## WHY DID ZEBRA CREATE THE ZQ300 SERIES MOBILE PRINTER?

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 wear 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, user interface to name a few.

## WHO IS THE ZQ300 SERIES DESIGNED FOR?

We created two different designs of the ZQ300 Series to accommodate the needs of different markets both inside and outside the four walls.  The sleek, silver design is for retail appliactions where the appearance of devices are more important given that they are interfacing with customers and want to maintain their brand intergrity, the black, scuff resistant design is for T&L, field service, DSD, courier and government where a slightly more rugged device might be needed.

## IS THE ZQ300 SERIES A REPLACEMENT TO THE IMZ SERIES?

Yes, the ZQ300 Series is a replacement to the existing iMZ Series – ZQ310 replaces the iMZ310 and the ZQ320 replaces the iMZ320.  The EOL process will be staggered depending on regions.  We expect a full transition in 10 to 12 months starting 3 months after launch in NA/EU.

## IS THE ZQ300 SERIES BACKWARDS COMPATIBLE WITH THE IMZ SERIES?

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

## WHAT'S NEW IN THE ZQ300 SERIES?

The ZQ300 offers a lot of new features and functionality over the iMZ that will benefit our customers.  The items below show how these benefit our 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 4.0
- 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

## WHAT ARE THE KEY SELLING POINTS OF THE NEW ZQ300 SERIES?

1. Versatility to support more applications –
   - The ZQ300 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 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 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 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.

## WHAT IS PRINT DNA?

Zebra Print DNA is the genetic code that injects business-catalytic capabilities into our Link-OS® printers through its unique combination of innovative applications, utilities, and developer tools. The result is a superior printing experience through better performance, simplified remote manageability and easier integration. Print DNA transforms printers from the inside.

## DOES THE ZQ300 SERIES MOBILE PRINTER SUPPORT LINK-OS?

Yes, the ZQ300's 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 though 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 guy out to fix individual printers. They can view realtime printer status, download objects - such as fonts / templates, update the OS, check media status, battery status, etc. This will save your customers time and lowers the TOC because its easier to maintain, maximizes uptime and productivity.

And 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.

## WHAT APPLICATIONS DOES THE ZQ300 SERIES SUPPORT?

Most of the ZQ300 applications are the same as those for the iMZ.  However, given that the ZQ300 now supports label printing, in addition to receipt, we see new 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

## WHAT MOBILE COMPUTER IS RECOMMENDED AS A COMPLEMNTARY DEVICE WITH THE ZQ300?

The recommended complementary mobile computer to the ZQ300 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 products lines.

## WHAT ACCESSORIES ARE AVAILABLE FOR THE ZQ300?

We have numerous accessories available with the ZQ300.  The 'docking cradles and battery chargers' could be used with both the ZQ300 and the TC5X Series.

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

## WHAT COMES 'IN-BOX' WITH THE ZQ300?

The ZQ300 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)

## HOW CAN I MAKE ADDITIONAL REVENUE BEYOND THE SALE OF THE PRINTER?

Not to be forgotten are the annuity opportunities available with the sale of the ZQ300. Now that the new ZQ300, 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.

## WHAT SERVICES ARE OFFERED WITH THE ZQ300 AND WHAT DO THEY PROVIDE?

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.

## WHAT ARE THE MAIN BENEFITS OF ZEBRA ONECARE FOR PARTNERS?

Major benefits include:

A. **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.
B. **Simplicity**. Simply add the service sku on to your printer PO when selling this service or bundling it in with the hardware makes it a no brainer.
C. **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.

## WHAT IS THE LIST PRICE FOR THE ZQ300?

The list price for the ZQ300 varies depending on the options available.

- ZQ320 with 802.11AC & BT, Label Sensor, Indoor Use ($695)
- ZQ320 with Bluetooth, No Label Sensor, Outdoor Use ($550)
- ZQ320 with Bluetooth, Linerless, No Label Sensor, Outdoor Use ($650)

- ZQ310 with 802.11AC & BT, Label Sensor, Indoor Use ($650)
- ZQ310 with Bluetooth, No Label Sensor, Outdoor Use ($525)
- ZQ310 with Bluetooth, Linerless, No Label Sensor, Outdoor Use ($595)

## WHERE CAN I FIND TRAINING ON THE ZQ300 SERIES?

There is internal training available on the ZQ300 Series and is located on the ZQ300 Series Product Page on The Source.  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 by found by going to the Learning Tab and selecting "Portfolio Leanring" and then selecting "Selling Mobile Printer Solutions" from the menu.

## WHERE CAN I GET MORE INFORMATION ABOUT THE ZQ300 SERIES?

You could find additional assets for ZQ300 Series on The Source, Partner Gateway and the Competitive Portal.