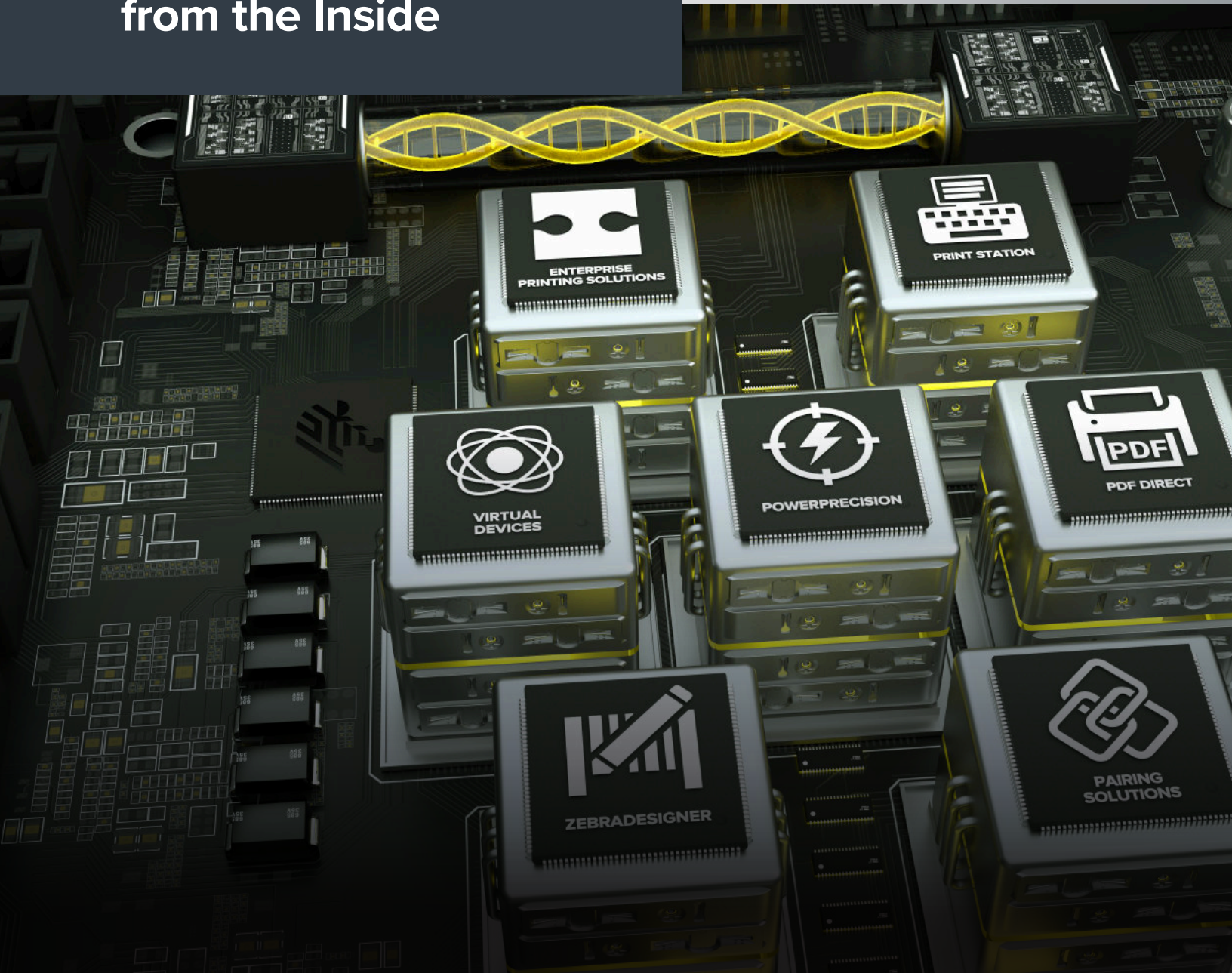




# Print DNA

## Transforming Printers from the Inside





# Introducing Print DNA

Because what's inside your printer matters.

**A great printer solution starts with great hardware.  
But the software inside the printer matters too.  
Software can help maximize the functionality of  
your printer — along with the value your printer can  
provide to your business.**

That's why we created Print DNA. Powered by Link-OS,  
Zebra's robust printer operating system, Print DNA offers  
a broad series of tools that make life easier for everyone  
who touches your Zebra Link-OS printers, from workers  
and managers to IT staff and developers.

Print DNA propels our printers into a class of their own.  
You get maximum performance levels that boost workforce  
productivity, plus unmatched deployment, integration,  
management and ease-of-use. Simply put, everything  
is easier and everything takes less time — regardless of  
whether workers are printing, managing your printer fleet  
or developing printing applications.

**HARNESS THE POWER OF YOUR ZEBRA PRINTERS  
WITH ZEBRA PRINT DNA.**



# WITH Print DNA

## YOUR PRINTERS DELIVER UNMATCHED VALUE



### **BETTER PERFORMANCE... AND WORKFORCE PRODUCTIVITY**

Enable your printers to perform at their peak for simple, effortless printing. Customizable common user experiences flatten learning curves, increasing workforce productivity. Print from multiple device types, operating systems and applications, including ERP systems.



### **SUPERIOR MANAGEABILITY**

Simplified yet powerful tools for easy remote management of any size printer deployment. Maintain, secure and troubleshoot printers from anywhere, at any time — regardless of whether they are connected via Ethernet, Wi-Fi or Bluetooth.



### **EASY INTEGRATION**

With Print DNA, integrating our printers into your existing technology architecture is easy. Emulation of many popular printer brands eliminates the need to rewrite print solutions when switching brands, and our robust Multiplatform Software Development Kit makes writing printer apps a snap.



# THE PRINT DNA ECOSYSTEM

# 4

categories of tools  
set Zebra Link-OS<sup>®</sup>  
printers apart from  
their competition

## PRODUCTIVITY TOOLS

Reach new levels of productivity with innovations that streamline tasks and workflows, optimize device performance and solve tomorrow's printing problems today.

## DEVELOPMENT TOOLS

Experience the faster and smarter way to easily integrate printers with the devices and applications your customers use today—including Android and iOS—to get systems up and running in less time with less cost.

## MANAGEMENT TOOLS

Minimize IT effort and maximize IT control with Print DNA management tools — the easy way to add, manage and secure any number of printers, anywhere — from a handful of printers in a small business to thousands of printers all around the world.

## VISIBILITY TOOLS

Whether you have an existing Mobile Device Management or Enterprise Mobility Management solution in place, robust Visibility Tools boost the value of your networked Zebra Link-OS printers by providing unparalleled insight into printer health, usage and performance — driving uptime and ROI to a new high, and TCO to a new low.

# PRODUCTIVITY TOOLS

Streamline tasks and workflows to boost workforce productivity and the value of your Zebra printers.



## ENTERPRISE PRINTING SOLUTIONS

Easily print simple to complex barcode and RFID labels directly from your Enterprise Resource Planning (ERP) system using Enterprise Connector for Oracle or SAP Integration solutions.



## PDF DIRECT

Print PDFs with scannable barcodes directly from your ERP system — no middleware required. Eliminate the complexity and extra steps associated with deploying printer drivers and middleware platforms with support for Oracle and SAP.



## POWERPRECISION

Ensure the best possible printer output throughout the length of your battery with PowerPrecision and PowerPrecision+. Predict the life of your batteries and preempt issues to keep printers at their peak and workers productive.



## PAIRING SOLUTIONS

Simplify pairing Link-OS printers with mobile devices through Scan & Pair for Windows Mobile/CE and Tap & Pair for NFC-enabled Android. Access instructional web pages and create apps that launch at a touch to simplify use with Print Touch using NFC-enabled Android devices.



## PRINT STATION

Create, store and retrieve ready-to-use templates; and easily print receipts, tags and more directly from any Android mobile device — no driver required.



## VIRTUAL DEVICES

Migration to Zebra's printers is fast and easy with this powerful printer emulation engine. Zebra Link-OS printers can utilize existing label formats created for practically any printer running any printer language — no re-writing necessary.



## ZEBRADESIGNER

Design the most complex barcode and RFID labels with point-and-click simplicity. There are three editions to meet your needs: ZebraDesigner Essentials, ZebraDesigner Professional and ZebraDesigner for Developers.

# DEVELOPMENT TOOLS

Reduce the time and cost of integrating printing into your apps.



## BROWSER PRINT

Easily create or integrate printing into your web-based apps with this free tool. Develop apps that print from the most popular browsers, including Internet Explorer v11, Chrome and Safari.



## CLOUD CONNECT

Easily and securely print from your cloud-based apps on any device, with any OS, on any network. Link-OS networked printers can instantly capture information from a connected scanner or other input device and transmit that data directly to cloud-based applications for instant processing. And you can leverage Print DNA's Multiplatform SDK with Cloud Connect to easily create cloud-based applications that integrate your printers into your overall Cloud strategy, allowing your Link-OS printers to become an important part of your Internet of Things architecture — today or in the future.



## MULTIPLATFORM SDK

Easily develop powerful apps for PCs, smartphones and tablets running the most popular operating systems: Windows, Linux, Android, iOS, Windows Mobile™ and Windows CE™. And you can develop in your preferred language: Java, Objective C, C#, VB or Xamarin.



## NETWORK CONNECT

Create easy direct connections between printers and Rockwell programmable logic controllers (PLCs). This reduces the cost, complexity and time required to integrate Zebra's Industrial printers with PLCs. The need for 3rd party hardware (Ethernet/IP converters) is eliminated. And the number of failure points in the production line — as well as printer management and troubleshooting efforts — are reduced.



## PRINT CONNECT

Easily add printing of labels, tags and receipts to your Android applications, no complex code or Software Development Kit (SDK) required. The printer discovery and pairing process via Bluetooth or Wi-Fi WLAN is automatically handled.



# MANAGEMENT TOOLS

Increase security, and reduce management time and cost for any number of Zebra printers, local or remote.



## BLUETOOTH PRINTER MANAGEMENT

Easily see and manage your Bluetooth printers that are connected to your Android handheld devices. This family of two applications — Bluetooth Connector and Connection Manager Android — makes it easy to create a gateway between Bluetooth-connected printers and Zebra's Printer Profile Manager Enterprise or SOTI MobiControl, enabling you to remotely update, monitor, troubleshoot and proactively prevent printer-related issues that can result in downtime.



## PRINTER PROFILE MANAGER ENTERPRISE

Easily manage all your networked Zebra Link-OS printers—including card printers—from a single location using a browser, no matter where they are located. Remotely manage more than 300 settings quickly and easily, minimizing the time required to configure, deploy, update and troubleshoot fleets of Link-OS printers.



## PRINTER SETUP UTILITIES

Use your Android mobile devices to easily set up remote and local printers. Intuitive wizards make it easy to add printers, move printers to new locations and add new capabilities. Supports Bluetooth, Bluetooth LE, USB and network connections.



## PRINTSECURE

PrintSecure makes it easy to configure your printers to use secure connections, block unwanted access and ensure your data and infrastructure are protected. Compare your printer settings against security best practices and make changes based on your conditions to increase security. Automatically update WLAN Wi-Fi certificates and ensure they are updated when they expire. Enjoy the visibility to see events in real time and spot vulnerabilities before attacks can occur.

# VISIBILITY TOOLS

Regardless of how many printers you have, where they are located or whether or not you use an MDM or EMM, we have a printer management solution to fit your needs.



## MDM/EMM CONNECTORS

Manage your Zebra printers through your existing MDM, EMM for single-pane-of-glass device visibility. Supports AirWatch and SOTI MobiControl, with installation services provided by Zebra.



## VISIBILITY SERVICES

Get instant business intelligence about your Zebra devices, when and how you need it, with our subscription-based VisibilityIQ™ or AVS services. Predictive and prescriptive analytics help you spot and address issues — before they impact productivity.



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