Zebra DNA

BUILT-IN INTELLIGENCE GIVES ZEBRA HARDWARE EXPONENTIAL POWER

What's inside hardware matters. Without embedded intelligence, devices are limited in what they can do. With Zebra DNA, they become powerful, productivity boosters and masters of smooth integration, simplified, secure management and swift app development. No other vendor—consumer or enterprise—offers such an extensive lineup of device software, apps and utilities for such a transformative impact. It's how returns on investment rise and costs plummet.

Intelligence Comes Standard in Zebra Devices

How do you improve upon industry-leading hardware? Add Zebra DNA. For every Zebra product category, we engineered and embedded DNA intelligence to give our hardware expansive capabilities. Mobility DNA turns mobile computers into true enterprise solutions. DataCapture DNA takes Zebra scanners far beyond barcoding. And Print DNA is a catalyst for maximizing Zebra printing capabilities and security. Within every type of Zebra DNA comes a suite of tools designed to make you more productive.

Business Tools

This set of software is available on our mobile computers and is designed to make everyday tasks easier and faster. At the push of a button, workers can instantly communicate to improve collaboration and decision-making. Speed and accuracy improve with voice-directed solutions, and connecting business critical

data with backend systems is simpler thanks to our wireless connectivity tool.

Productivity Tools

Whether your employees are using our scanners, printers or mobile computers, they'll find that our productivity tools help them get more work done in less time. For one, training is faster and the user experience is friendlier. Tasks that took multiple, time-consuming steps are now streamlined. Accuracy rises for a significant drop in delays and downtime. And with the expanded capabilities of our hardware, you're ready to adapt to business needs as they change.

Visibility Tools

Gain the insight and foresight to improve business outcomes. These tools integrate with popular enterprise mobility management (EMM) solutions to provide visibility into your entire fleet of scanners and Link-OS® printers. Preempt problems by seeing which devices are in a critical state. Remotely troubleshoot.

Validate setup. Analyze trends and gauge productivity metrics in real time.

Management Tools

Dramatically simplify deploying, maintaining and troubleshooting mobile computers, scanners and printers. Experience the industry's easiest configuration and set-it-and-forget-it management software. Enterprise-grade control and security are yours with Zebra's remote, centralized tools and layers of encryption and fortification that protect data and devices.

Development Tools

Integrate with what's now and what's next in technology with the greatest of ease. Reduce timelines and risk with tools that help you create native apps across multiple platforms. Whether you're creating enterprise apps for scanners, printers or mobile computers, trust integration to be smooth and swift.

THE DISTINCTIVE DNA TRAITS FOUND ONLY IN ZEBRA DEVICES

Intelligent software, utilities and apps give our hardware expansive capabilities for extraordinary results.

Mobility DNA - Made for Zebra handheld, vehicle-mounted and wearable mobile computers
Experience a new breed of mobility. Mobility DNA turns the world's most popular consumer operating system—Android—into the industry's most popular enterprise-ready devices.

DataCapture DNA – Made for Zebra scanners
Simplify the entire Zebra scanning experience. DataCapture DNA not only makes our data capture devices the best in the industry, but also the easiest to implement. From integration to deployment and then management, Zebra has stripped away all the complexity. With DataCapture DNA, Zebra scanners are capable of much more than barcode scanning.

Print DNA – Made for Zebra Link-OS printers
Sense and analyze the status and performance of your fleet in real time and act to improve operations. At the core of Print DNA is Link-OS, the industry's strongest printer operating system, which powers unique, enterprise-intelligent apps. Such embedded intelligence makes it easy to configure printers and secure connections. Plus, it features a robust software development kit.

For more information, visit **https://www.zebra.com/ mobilitydna**

For more information, visit **https://www.zebra.com/ datacapturedna**

For more information, visit **https://www.zebra.com/ printdna**

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