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ARPAD HALASZ

05/06/2012

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WHO IS ZEBRA?

- As a **global leader** respected for innovation and reliability, Zebra gives a **digital voice** to assets, people, and transactions.
- Our products and solutions **enable** greater visibility into operations and supply chain so customers can take **smarter actions**.
- Our **extensive portfolio** includes bar code, receipt, kiosk and RFID printers and supplies as well as **real-time location solutions**.

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WORLDWIDE ZEBRA LOCATIONS

Worldwide Headquarters | Lincolnshire, IL USA

Regional Headquarters | Vernon Hills, IL USA | Bourne End, UK | Doral, FL, USA | Singapore

United States of America

Lincolnshire, IL
Vernon Hills, IL
Santa Clara, CA
Agoura Hills, CA
San Diego, CA
Greenville, WI
Lincoln, RI
Flowery Branch, GA
Doral, FL
Germantown, MA
McAllen, TX
Madison Heights, MI
Rogersville, TN
Bentonville, AR

Latin America

Mexico City, Mexico
Monterrey, Mexico
Guadalajara, Mexico
Buenos Aires, Argentina
Brasilia, Brasil
Sao Paulo, Brasil

EMEA

Bourne End, UK
Preston, UK
Paris, France
Crailsheim, Germany
Dusseldorf, Germany
Frankfurt, Germany
Chennai, India
Mumbai, India
Milan, Italy
Duerne, Belgium
Heerenveen, Netherlands
Zeist, Netherlands
Warsaw, Poland
Moscow, Russia
Johannesburg, South Africa
Barcelona, Spain
Stockholm, Sweden
Dubai, UAE

APAC

Singapore
Seoul, Korea
Sydney, Australia
Shanghai, China
Beijing, China
Guangzhou, China
Tokyo, Japan

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WHY ZEBRA? OUR PROVEN PERFORMANCE

- Over 40 years of technology expertise
- Financially solid
  - $956.8 million in annual sales – 2010
  - $259 million in cash and investments
- 20 years on NASDAQ listed (ZBRA)
- Renowned for product reliability
- Proven customer satisfaction
- Respected global brand

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WHY ZEBRA? OUR PRESENCE

- Global presence in more than 100 countries
- Industry's broadest portfolio of printing products and real-time location solutions
- Highly-diverse, award-winning partner program
  - Strategic Alliances
  - Independent Software Vendors
  - Value Added Resellers
  - Online Technology Suppliers

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WHY ZEBRA? OUR PEOPLE

more than **2,100 talented people**
in over 40 offices
collaborative and **energized culture**
strong sense of **commitment and passion**
highly engaged in customers' success

Together, our mission is to **delight customers** with the ability to take **smarter actions** through innovative products and solutions that **enable visibility**

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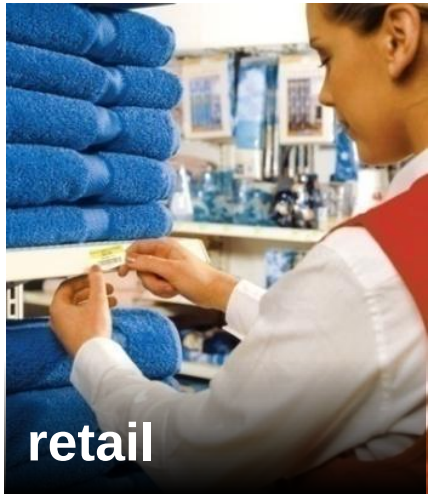
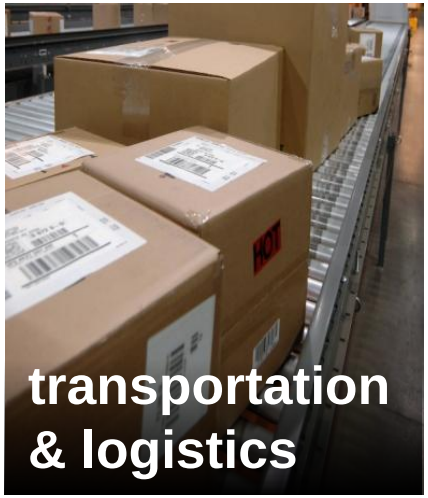
VERTICAL MARKETS AND INDUSTRIES





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HEALTHCARE
ZEBRA ®
PRINTING
SOLUTIONS

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HEALTHCARE MARKET FACTS

World's **Largest** Industry

Over **10%** of Global GDP

Over **60 Million**
Healthcare Workers
Worldwide

Error Rate of **10%**
Globally

Vincent, Ennis,Audley, 2004; Sari et al.2006

195,000 Americans Die Each Year
as a Result of Errors in American Hospitals

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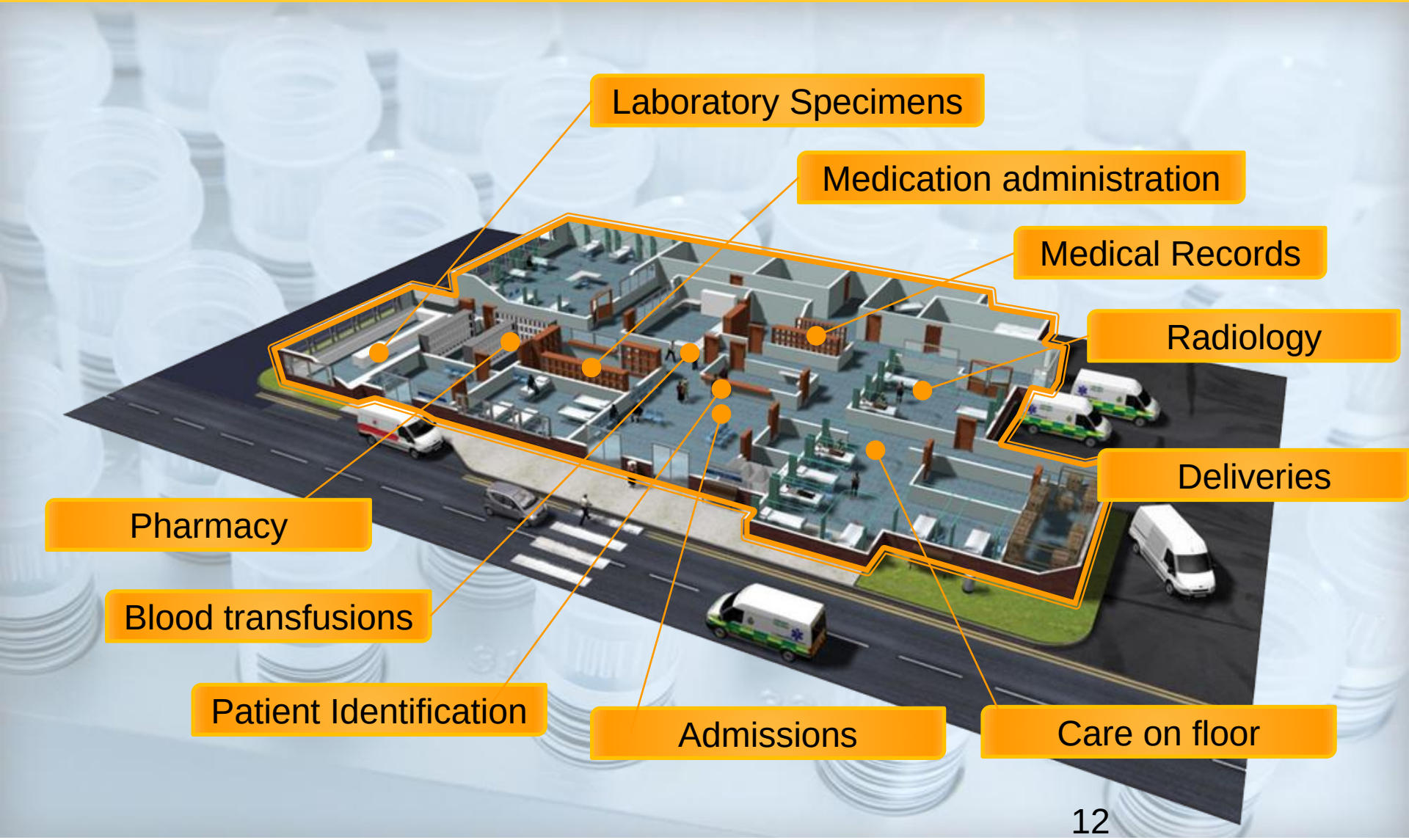
THE PATIENT JOURNEY

WWW.VIRTUALZEBRA.COM



TYPICAL HEALTHCARE APPLICATIONS

- Blood-bag allocation labels
- Healthcare estate management, e.g. equipment inventories, preventative maintenance
- Laboratory specimens
- Medical records
- Patient identification
- Pharmacy labels

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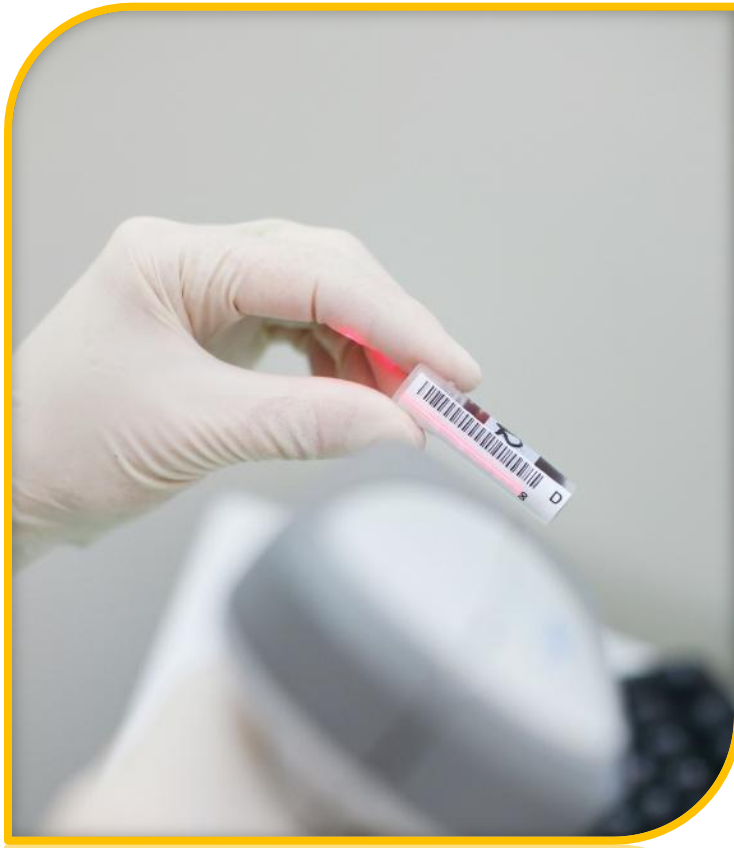
TYPICAL HEALTHCARE APPLICATIONS

- Radiology films
- Staff identification
- Sterile-equipment processing
- Supply-chain management of materials
- Tracking labels for physiotherapy aids
- Ultrasound/ECG results



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PHARMACIES

Medication administration can be both time-consuming and risky.

With a mobile printer, the pharmacist can label a patient's personal medication on the hospital floor, which saves time walking back to the pharmacy.

Assure that 5 Rights Are Met:

- **Right Patient**
- **Right Drug**
- **Right Dose**
- **Right Method**
- **Right Time**

The hospital pharmacy can also print unit-of-use bar code labels to provide a full audit trail.

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MOBILE WORKFORCE
ZEBRA® PRINTING SOLUTIONS

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SMART IDEAS FOR ENHANCING FIELD-FORCE OPERATIONS

Mobile technology offers the following benefits:

- Improved employee productivity
- Increased visits per day
- Increased sales margin and profit
- Reduced errors by eliminating office duplication
- Instant and secure data transfer
- Enhanced customer service
- Faster payment processing
- Improved customer satisfaction

QLn320™ mobile printer

RW 420™ mobile printer

MZ 220™ mobile printer

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SMART IDEAS FOR ENHANCING FIELD-FORCE OPERATIONS

Mobile technology supports numerous printing applications across various markets:

- Proof-of-delivery receipts
- Invoices and sales orders
- Returned goods labels
- Collection receipts
- Service and repair reports
- Inspection labels
- Leisure tickets

QLn320™ mobile printer

RW420™ mobile printer

MZ220™ mobile printer

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APPLICATIONS BENEFITING FROM MOBILE TECHNOLOGY

- Breakdown and recovery services
- Cash collection
- Construction
- Direct store delivery
- Equipment hire
- Facilities management
- Field service
- Leisure/gaming
- Mobile repairs
- Parcel delivery and collection
- Rentals
- Security
- Utilities service
- Vending
- Veterinary/agricultural
- Waste management

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CHOOSE ZEBRA

How can we help you

see more

and **do more**?

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