



# ZQ600 SERIES

## Premium Mobile Label and Receipt Printers

**BOOST ASSOCIATE PRODUCTIVITY WITH THE NEXT EVOLUTION IN MOBILE PRINTING**



A photograph of three people (two women and one man) smiling and looking at each other in a store aisle. The background shows shelves stocked with various products. The image is partially obscured by a blue diagonal graphic on the left and bottom right.

# AGENDA

**The Business  
Challenge and  
Solution**

**ZQ600 Series  
Features**

**Zebra Print DNA**

**Zebra Certified  
Supplies**

**Zebra Global  
Services**

**Why Zebra?**

# The Business Challenge and Solution



# KEY DRIVERS IN THE RETAIL STORE

1

Enhance the customer experience

2

Reduce labor and operating costs

3

Streamline operations

4

Improve pricing and inventory management

5

Keep pace with the competition

• U.S. Census Bureau; 2017 Retail Vision Study, Zebra Technologies

*While online and mobile commerce have transformed the shopping experience, **91%** of all retail sales are still generated in brick and mortar stores.\**

# Mobile Printers Present Numerous Challenges



*“IT spends too much time manually tracking and updating our mobile printers”*

*“Just a few extra seconds per print job can have a significant impact on our productivity”*

*“Users run out of power and waste time swapping or searching for a new charged battery.”*

*“Printers need to be simple and intuitive to use from day one, especially since we utilize seasonal and temporary workers.”*

*“We don’t have any way of knowing how much charge is left in a battery, forcing us to invest in a large spare battery pool so workers can carry extras.”*

*We don’t have a dedicated support resource at each location and too often, we ship a printer to the depot even when nothing is physically wrong.”*



# INTRODUCING THE ZQ600 SERIES

Premium mobile label and receipt printing



Premium features for maximum productivity

Faster, easier, highly reliable wireless connections

Full-shift battery power and best-in-class power management

Comprehensive remote management options for maximum uptime

An advanced platform that grows with your business

NEW ALL OVER AGAIN...

# WE TOOK THE HIGHLY SUCCESSFUL QLn Series

...and made it better...



## A proven platform

With over a million QLn printers sold to date, you get a well-proven platform, with all the latest mobile printing features.

+

## Backward compatibility with QLn accessories

Re-use existing QLn accessories with the ZQ600 Series printers — no need to purchase new accessories or rebuild your settlement room.

=

**Cost-effective,  
no-risk  
upgrade to  
the latest  
technologies**

# ZQ600 SERIES APPLICATIONS

## Receipt and Label Printing



### RETAIL

- Shelf edge labels
- Mark down labels
- Replacement tags
- Mobile point of sale receipts
- Return and transfer labels



### WAREHOUSING

- Pick and pack labels



# Features and Benefits



# ZQ600 Series Highlights

New features that are not included in the QLn are denoted in blue.

Color display makes configuration and operation a snap

Robust memory to support upgrades and new applications for years to come

Power Smart Print Technology™ reduces power consumption up to 30%

Dual capabilities: labels and receipts

Easily manage from anywhere with flexible remote management options



High capacity PowerPrecision+ 3250 mAh battery

Intelligent sleep mode with instant wake-up over Wi-Fi and Bluetooth

802.11ac Wi-Fi; Bluetooth 4.1 Classic and Low Energy — the latest wireless connections for faster, more reliable and more secure printing

802.11r fast roaming for seamless, on-the-move Wi-Fi connectivity

Long-lasting durability: tempered glass and high grade resin

MAXIMUM PRODUCTIVITY, EASE OF USE AND MANAGEABILITY

# Compact and Tough

**BUILT FOR ALL-DAY, EVERY DAY USE**

The ZQ600 is loaded with features that give it long-lasting durability, including...

**High-grade resin, one of the toughest plastics available**

**Tempered glass display**

**Seamless one-piece design**

**Numerous mechanical design improvements for greater impact resistance and durability**



# LARGE COLOR DISPLAY

Makes it Easy to Setup and Maintain the ZQ600

User-friendly interface: easily customized menu and five-way navigation with two soft keys

Display changes colors to show an alert so users instantly know what the printer needs to stay up and running



# Faster, Easier and Highly Reliable Wireless Connections



WITH ZEBRA, YOU CAN COUNT ON THE LATEST WIRELESS TECHNOLOGY AND INDUSTRY-BEST PERFORMANCE



**802.11ac and the latest Wi-Fi security protocols**

Fast and secure printing on a Wi-Fi network



**Industry-standard 802.11r fast roaming**

Ensure seamless access for workers as they move throughout the store, hospital or other facility



**Bluetooth 4.1 Classic and Low Energy**

Fast printing speeds and power efficiency

# PROTECT PRODUCTIVITY

## with the Industry's Only Instant Wake-up over Wi-Fi

Forget about frustrating printer reboot times that drain productivity...

The ZQ600 Series will be ready whenever workers press print

### HOW DOES IT WORK?

The printer enters sleep mode to conserve the battery when it hasn't been used for a pre-configured amount of time

The moment a user sends information to the printer, it automatically wakes up and begins printing

It's seamless — and works over both Bluetooth and Wi-Fi





# MAXIMIZE UPTIME

with comprehensive remote management options

## Easy Remote Management with Ethernet Cradle

### Just dock the printer to:

Remotely update firmware

Remotely diagnosis and troubleshoot  
issues to minimize the incidence of  
'no trouble found'

## Print DNA Management Tools — only from Zebra

**PPME:** This optional browser-based  
management tool enables remote  
management without an MDM

**MDM Connectors:** Integrates  
ZQ600 Series printers into your SOTI  
MobiControl or AirWatch MDM

Also supports Ivanti Avalanche  
(powered by Wavelink) out of the box

## Additional Value-add Visibility Service Option

### Deep operational insights:

Operational Visibility Service (OVS)  
provides a wealth of information,  
including condition, location, repair  
status and more

Includes an MDM or works with your  
existing MDM

# Superior Battery Technology and Power Management

## HIGHEST CAPACITY BATTERY IN ITS CLASS

User-replaceable, high capacity 3250 mAh PowerPrecision+ battery

## POWER-SAVING SLEEP MODE

Conserve battery power; instant wake-up mode protects productivity

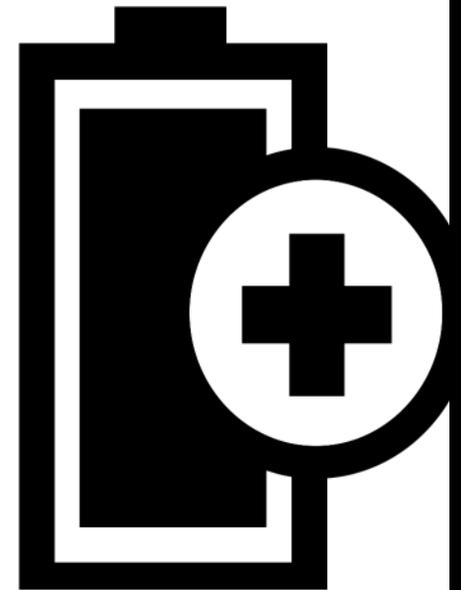
## POWER SMART PRINT TECHNOLOGY™

Patented technology reduces power consumption by up to 30%

## BETTER BATTERY MANAGEMENT

Wealth of real-time metrics to easily identify aging batteries before they impact productivity

Retail workers depend on their mobile printers to deliver a superior customer experience. Make sure each worker has more than enough power for every shift.





# Proactively Manage

## BOTH THE PRINTHEAD AND BATTERY

Only Zebra gives you the ability to proactively manage these two critical elements of a mobile printer

Ensures continued reliability and performance of your ZQ600 Series printers

### Printhead Diagnostics

- Get visibility into the health of printheads across your deployment
- View diagnostics locally or remotely
- Receive alerts when a failure is detected

### PowerPrecision+ Battery Management

- Wealth of real-time battery metrics, including battery performance and capacity degradation
- Make sure batteries in your devices are fully charged at the beginning of every shift – and always healthy enough to hold a full charge
- Minimizes the number of spare batteries required

# A Full Suite of Accessories for Your Store

## Ethernet Cradles

Charge printers and connect them to your wired Ethernet network for easy remote management

### Single-Bay Ethernet Cradle



### Quad-Bay Ethernet Cradle

Link and manage up to 4 cradles/16 printers with one port



## AC Adapter



## Extended Capacity Battery



## Soft Case (adds IP54 sealing)



## Hand and Shoulder Straps



## Battery Chargers

Charges ZQ600 Series Lithium Ion batteries

### Single Slot Battery Charger



### 3-Slot Battery Charger



### Dual 3-Slot Charger with Y cable (charge up to 6 batteries)



**BACKWARD COMPATIBLE  
WITH QLn ACCESSORIES**

QLn customers can cost-effectively upgrade to the latest platform — no need to purchase new accessories or rebuild the settlement room

# Zebra Print DNA

Transforming Printers from the inside





INTRODUCING

# PRINT DNA

BECAUSE WHAT'S INSIDE YOUR PRINTER MATTERS.

## What is Print DNA?

Print DNA is a combination of productivity, management, development and visibility tools. Print DNA solves common pain points related to printer deployments, streamlining your business processes, improving operational efficiency and reducing development and deployment time and cost.

# THE PRINT DNA FAMILY

DELIVERING BETTER PERFORMANCE, SUPERIOR  
MANAGEABILITY AND EASE OF INTEGRATION WITH  
17 ZEBRA-ONLY APPLICATIONS AND UTILITIES

## PRODUCTIVITY TOOLS



**Pairing Solutions**  
Easy device pairing



**Print Station**  
Driverless printing from  
Android devices



**Virtual Devices**  
Support competitive printer  
languages



**ZebraDesigner**  
Family of document  
design tools



**Enterprise Printing  
Solutions**  
Print from Oracle and SAP



**PDF Direct**  
Print documents directly  
from ERP systems

## MANAGEMENT TOOLS



**Printer Profile Manager Enterprise**  
Remotely manage all Link-OS printers



**PrintSecure**  
Secure your data  
and infrastructure



**Printer Setup Utility**  
Simplify setup and  
configuration



**Bluetooth Printer Management**  
Visibility into Bluetooth printers

## DEVELOPMENT TOOLS



**MultiPlatform SDK**  
Rapid development;  
Windows, Linux, Android, iOS



**Cloud Connect**  
Secure cloud  
connectivity



**Browser Print**  
Create feature-rich  
browser apps



**Network Connect**  
Integrate with  
your PLC



**PrintConnect**  
Add printing to  
Android apps

## VISIBILITY TOOLS



**Visibility Services**  
Managed visibility  
services



**MDM Connectors**  
Integrate with SOTI  
and AirWatch

# Zebra Certified Supplies



# THE HIGH COST OF POOR AND INCONSISTENT PRINTING SUPPLIES

Your printers, workforce and customers are all impacted, driving capital and operational costs up.

## YOUR ZEBRA PRINTER

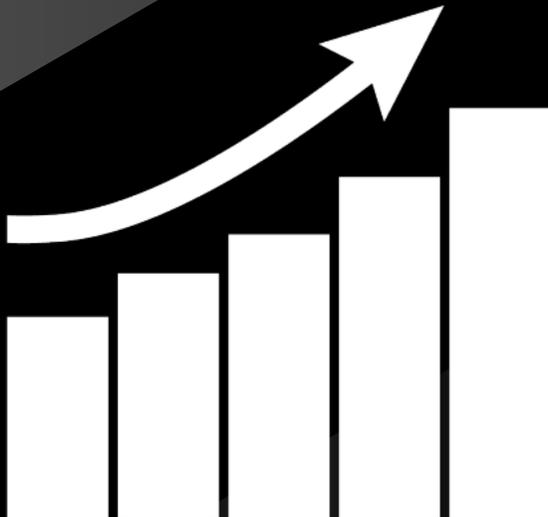
- More downtime
- Increased supply costs – replacement of damaged printheads
- Higher TCO – premature wear and tear

## YOUR WORKFORCE

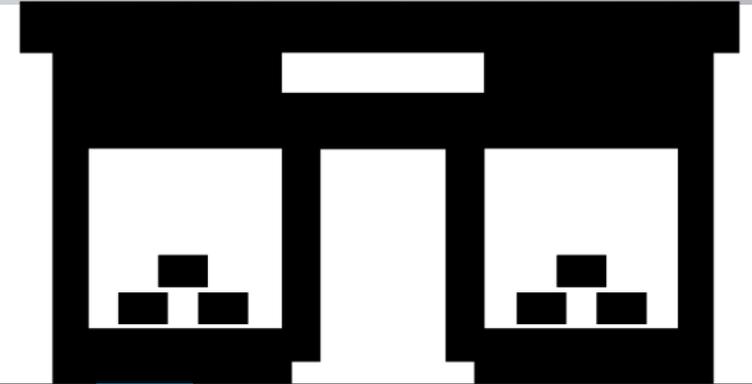
- Decreased productivity – less time spent on task
- Increased in errors – ‘unscannable’ labels require manual data entry
- Increased support costs – more time spent adjusting settings and troubleshooting

## YOUR CUSTOMERS

- Slower response times
- Erosion of customer service quality



## Exceptionally Consistent and Consistently Exceptional



1

We sift through thousands of available media options.

2

Our R&D experts select, convert and rigorously test all materials.

3

We certify only those offering the best thermal printing performance.

4

We never substitute raw materials, so our customers get consistent quality.

## The benefits of choosing **ZEBRA** **CERTIFIED SUPPLIES**

1

### PRINTER UPTIME

No supply-related downtime

2

### WORKFORCE PRODUCTIVITY

Increased worker and process efficiency

3

### CUSTOMER SERVICE QUALITY

No delays related to printer supplies

4

### TCO

Reduced capital, operational, maintenance and troubleshooting costs

# Zebra Global Support Services





**Zebra**  
**OneCare™**  
**SUPPORT &**  
**VISIBILITY SERVICES**

**MAXIMIZE PRINTER UPTIME, BUSINESS  
OPERATIONS AND YOUR RETURN  
ON INVESTMENT**



# Zebra OneCare Support Services



You count on your printers to keep your business up and running. Ensure predictable performance, support for critical operations and improved business outcomes, while eliminating unbudgeted repair expenses.

## ESSENTIAL Basic Assurance

- Comprehensive repair services
- 3-day repair turnaround time (TAT)
- 8x5 Live-Agent Technical Support
- 3-or 5-year coverage
- Access to software updates

## SELECT Maximum Protection

Zebra OneCare Essential features, plus:

- Advance device replacement
- 24x7 Live-Agent Technical Support
- 3-or 5-year coverage
- Spare pool management
- Device commissioning

## BENEFITS

- Enhanced support beyond standard warranty
- Genuine Zebra expertise and parts maximize printer uptime - ensure your printer is back to Zebra's manufacturing specifications
- Outstanding value – eliminates unexpected repair costs with a planned support agreement
- Let Zebra handle your printer support, while you focus on your strategic initiatives

## Expanded Portfolio Options



Battery Maintenance  
& Refresh



Visibility Service  
Options

# ZEBRA OneCare Support Services At-a-Glance

FEATURE	WARRANTY	ZEBRA ONECARE ESSENTIAL	ZEBRA ONECARE SELECT
<b>Term Length</b>	1 year	3 or 5 Years	3 or 5 Years
<b>Normal Wear and Tear</b>	Not Available	Included	Included
<b>Functional Failure<sup>1</sup></b>	Not Available	Included	Included
<b>Live-Agent Technical Support<sup>2</sup></b>	3 months	Priority Access: M-F, 8x5 local business hours Web: 24x7 self-service tools	Priority Access: 24 x 7 Web: 24x7 self-service tools
<b>Comprehensive Coverage including normal wear and tear, printheads and accidental breakage</b>	Not Available	Included <sup>3</sup>	Included <sup>3</sup>
<b>Access to OS Software (OS updates and upgrades)</b>	Included	Included	Included
<b>Depot Repair Turnaround Time (TAT)<sup>4</sup></b>	10+ days	3 business days	Advance replacement <sup>6</sup>
<b>Device Commissioning<sup>5</sup></b>	Not Available	Optional	Included

*1 Coverage for functional failures that are not due to manufacturing defects*

*2 Coincides with your length of contract*

*3 Included. Includes Print head coverage. Additional for-fee option for tabletop printers*

*4 Zebra depot turnaround time (TAT) is defined as the length of time a device is held in an authorized Zebra repair depot. It does not include time in transit to or from the depot or time waiting for customer response for information.*

*5 Available in NA, EMEA, ANZ. For availability outside these territories please contact your local service representative.*

*6 Next business day, where next business day shipment is available*

# Optional Zebra Visibility Services

Predictive Insight that Maximizes your Operations

## ANSWER CRITICAL DEVICE QUESTIONS LIKE:

- Where are my devices?
- Are they ready to use?
- How many devices are in the repair depot?
- Which devices are being under-utilized?
- Are any devices missing?
- How many devices are out of contact?
- Are there problems with wireless connectivity?
- ...and much more.

Visibility Services are available in conjunction with Zebra OneCare

**Asset Visibility Service (AVS):** At-a-glance insight into basic asset visibility and health (*no MDM required*)

**Operational Visibility Service (OVS):** See it all with the most complete device management information available for your ZQ600 Series — and other Zebra and non-Zebra devices.

## ASSET VISIBILITY SERVICES (AVS)

At-a-glance insight into asset visibility and health, without requiring an MDM.

- High-level visibility to enterprise asset inventory:
  - Device quantity, location, proper allocation and status
  - User-defined asset tagging and naming
- Device health, actionable intelligence including recommended corrective actions, utilization, smart battery usage, and alerts for contract expiration
- Repair history and contract status
- Online dashboard from browser- or tablet-based application
- While no MDM is required, AVS is complementary to your MDM

## OPERATIONAL VISIBILITY SERVICES (OVS)

Integrated management platform delivering intelligence to improve business outcomes in conjunction with an MDM solution.

- Much more insight than an MDM alone
- Single pane of glass simplifies complexity of big data available from multiple source systems including the MDM
- Automates interpretation through reporting and visual alerts related to the identification, condition and location of critical business devices
- Easy to understand actionable information based on trending and historical data
- Customized thresholds and dashboard views
- Integrated management platform with an MDM (SOTI), or connects to your existing supported MDM via OVS Connect\*

\* For visibility into Zebra printers with OVS, the underlying MDM solution requires SOTI MobiControl.

# Why Zebra?



# THE ZEBRA MOBILE PRINTING LEGACY

Over 10 Generations of Wireless Mobile Printers and Many First-to-Market Achievements

**Cameo Launch**  
Zebra's 1<sup>st</sup> Mobile  
Receipt Printer



'98

**QL 320 Launch**  
Industry's 1<sup>st</sup> Mobile  
Printer w Overmold  
and a Li-Ion Battery



'02

**RP4T / P4T Launch**  
Industry's only Mobile  
Thermal Transfer/  
RFID printer



'08

**iMZ Series Launch**  
Zebra's 1<sup>st</sup> MFi-  
Certified Printer



'13

**ZQ500 Series Launch**  
Industry's Most  
Rugged Printer



'15



**Encore Launch**  
Industry's 1<sup>st</sup> WLAN  
Mobile Printer & 1<sup>st</sup> to  
Perform Drop Testing

'00



**RW 420 Launch**  
1<sup>st</sup> IP54 Rated  
Mobile Printer

'05



**QLn320 Launch**  
1<sup>st</sup> Mobile Printer w  
Ethernet Docking  
Cradle & 802.11n Dual-  
Band Radio

'11



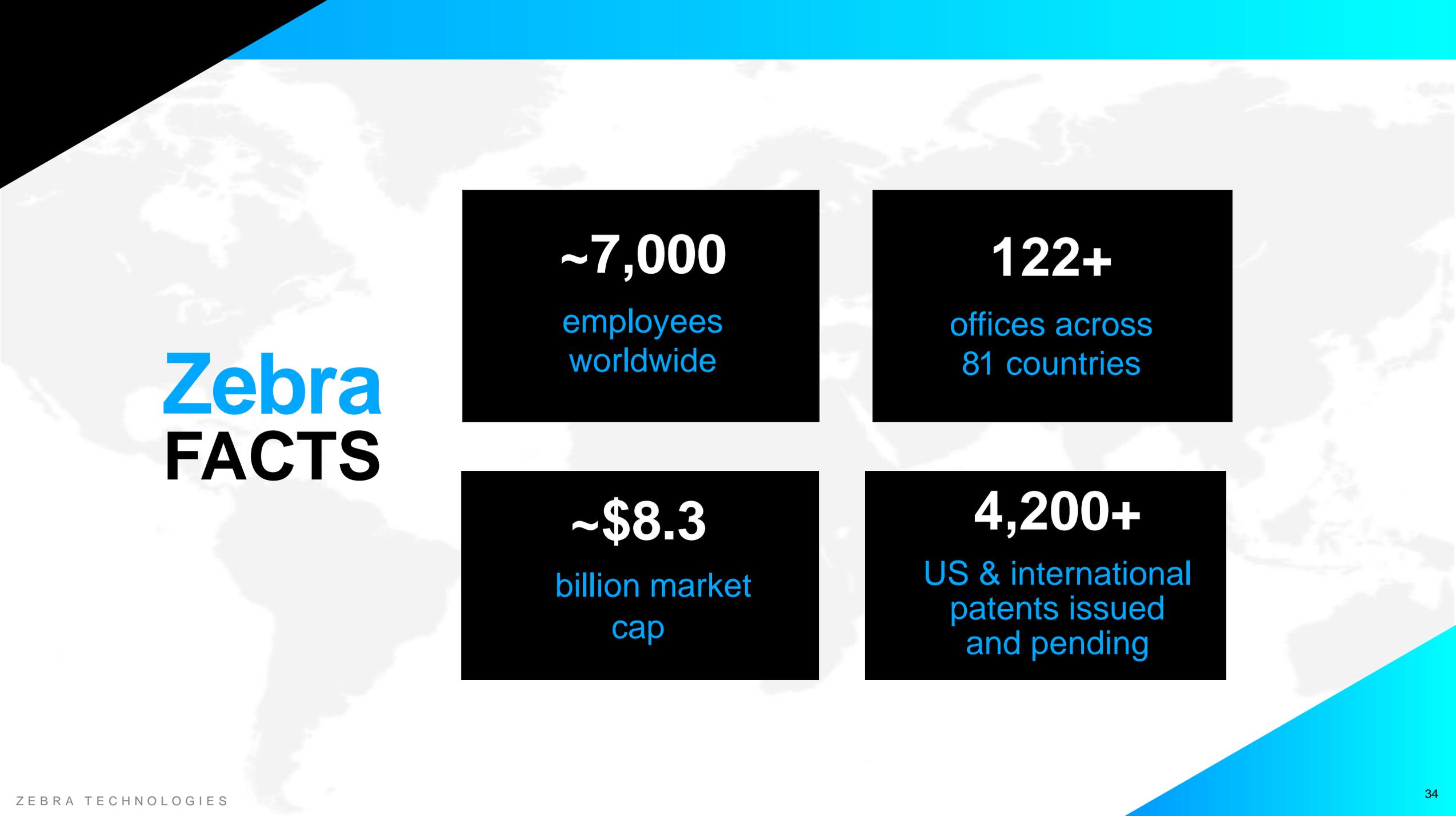
**QLn Healthcare Launch**  
1<sup>st</sup> Mobile Printer with  
Disinfectant-Ready  
Plastics

'14



**ZQ600 Series Launch**  
1<sup>st</sup> Mobile Printer with  
802.11ac Dual-Band Radio  
and Instant Wake-up  
over Wi-Fi

'18



# Zebra FACTS

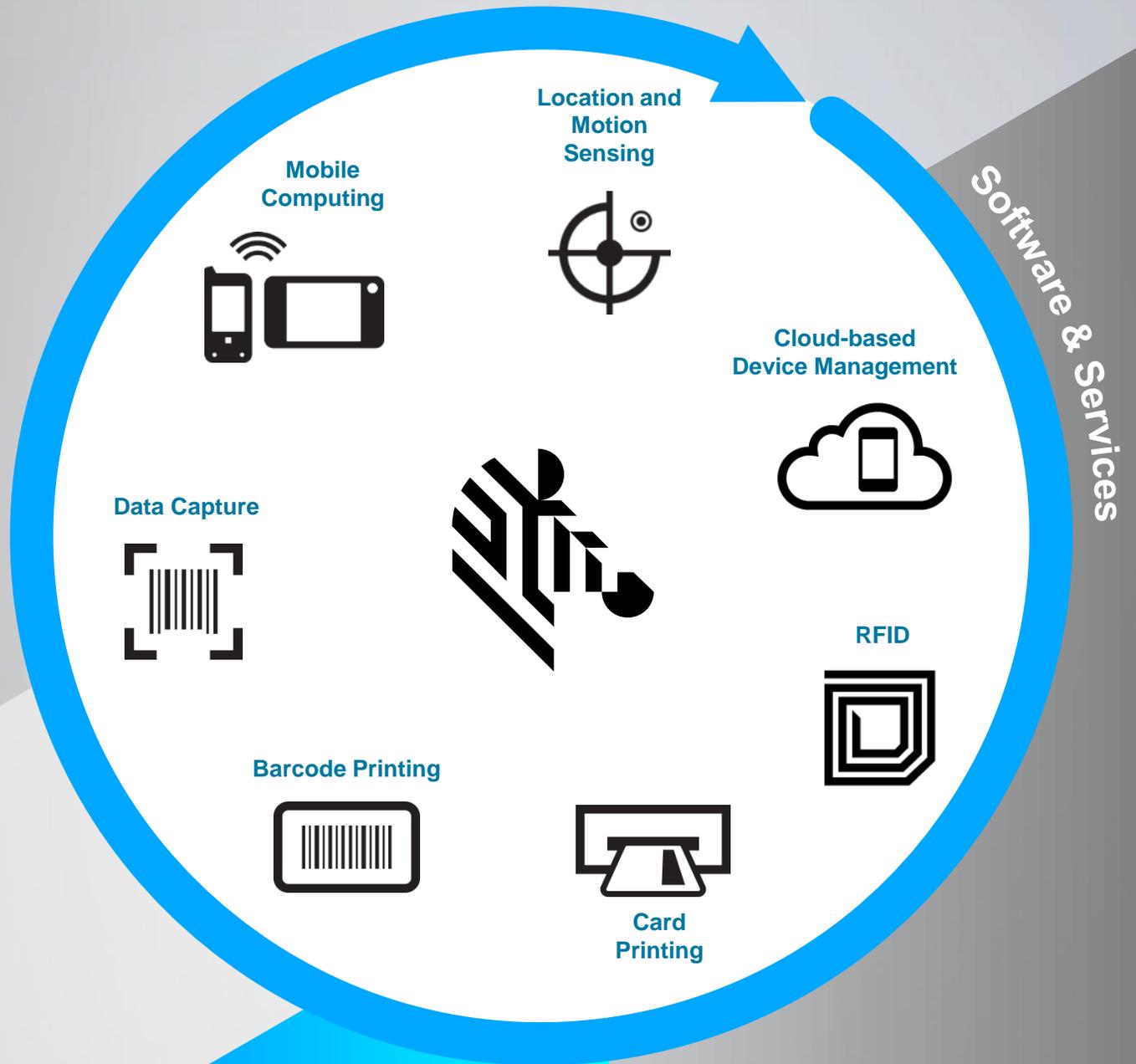
**~7,000**  
employees  
worldwide

**122+**  
offices across  
81 countries

**~\$8.3**  
billion market  
cap

**4,200+**  
US & international  
patents issued  
and pending

# Key Technology Offerings



# Unmatched Breadth

**EVERYTHING YOU NEED TO SIMPLIFY YOUR EVERYDAY PROCESS,  
ALL UNDER ONE ROOF – PRINTERS, MOBILE DEVICES, SCANNERS, RFID,  
SOFTWARE SOLUTIONS AND SERVICES**



**Industrial printers**

**Handheld RFID readers**

**Desktop printers**

**Fixed RFID readers**

**Mobile printers**

**Interactive kiosks**

**Card printers**

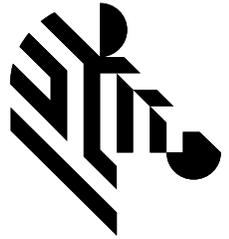
**Fixed mount scanners**

**Mobile computers**

**Mobile device management**

**Handheld barcode scanners**

**End-to-end services**



**ZEBRA**

**THANK YOU**

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