

Printers and Supplies Are Awesome

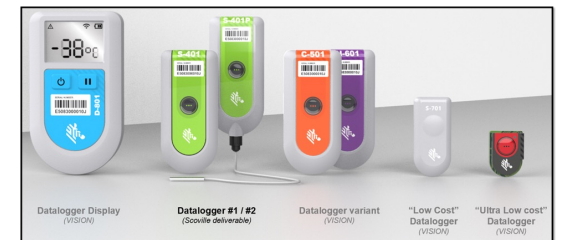
Victor Salmons

VP, New Product Development, Asset Tracking Solutions



Asset Tracking Solutions

More than Printers...



Zebra Printer Portfolio

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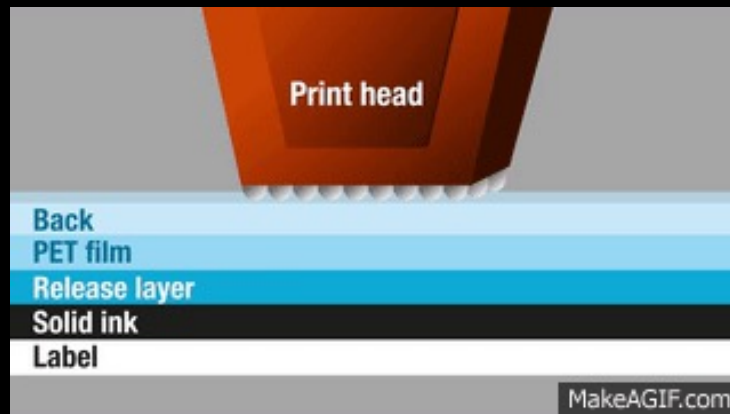
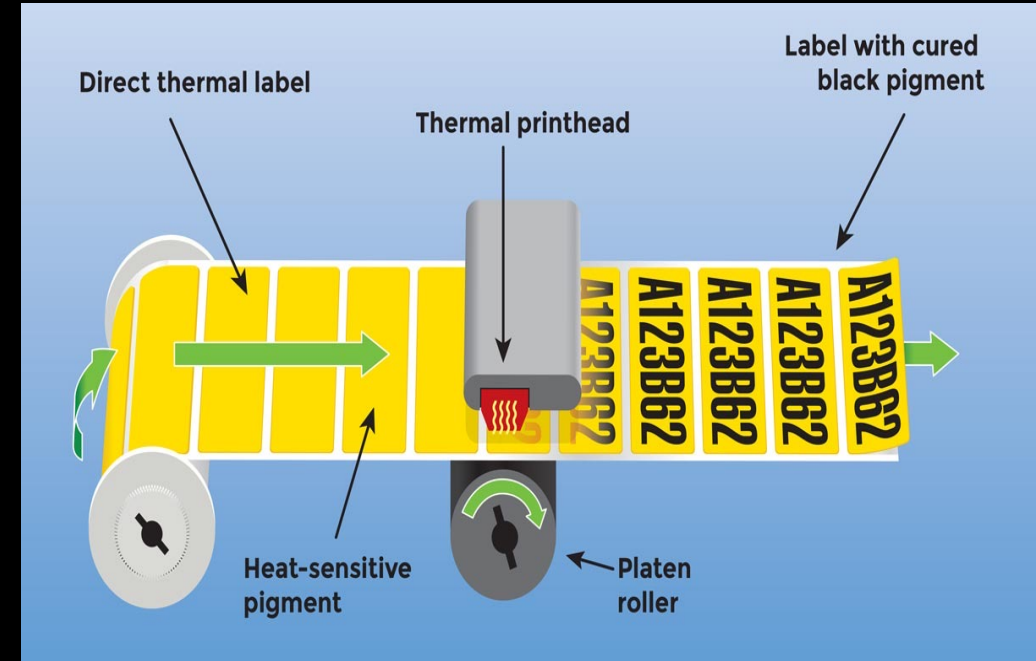
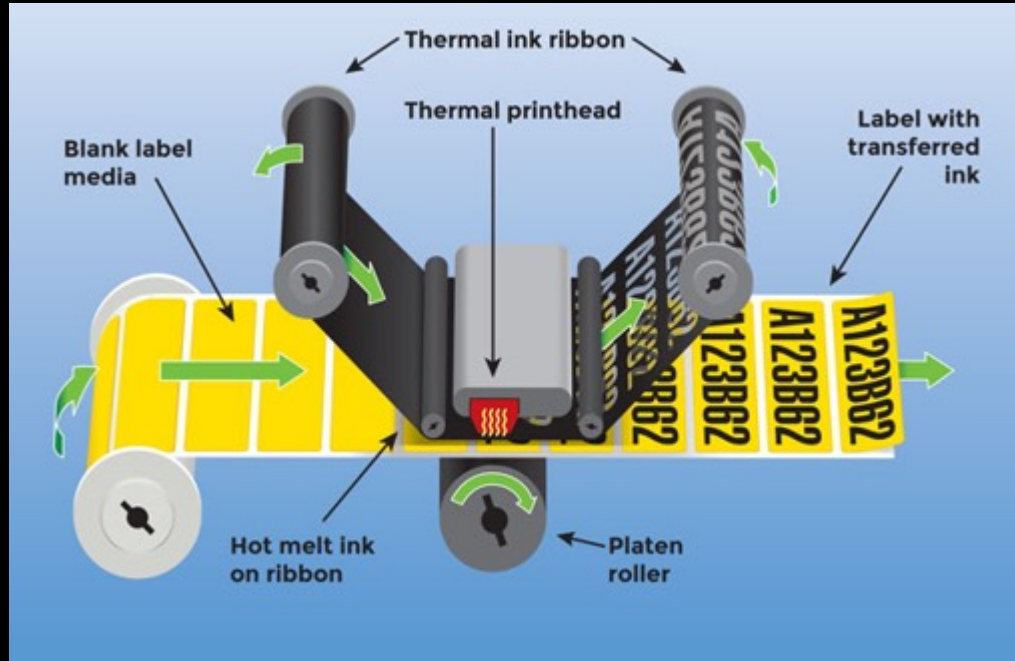
Print DNA



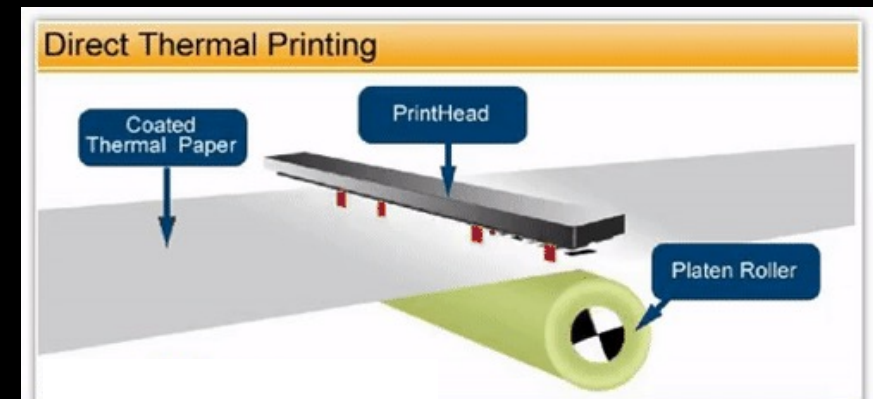
Link-OS



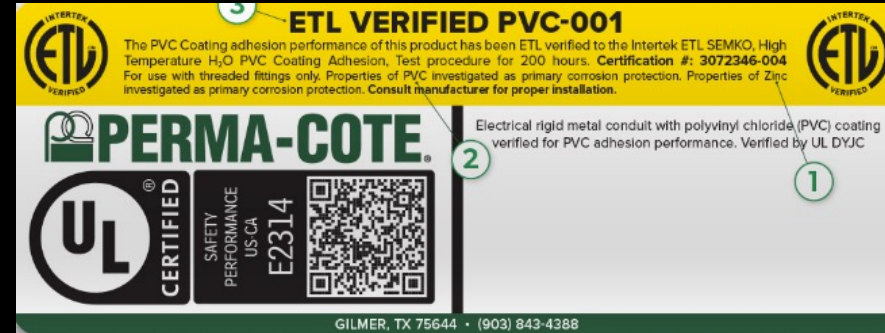
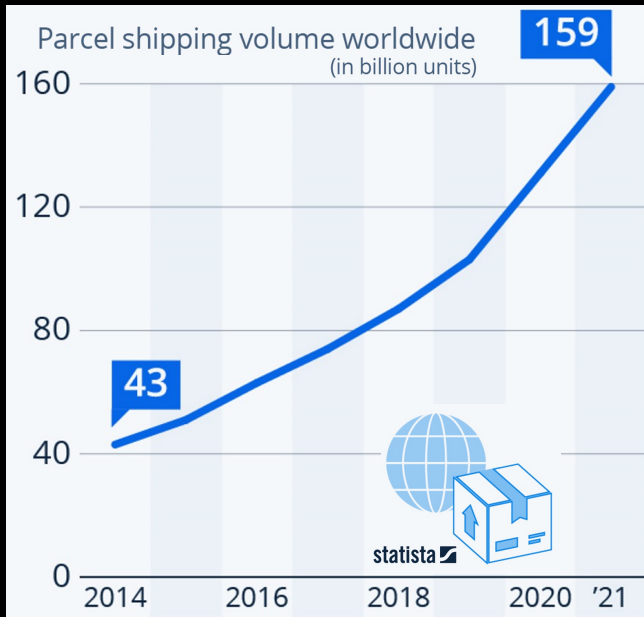
The Basics - What makes a Thermal Printer tick



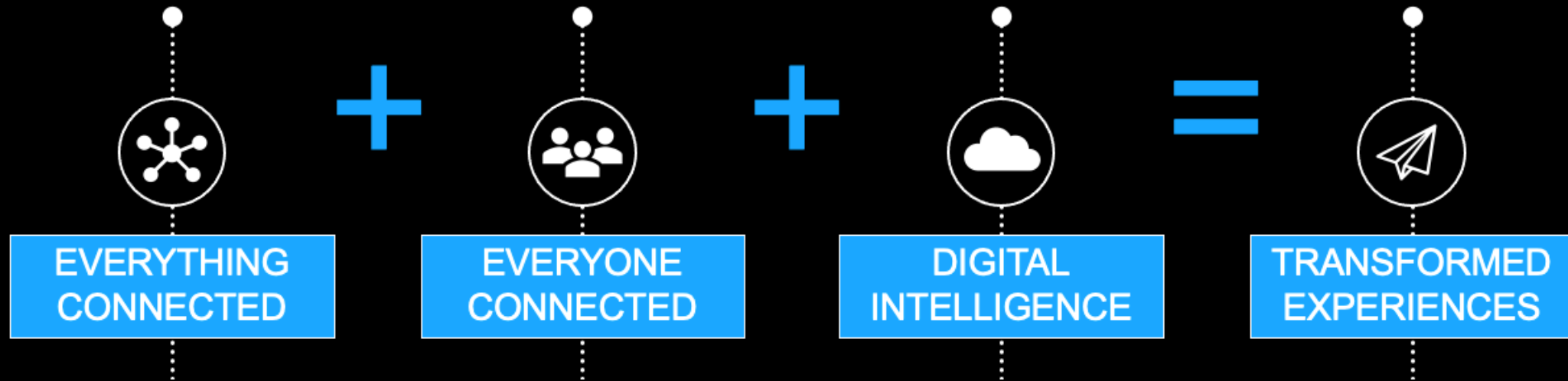
400
nanoseconds



It's All About the Labels – Where all the Action Starts



The World Today



Thermal Printers sit at the **EDGE** - Where all the action Starts

Printers Powered by Link-OS™

Intelligent Edge connected Device

Zebra 
DevCon 2023



Durable, Reliable, VERSATILE, Dependable, Manageable



Sitting at the Edge, in the middle of the ACTION

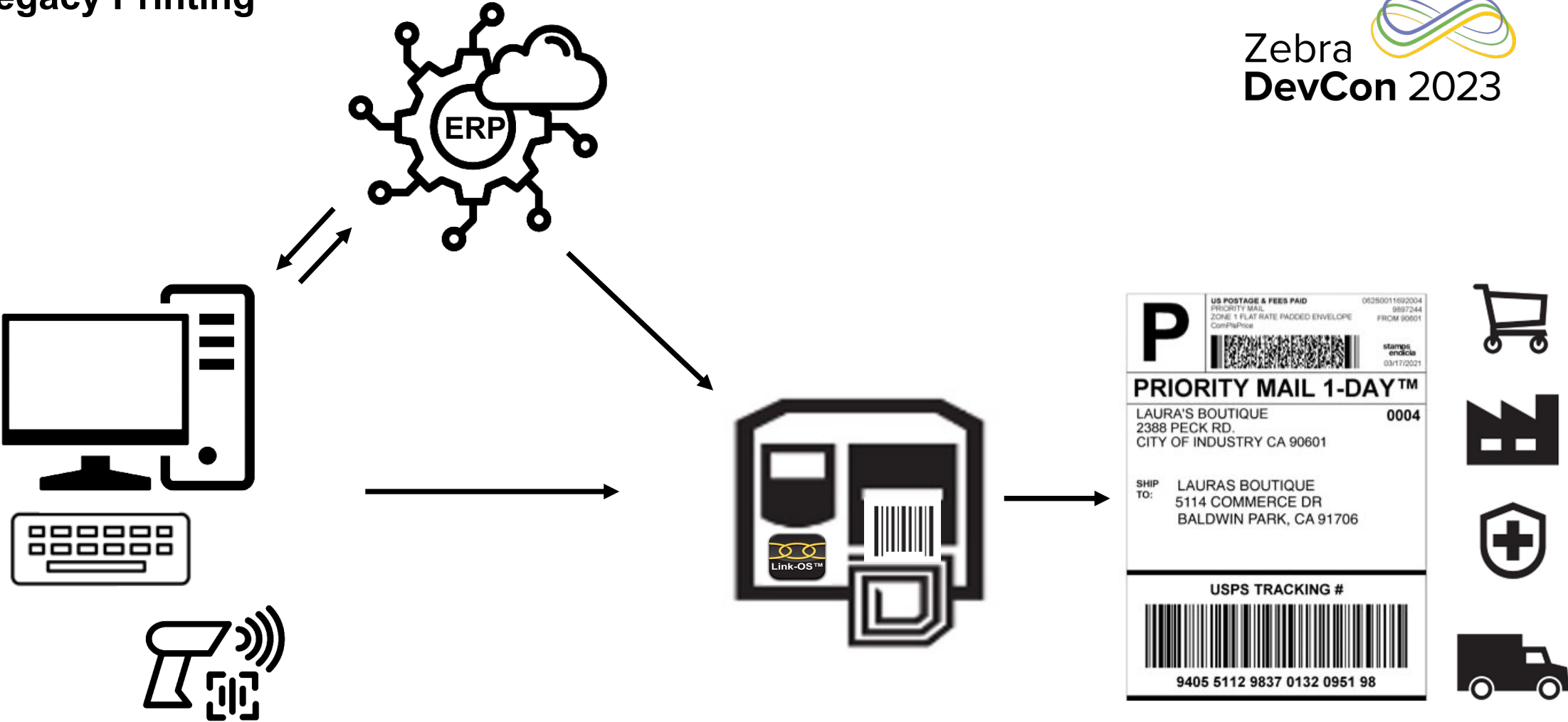


FLEXIBILITY - Everything starts with a LABEL

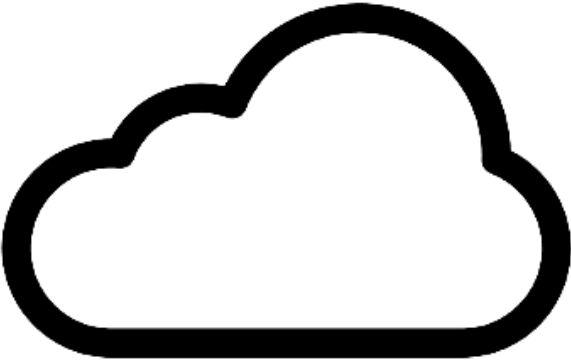


INTELLIGENT Edge connected Device that Prints

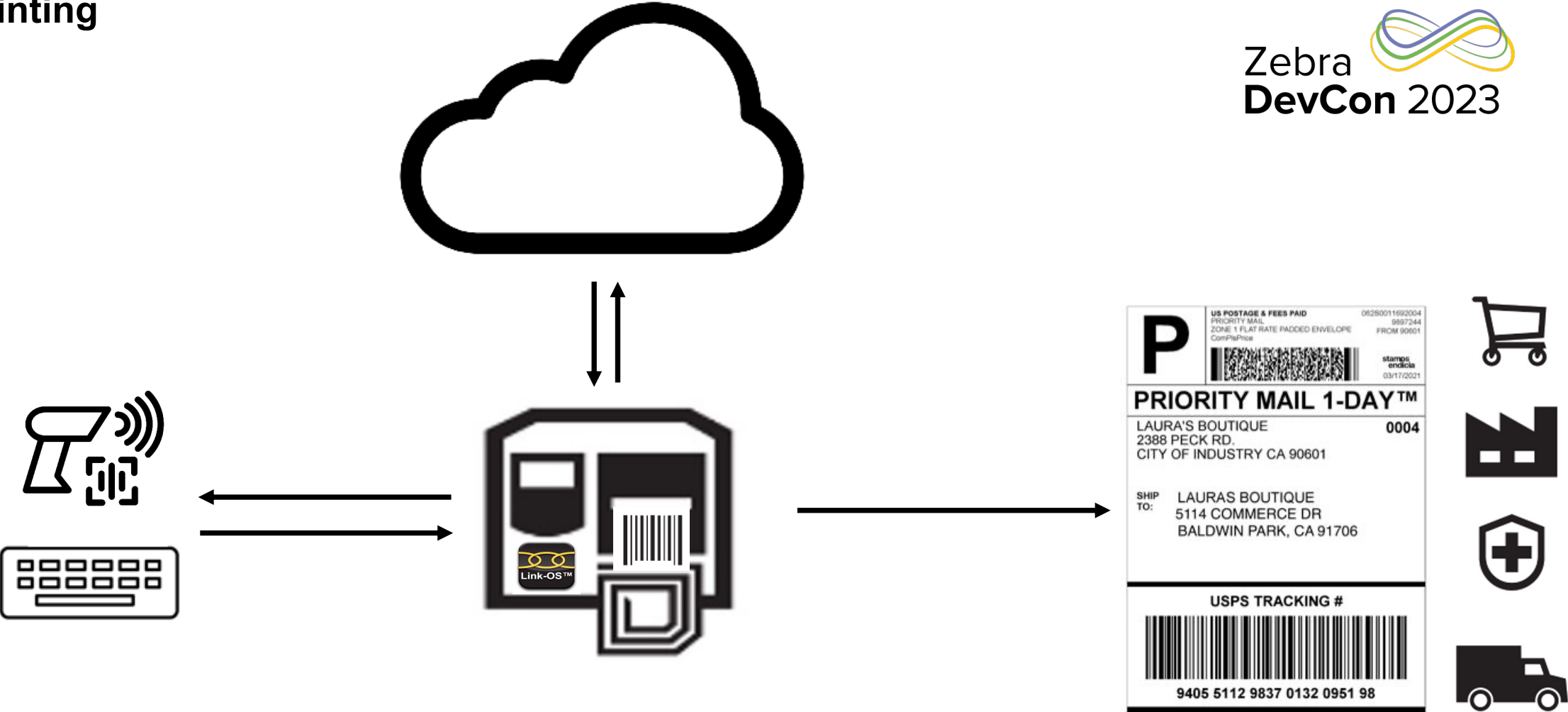
Typical Legacy Printing



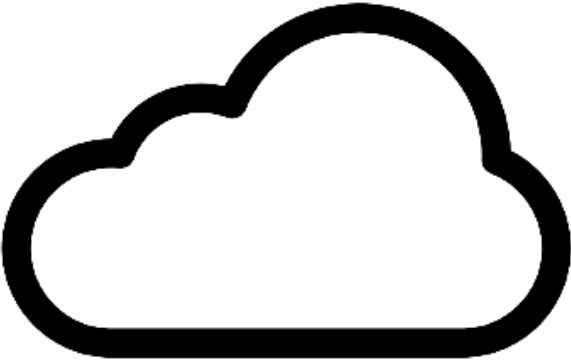
Cloud Printing



Cloud Printing

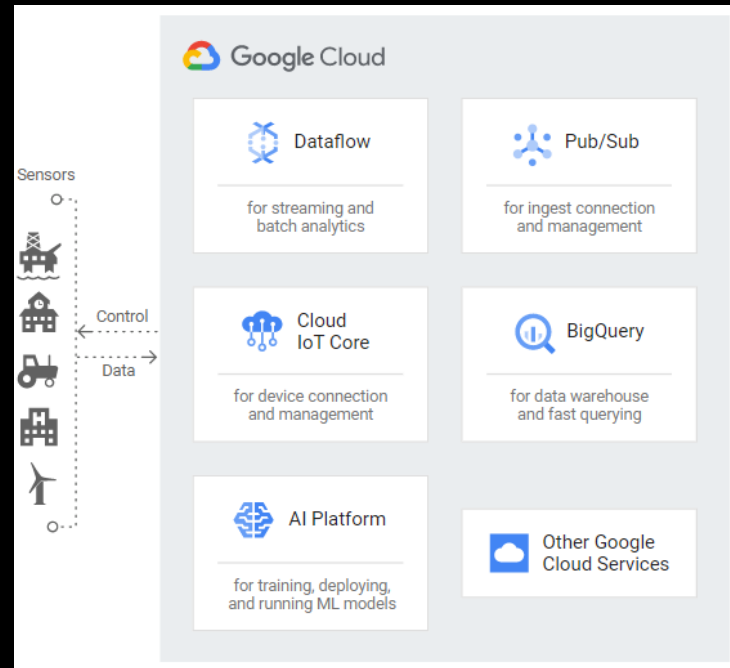


Data Conversion/Translation

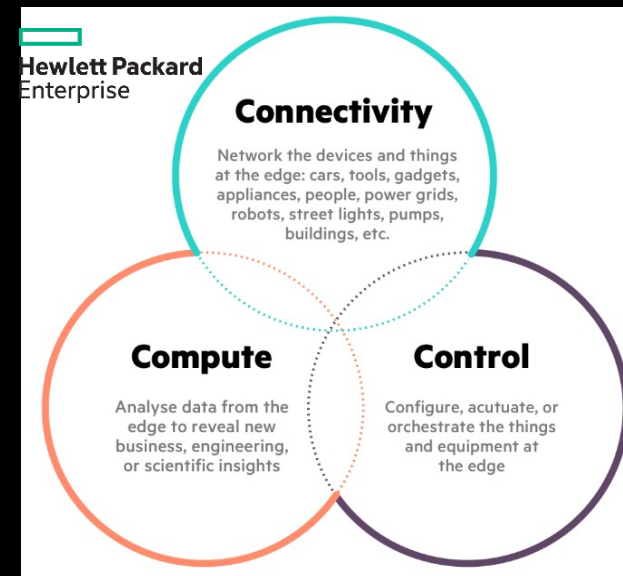
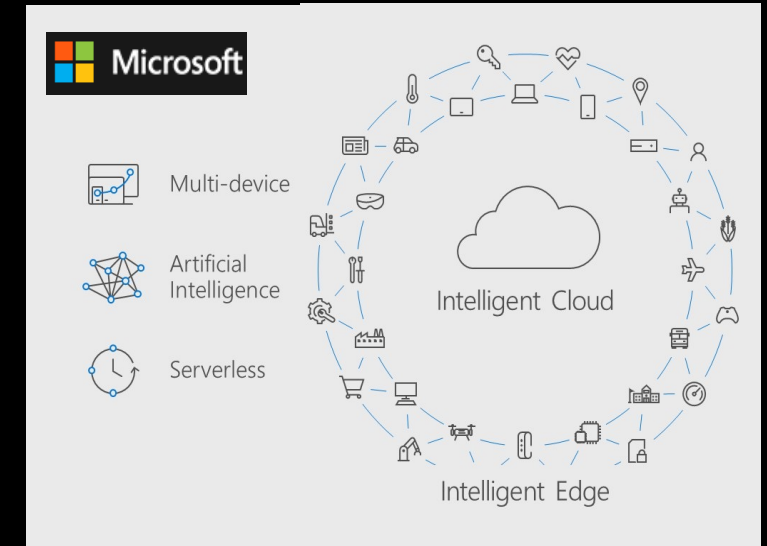


Megatrends

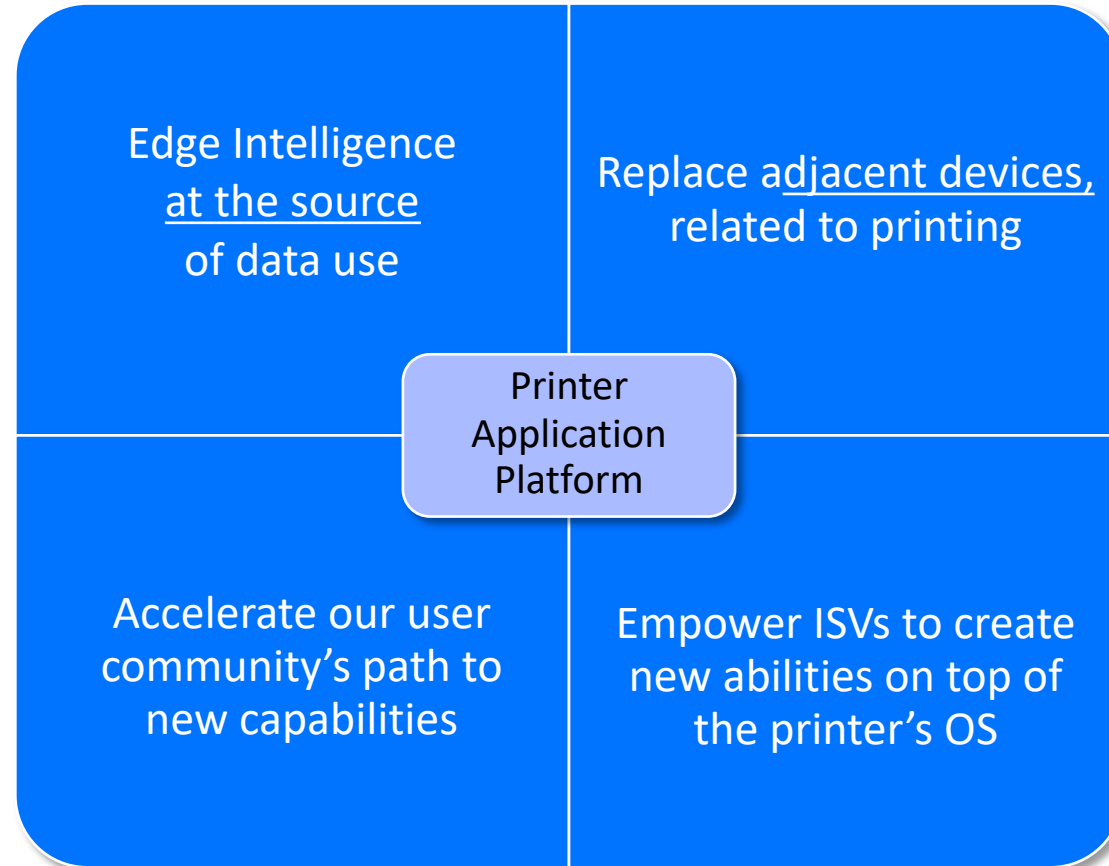
- Intelligent Edge / IoT devices
- Data driving insights/optimization
- Cloud Computing
- Every device is a compute device
- Every device responsible for security
- Post C19 drive to automation



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Printer App Platform

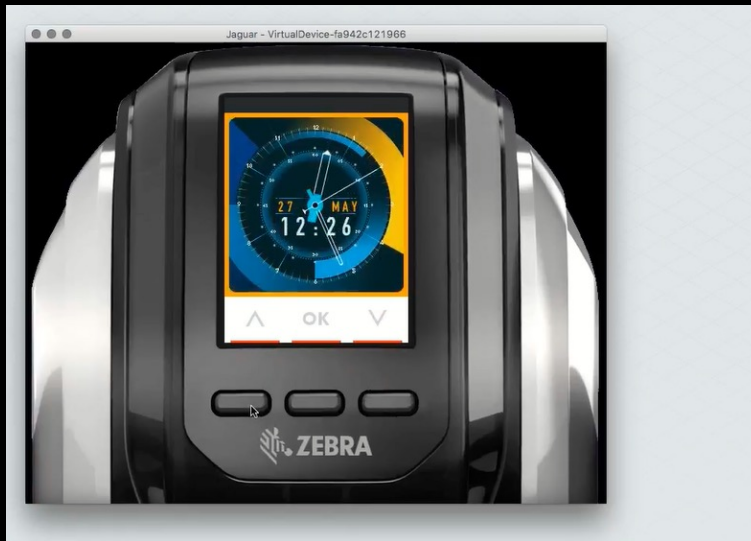
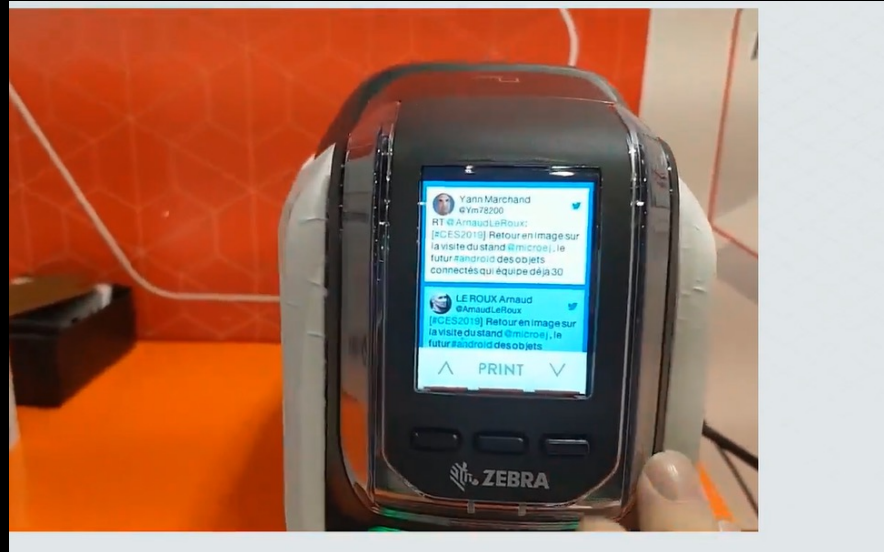


LINK-OS PRINTERS



Printer App Platform

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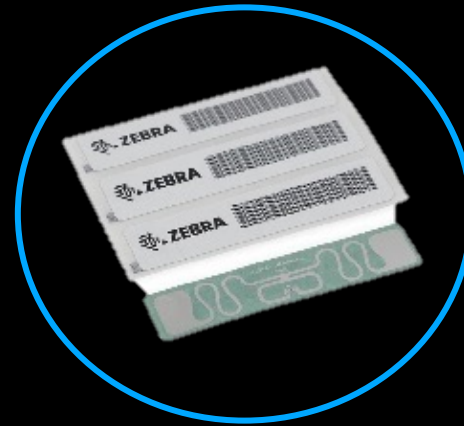


Supplies – More Intelligence at the Edge

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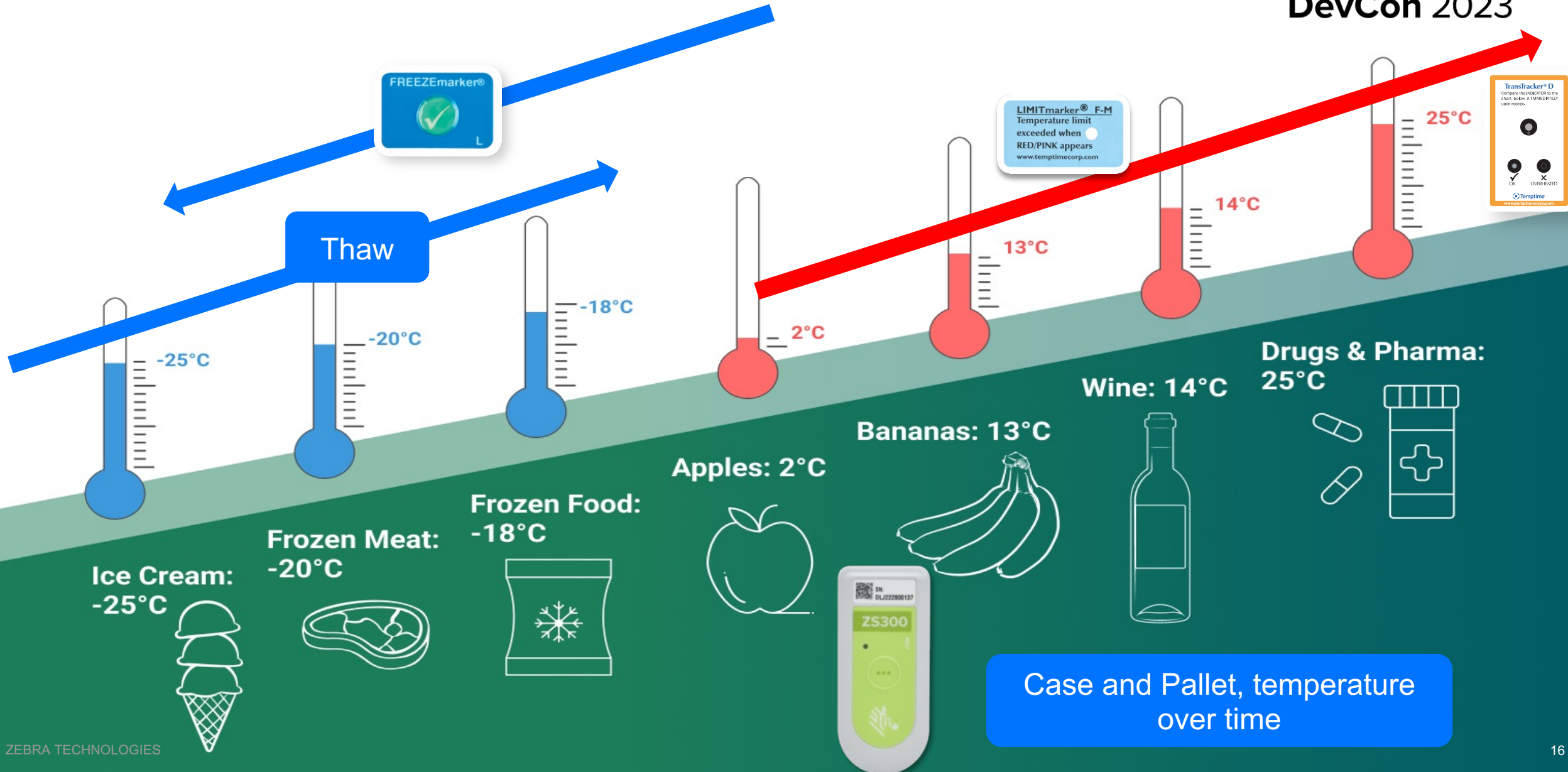
Core Supplies



RFID





Product Movement and Storage in the Cold Chain



Supplies – More Intelligence at the Edge

Intelligent Sensors

Devices



Zebra Sensor ZS300

BLE
IP67 rated
-40°C to +85°C
1 Yr. Operational life

Zebra Bridge ZB200

Connects to cloud via Ethernet / Wi-Fi
IP50 rated

Software




Android Software
Sensor Discovery
Bridge Setup

Cloud Software
Storage, APIs

Management APIs
Data APIs

Data Storage
Real Time Alerts
1 or 3 yr. subscription

Services



No Cost Recycling
Pick up on Request

Asset Tracking Solutions
More than Printers...



What you will hear this week...

Printers and Sensors - Awesome



Printer Command Languages

Cloud Printing Made Simple

PDF Printing Made Simple

Label Design is Easy for Developers

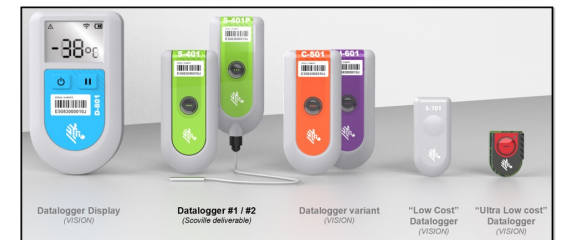
Power Up with Zebra Printer SDK

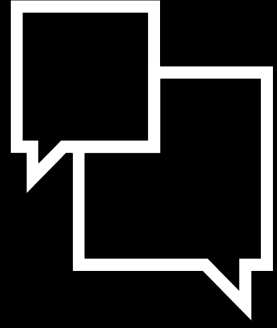
Link-OS Demo-o-Rama

Going Deep with Environmental Sensors

Asset Tracking Solutions

More than Printers...





Questions

Asset Tracking Solutions @ DevCon

- Steven Si ISV Support Guru
- Carl Mower Director, New Product Development
- Leo Lowy Director, Product Management
- Victor Salmons VP, New Product Development

Thank You

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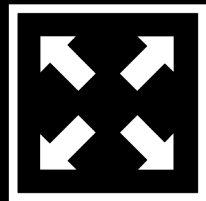
Presentation Guidelines

DevCon 2023



Aa Bb Cc
Aa Bb Cc

Use only Arial regular
and bold font

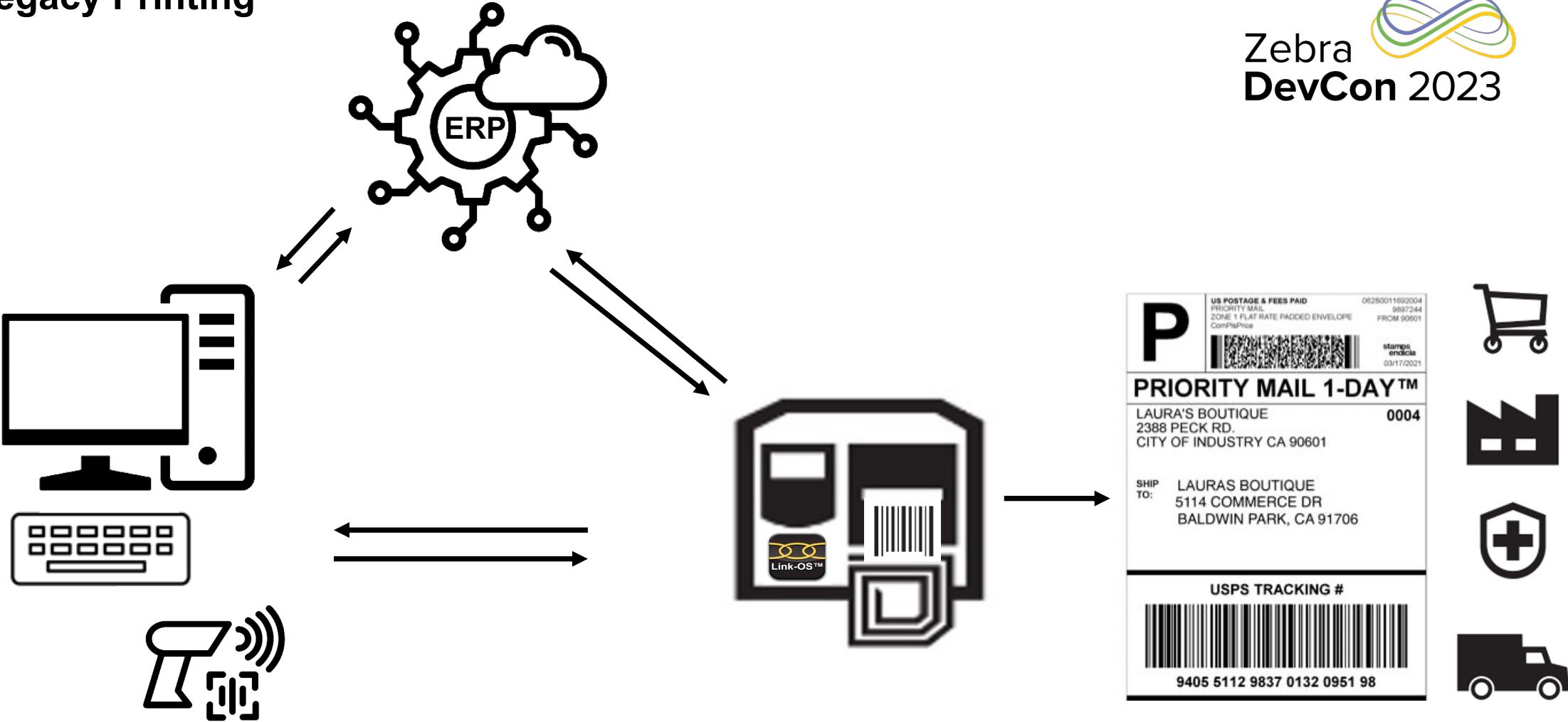


Allow for white space on
the slides and minimize
text as much as possible

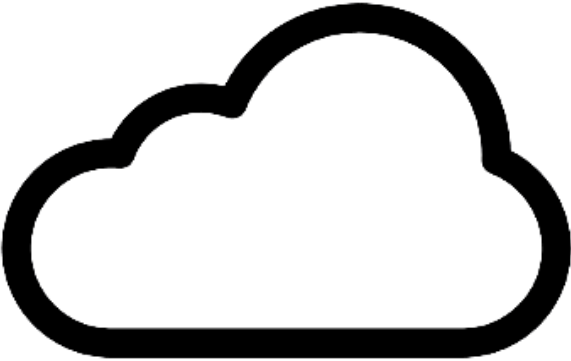


Please only use Zebra
brand colors from the
Theme Colours panel

Typical Legacy Printing



Cloud Printing



Standalone Printing



Printers – Consider what you can do...

devices

(change or redirect)

Keyboard

Applications

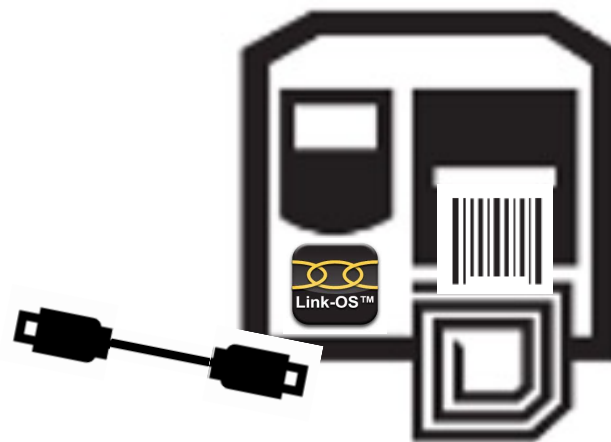
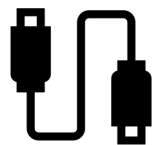
Printer, deliver to cloud

Barcode Scanner

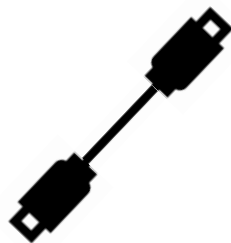
Logo to every label

Store the data to the Cloud

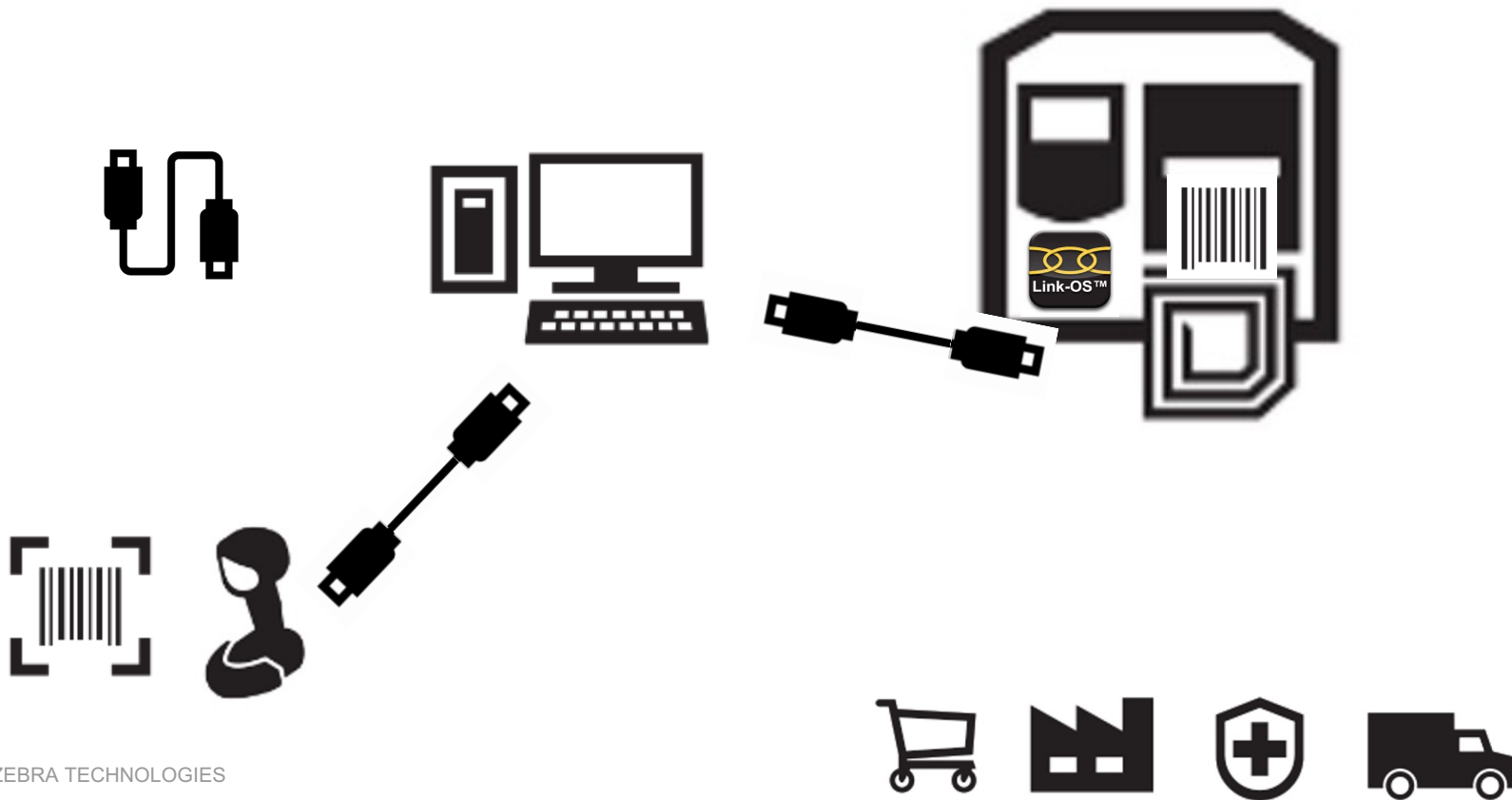
Print on the printer



Legacy Picture

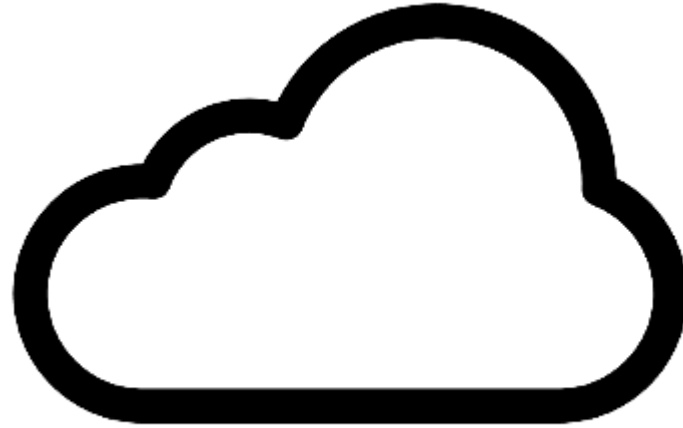


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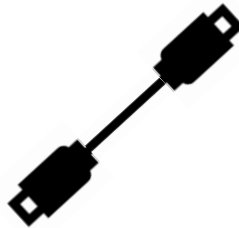
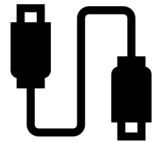


Legacy Picture





Example #1 – Cloud Printing



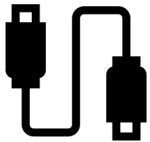
Come Work with Zebra Printers – Consider what you can do...

- Replace my thin client devices
- Act on data in motion (change or redirect)
- Connect Scanner or keyboard
- Run standalone applications
- Collect Analytics at the printer, deliver to cloud
- Add a Keyboard or Barcode Scanner
- Act on Data in Motion
- Add a new or different logo to every label
- Encode RFID and share the data to the Cloud
- Run Java applications on the printer



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Example #2 – Replace thin Clients, with standalone application (Print Station)

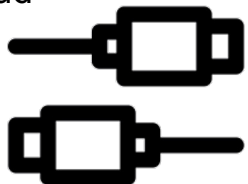


Come Work with Zebra Printers – Consider what you can do...

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**Example #3 – Data in motion
conversion/transformation**

