the lifetime of every Zebra device—from mobile computers to scanners, printers, RFID readers and more.

That Zebra DNA advantage powers your Zebra hardware investment with capabilities that draw on decades of learning to deliver a full lifecycle of exceptional experiences for every kind of user.



See how our standards improve yours
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