



Zebra ZQ300 Plus Series Mobile Printers: ZQ310, ZQ320, ZQ310 Plus, ZQ320 Plus

Frequently Asked Questions

Q: Why did Zebra create the ZQ300 Plus Series Mobile Printer?

A: Zebra is always looking to meet customer needs in the different markets we serve. Customers have told us they wanted a smaller printer with removable battery that can be worn for long periods of time. In addition, the iMZ series is an old platform that we wanted to replace to incorporate the requirements we have been hearing from customers as well as the newest technologies when it comes to communications, batteries, charging options and user interface to name a few.

Q: Why did Zebra introduce the ZQ300 Plus Series?

A: As part of our commitment to supporting long-term product continuity and availability, we redesigned the electronics in the ZQ310 and ZQ320 in order to enable timely delivery of high-quality printers to meet customer demand, both in today's environment and in the future. The ZQ310 Plus replaces the ZQ310 and the ZQ320 Plus replaces the ZQ320. In addition, please expect the product transition from the legacy ZQ300 Series to the new ZQ300 Plus Series to be accelerated, with the legacy ZQ300 being discontinued very shortly after the launch of the ZQ300 Plus.

Q: What is the difference between the ZQ300 Plus Series and the ZQ300 Series?

A: There are no changes in features, benefits or experience for the user between the ZQ300 and the ZQ300 Plus. The form, fit, function and compatibility with Zebra mobile printer accessories and batteries remain the same as the ZQ300 Series. The ZQ300 Plus models require and ship with new Windows® drivers and new firmware that are not backward compatible with legacy ZQ300 Series models. Clear markings on the ZQ300 Plus printers will help users identify and use the correct firmware and drivers needed within a mixed fleet environment.

The new ZQ300 Plus models will come with new SKUs/part numbers and serial number prefix in order to help customers differentiate between the ZQ300 and ZQ300 Plus models.

Q: Is the ZQ300 Plus Series firmware backward compatible with the ZQ300 Series?

A: No, the ZQ300 Plus models require and ship with new firmware that is not compatible with legacy ZQ300 Series models. Clear markings on the ZQ300 Plus printers will help users identify and use the correct firmware needed within a mixed fleet environment. The ZQ300 Plus Series uses version V101.xx.xxZ and the ZQ300 Series uses V81.xx.xxZ.

Q: Who is the ZQ300 Plus Series designed for?

A: We created two different designs of the ZQ300 Plus Series to accommodate the needs of different markets both indoors and outdoors. The sleek, silver design is for retail applications where the appearance of devices are more important given that these businesses are interfacing with customers and want to maintain their brand integrity. The black scuff-resistant design is for T&L, field service, DSD, courier and government where a slightly more rugged device might be needed.

Q: Is the ZQ300 Plus series a replacement to the iMZ Series?

A: Yes, the ZQ300 Series was introduced in 2018 as a replacement to the iMZ Series. In 2022, Zebra introduced the ZQ300 Plus Series, which provides the same features and benefits of the ZQ300 Series utilizing redesigned electronics. The ZQ310/ZQ310 Plus replaces the iMZ310 and the ZQ320/ZQ320 Plus replaces the iMZ320.

Q: What is new in the ZQ300 Plus Series printers compared to the previous iMZ Series?

A: The ZQ300 Plus is a Link-OS® printer similar to the iMZ Series, therefore applications designed to print in the iMZ Series will print the same in the ZQ300 Plus. However, the paper roll is different in size. In addition, the ZQ300 Plus will support all media depending on the SKU: Label, Receipt or Linerless.

ZQ300 Series and ZQ300 Plus Series offer a lot of features and functionality over the iMZ that benefit customers:

- 40% higher capacity battery: lasts a full shift and more
- PowerPrecision+ battery: offers a wealth of battery metrics for superior battery management
- The latest wireless technology for the fastest wireless connections: supports 802.11ac and Bluetooth® BLE 4.2
- More rugged design: IP54 sealing without a protective case, a higher (5 ft.) drop spec to minimize downtime and a new tumble specification (500 tumbles)
- More media support: now with support for international metric media sizes to expand the reach across all regions and linerless label support
- Enables label printing in addition to receipts, supporting more applications
- New charging options that simplify charging and drive accessory costs down
- New Bluetooth Printer Management allows for real-time visibility into printers connected with Bluetooth to Android™ Handheld devices, which makes it easy to maximize printer uptime, worker productivity and business efficiency
- Sleep mode to make the battery last even longer

Q: What are the key selling points of the ZQ300 Plus Series?

A: 1. Versatility to support more applications

- The ZQ300 Plus supports more applications, more environments, more media types—both receipts and labels, more host mobile devices—and virtually all geographies. As a result, customers can use the same printer for more use cases and applications, maximizing device utilization and increasing their return on investment (ROI).

2. Superior Zebra industrial design to meet enterprise needs

- Built for business, the ZQ300 Plus leverages Zebra's award-winning industrial design for exceptional user comfort and enterprise durability. Specialized designs meet your needs inside and outside the four walls.

3. Fast printing with the latest wireless connections

- The ZQ300 Plus Series delivers the fastest possible wireless connections for fast and reliable printing—either as a mobile printer or a network printer—and easy pairing with the host mobile device.

4. Guaranteed battery power with unsurpassed power management

- When it comes to power, the ZQ300 Plus ensures that every user has ample battery power for every minute of every shift through unsurpassed battery technology and battery management.

5. Superior printer management—easy, remote, comprehensive and cost-effective

- Unique Zebra-only features and device management options, including the new Bluetooth Printer Management, bring a new level of simplicity and cost-efficiency to comprehensive remote printer management.

Q: Do the ZQ300 Series and ZQ300 Plus Series support Print DNA™ features?

A: Yes, the ZQ300 Series and ZQ300 Plus Series Mobile Printers include the Link-OS printer operating system and support the full suite of Print DNA features. For more information, visit www.zebra.com/printdna and refer to the Print DNA Features Guide for features available by printer model.

Q: Does the ZQ300 Plus Series Mobile Printer support Link-OS?

A: Yes, the ZQ300s are Link-OS printers and support Print DNA. In fact, we created an industry first Bluetooth Printer Management solution that allows remote management and visibility to our Link-OS printers connected through a Bluetooth-enabled Android device. This allows you to connect to SOTI® MobiControl or Printer Profile Manager Enterprise, so you can manage and trouble shoot your printer remotely without being connected to the network. Your customers can avoid sending an IT specialist out to fix individual printers. They can view realtime printer status, download objects (such as fonts/templates), update the OS, check media and battery status, etc. This will save your customers time and lowers the TCO (total cost of ownership) because it is easier to maintain and maximizes uptime and productivity.

For those customers using Bluetooth Printer Management with SOTI MobiControl, they also have the opportunity to tap into Zebra's Operational Visibility Service, a powerful management platform that pulls performance metrics from MobiControl, along with service and repair data in Zebra's system, giving a new level of visibility into the identification, condition and location of all devices.

Q: What applications does the ZQ300 Plus Series support?

A: Most of the ZQ300 Plus applications are the same as those for the iMZ. However, given that the ZQ300 Plus supports label printing, in addition to receipt, we see additional retail applications.

- **Retail:** Mobile POS receipts, gift registry, price label markdowns/markups, shelf labels
- **T&L:** Invoices, receipts, ticketing
- **Field Service:** Invoices/receipts, inventory lists, schedule printouts, parts reconciliation
- **DSD:** Invoices, proof of delivery notices, receipts, end-of-day reports
- **Courier:** Proof of delivery notices, invoices
- **Government:** Parking violations, eCitations, utility meter reading, postal delivery notices

Q: What mobile computer is recommended as a complementary device with the ZQ300 Plus?

A: The recommended complementary mobile computer to the ZQ300 Plus is the TC5xx Series. Given that these are both mid-range product lines going after the same applications, we feel that these two product lines complement each other and provide a more complete solution. Not to be forgotten are all the shared accessories between the product lines.

Q: What accessories are available for the ZQ300 Plus?

A: We have numerous accessories available with the ZQ300 Plus. The ‘docking cradles and battery chargers’ can be used with both the ZQ300 Plus and the TC5X Series. These accessories are compatible with both the ZQ300 Series and the ZQ300 Plus Series printers:

- Batteries
- Docking Cradles
 - 1-Slot
 - 5-Slot
- Battery Chargers
 - 1-Slot
 - 3-Slot
- Adaptors and Cables
 - AC to USB Adaptor
 - Cigarette to USB Adaptor
 - Dual-Charging Vehicle Adaptor (for TC51/56 and ZQ300 Plus)
 - USB Cable (Type A to Type C)
- Vehicle Holders
 - Windshield
 - Dashboard
- Carrying Options
 - Soft Case
 - Shoulder Strap
 - Belt Clip
- Other
 - Spacers (to accommodate iMZ roll width)
 - Rubber Doors (replacements)
 - Platen Rollers (replacement)
 - Linerless Platen Roller (replacement)

Q: What comes ‘in-box’ with the ZQ300 Plus?

A: The ZQ300 Plus includes the following items ‘in-box’ with the printer:

- Battery (Li-Ion 2280 mAh)
- Belt Clip
- USB Cable (Type C to Type A Connectors)
- Documentation (QSG, Registration Card, Safety & Regulatory Guides)

Q: How can I make additional revenue beyond the sale of the printer?

A: Not to be forgotten are the annuity opportunities available with the sale of the ZQ300 Plus. Now that the new ZQ300 Plus prints labels in addition to receipts, you have the ability to sell Zebra’s Certified Supplies. For every mobile printer sold, customers spend an average of \$210/year on supplies per printer. Over the course of the average 5 year printer lifecycle, that’s over \$1K per printer on supplies. Multiply that by the size of the fleet you are selling to see the total supplies opportunity. Supplies become a recurring revenue stream, as well as a constant touchpoint into the customer, allowing you to stay in touch with the customer between hardware sales and allowing you to uncover additional revenue opportunities beyond the supplies sale.

Q: What services are offered with the ZQ300 Plus and what do they provide?

A: Maximize the availability of your printers with Zebra OneCare™ Services—Zebra OneCare Support Services enable your critical business operations. With multiple service levels to choose from, you can protect your investment while achieving maximum uptime and peak performance. Get unmatched support—direct from the manufacturer—with live agent telephone technical support, comprehensive coverage including accidental damage, and defined repair & turn-around times. Plus optional services like Device Commissioning, Onsite Repair, Battery Refresh & Replacement Services and Express Shipping let you tailor your service plan to your individual business needs. Your customers will have peace of mind knowing that their printer is protected.

Q: What are the main benefits of Zebra OneCare for partners?

A: Major benefits include:

- **Incremental revenue and margin opportunity.** With Zebra OneCare, partners will be able to generate additional dollars on printers they are already selling. In some cases, partners may be able to make up to 20% more margin per piece of hardware.
- **Simplicity.** Simply add the service SKU on to your printer PO when selling this service or bundling it in with the hardware.
- **Differentiation.** Offering a Support Service differentiates the hardware and creates incremental value to the customer. Further, it demonstrates the ability of partners to provide more than just devices and offer value-added services.

Q: What is the list price for the ZQ300 Plus?

A: The list price for the ZQ300 Plus varies depending on the options available. Please visit [Zebra Solutions Pathway](#) for the latest pricing on both the ZQ300 Series and ZQ300 Plus Series models.

- ZQ320/ZQ320 Plus with 802.11AC & BT, Label Sensor, Indoor Use
- ZQ320/ZQ320 Plus with Bluetooth, No Label Sensor, Outdoor Use
- ZQ320/ZQ320 Plus with Bluetooth, Linerless, No Label Sensor, Outdoor Use
- ZQ310/ZQ310 Plus with 802.11AC & BT, Label Sensor, Indoor Use
- ZQ310/ZQ310 Plus with Bluetooth, No Label Sensor, Outdoor Use
- ZQ310/ZQ310 Plus with Bluetooth, Linerless, No Label Sensor, Outdoor Use

Q: Where can I find the training on the ZQ300 Plus Series?

A: There is internal training available on the ZQ300 Plus Series and is located on the ZQ300 Plus Series Product Page on The Source. This training also applies to the ZQ300 Plus models. If you need additional training beyond just the printer, you are encouraged to review all the internal training available on the entire Mobile Printer Portfolio, including supplies and accessories. This training is also located on [The Source](#) and can be found by going to the Learning Tab and selecting “Portfolio Learning” and then selecting “Selling Mobile Printer Solutions” from the menu.

Find additional assets and information on the ZQ300 Plus Series at
The Source and Partner Gateway



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