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**Zebra Technologies Announces the RXi4 RFID Printer/Encoder for Advanced Item-Level Tagging from the Supply Chain to the Retail Floor**

*New RFID printing/encoding technology responds to market demand for a rugged high performance printer that reduces media costs, creates efficiencies*

VERNON HILLS, ILL., Aug. 9, 2010 – Zebra Technologies Corporation (Nasdaq: ZBRA), a global leader in specialty printing and automatic identification solutions, today announced its first high performance RFID printer/encoder designed to address the growing RFID market for high-volume item-level tagging. The R110Xi4 streamlines business improvement and supply-chain management applications such as item-level tracking, asset tracking, inventory management and more across retail, manufacturing, healthcare and distribution channels.

“Zebra is responding to an overall RFID market shift from compliance-based tracking to more item-level tracking with the high performance RXi4,” said Carolyn Ricci, product manager, Zebra Technologies. “The RXi4’s new RFID printer/encoder brings innovation, functionality, and cost benefits to an industry that hasn’t seen technology like this rise up to meet the demand head on – making it a smart investment for organizations with high-volume, mission critical or specialty labeling applications.”

According to a recent survey from VDC, average corporate investment in RFID solutions is expected to grow by more than 200 percent over the next year to nearly \$7 million in 2011. This increase can be attributed to spillover demand from retail to manufacturing, healthcare and other industries for item-level tracking to better monitor inventory levels and track assets, noted Ricci.



Building on more than 10 years of industry expertise in RFID printing/encoding, Zebra's RXi4 overcomes one of the largest barriers to RFID adoption – media cost. The RXi4 benefits many organizations by reducing RFID media costs by up to 10 percent. By providing a printer/encoder with Zebra's exclusive patent-pending Adaptive Encoding technology, the RXi4 can detect the RFID inlay position within the label and automatically configure the printer/encoder without having to manually calibrate for the inlay – ensuring tag accuracy and saving time and money.

Other market differentiating features of the RXi4 include:

- **On-pitch encoding** – Ability to print/encode small tags very close together with a distance as narrow as .6-inch/16 mm producing savings in media costs. By spacing inlays closer together, label converters use less material which converts to lower cost per label, fewer media roll changes and faster printer/encoder throughput.
- **Variable inlay placement** – The printer automatically senses the RFID inlay position to optimize encoding and enables companies to use media converted for other-brand printer/encoders with minimal printer reconfiguration.
- **Global certifications** – With more and more businesses going global, organizations with multinational supply chains can easily deploy the same R110Xi4 printer/encoder in multiple countries through Zebra's global certification process.

Based on Zebra's Xi4 printers – introduced earlier this year – the RXi4 incorporates rugged durability, consistent outstanding print quality, fast print speed, long life and unparalleled reliability in demanding applications. The RXi4 complements Zebra's existing line of products for item-level tagging such as the RZ400 printer/encoder and P4T mobile thermal transfer printer with optional RFID upgradability for inventory management from the store floor. Both the RZ400 and P4T boast an array of features that easily handle a variety of printing needs while being intuitive and user-friendly. The advanced, ergonomic design stands up to the most demanding work environments and is applicable across many industries, including government, manufacturing, transportation, logistics, mobile workforce and field service.

The Zebra RXi4 is available immediately in North America and in the 4<sup>th</sup> quarter, 2010 for the rest of the world. For more information on the R110Xi4, RZ400, or the RP4T please visit:

[www.zebra.com](http://www.zebra.com).



**About Zebra Technologies**

Zebra Technologies Corporation (Nasdaq: ZBRA) provides the broadest range of innovative technology solutions to identify, track, and manage the deployment of critical assets for improved business efficiency. Zebra's core technologies include reliable on-demand printer and state-of-the-art software and hardware solutions. By enabling improvements in sourcing, visibility, security and accuracy, Zebra helps its customers to put the right asset in the right place at the right time. Zebra serves more than 90 percent of Fortune 500 companies worldwide. For more information about Zebra's solutions, visit <http://www.zebra.com>.

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