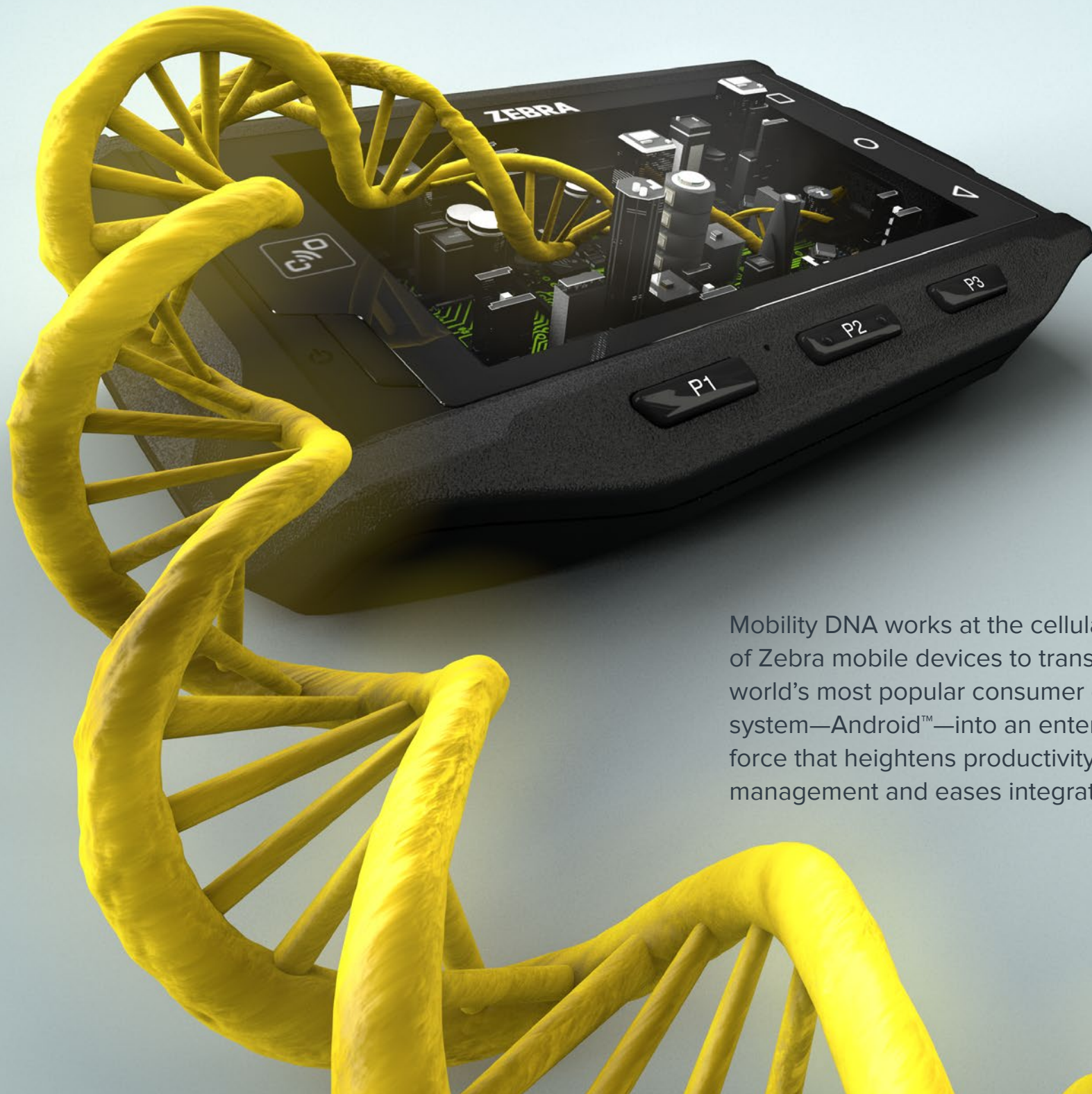




ZEBRA

# ZEBRA'S MOBILITY DNA

The Genetic Code Engineered to Alleviate Enterprise Mobility Pain



Mobility DNA works at the cellular level of Zebra mobile devices to transform the world's most popular consumer operating system—Android™—into an enterprise-ready force that heightens productivity, simplifies management and eases integration.

# THE ANATOMY OF MOBILITY DNA

It takes more than hardware to make your business run. It takes **an entire software ecosystem** formulated for your workforce, managers, IT staff and developers. Starting with superior technology genes, Mobility DNA evolves a new, more highly **advanced species of enterprise mobility**.



  
AN ENTERPRISE  
CLASS SOFTWARE  
ECOSYSTEM

## BUSINESS TOOLS

### DISTINCT LICENSED SOLUTIONS FOR **ENTERPRISE DOMINANCE**

In business, the survival of the fittest depends in part on your ability to maximize every resource. Mobility DNA's unique software solutions give you the power to **break free from inefficiencies and transform your operations**. Your workforce communicates as one; tasks get done at a rapid pace and connectivity becomes untethered and unmatched in speed and ease.

#### TRAITS FOR A LEANER, MEANER OPERATION

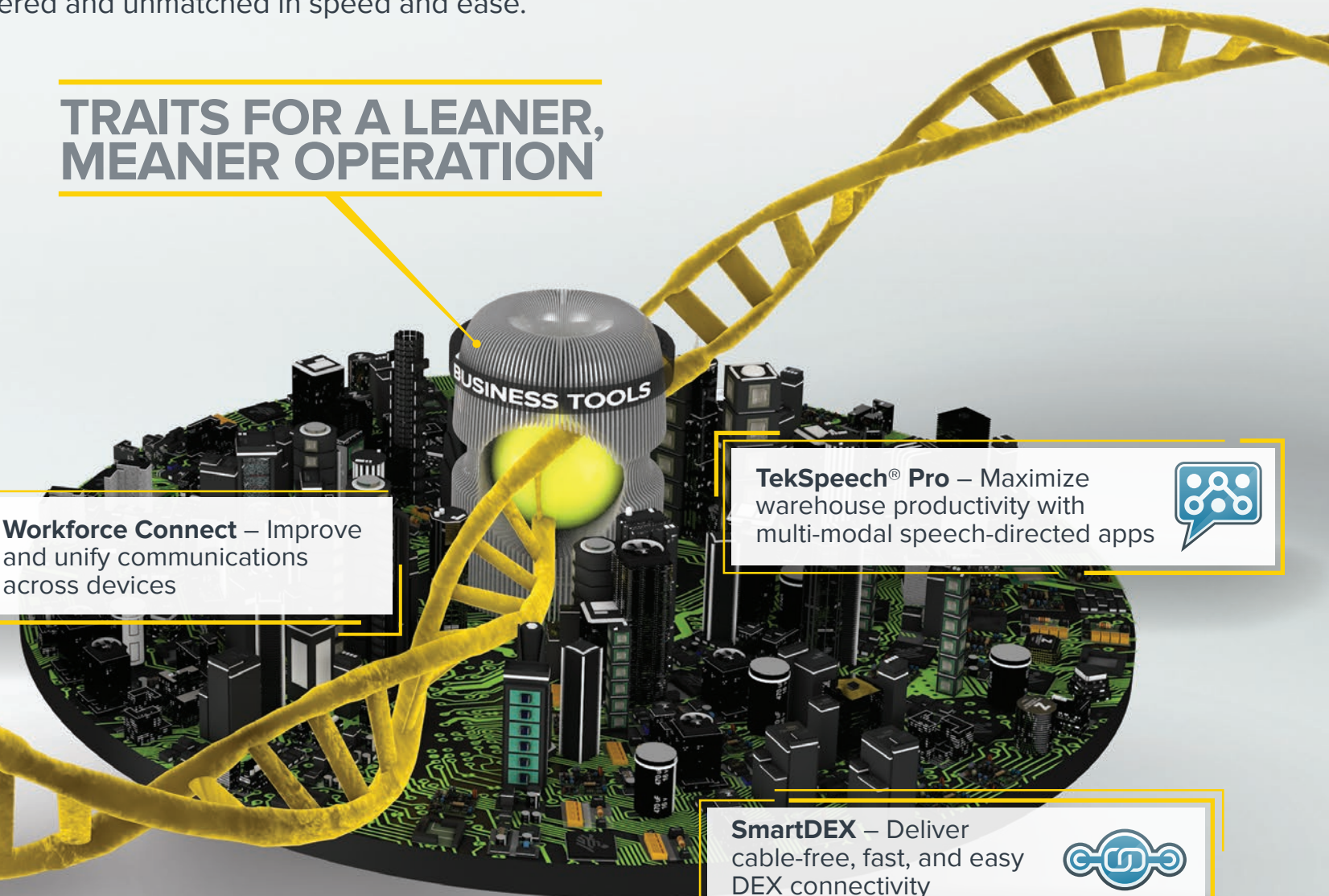


**Workforce Connect** – Improve and unify communications across devices

**TekSpeech® Pro** – Maximize warehouse productivity with multi-modal speech-directed apps



**SmartDEX** – Deliver cable-free, fast, and easy DEX connectivity



## PRODUCTIVITY TOOLS

# A SEQUENCE TO INCREASE EFFICIENCY

Mobile computers with Mobility DNA are genetically superior, as they embody **enterprise characteristics** customized to make jobs easier and tasks faster to accomplish. Built on the **user-friendly Android interface**, Mobility DNA shortens the learning curve and lengthens efficiency and productivity.



## THE SUPER POWER TO WORK FASTER, SMARTER

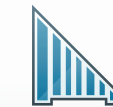


**SimulScan** – Automate document capture in a single step



**All-Touch Terminal Emulation** – Convert legacy green screens into an all-touch modern user experience

**DataWedge** – Send scanned data to any running app



**Swipe Assist** – Create a virtual data capture button on our mobile device screens

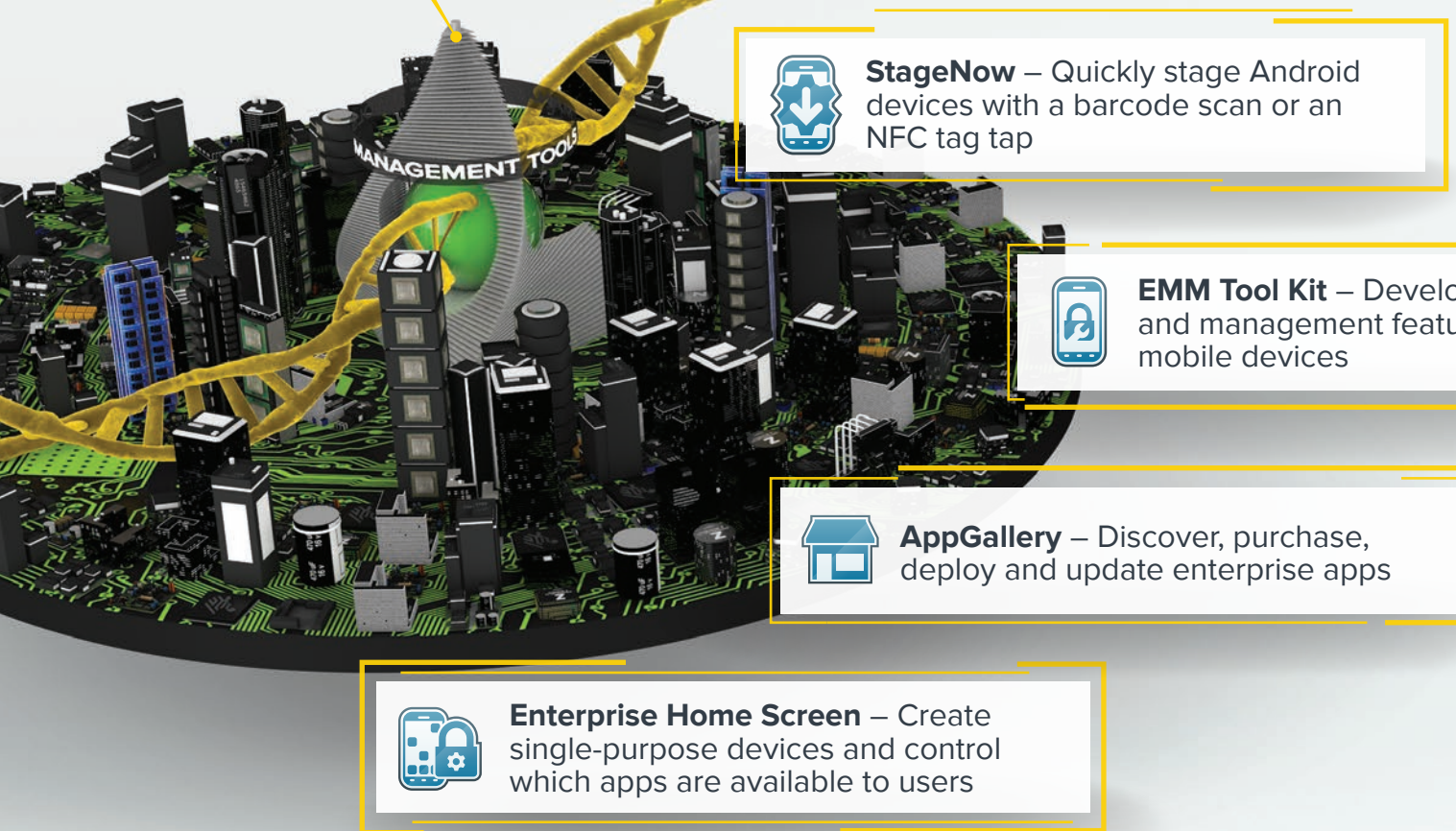
**Enterprise Keyboard** – Enable fast, accurate alphanumeric entry purposely designed for enterprise



**PowerPrecision** – Keep mobile computers powered with software tools and intelligent batteries



MINIMUM EFFORT.  
MAXIMUM CONTROL.



**StageNow** – Quickly stage Android devices with a barcode scan or an NFC tag tap



**EMM Tool Kit** – Develop configuration and management features on Zebra mobile devices



**AppGallery** – Discover, purchase, deploy and update enterprise apps



**Enterprise Home Screen** – Create single-purpose devices and control which apps are available to users

## MANAGEMENT TOOLS

# THE FUSION OF SIMPLICITY AND MANAGEMENT

No other species of mobile computers pairs simplicity and device management like Mobility DNA. Regain control of your mobile platform through **superior security, greater access, centralized management, and real-time visibility**. The result is better deployment management and faster troubleshooting for optimal uptime.

## DEVELOPMENT TOOLS

# SEAMLESS INTEGRATION STARTS WITH A BETTER GENE POOL

Mobility DNA contains the code to **faster, smarter, easier enterprise, mobile app development**. Timelines are shortened, and confidence extended as rollouts run smoothly and OS migration integrates seamlessly into new and legacy infrastructures.

## FASTER, EASIER DEVELOPMENT & DEPLOYMENT



**Mobility Extensions (Mx)**  
Harden Android OS with enterprise security and control



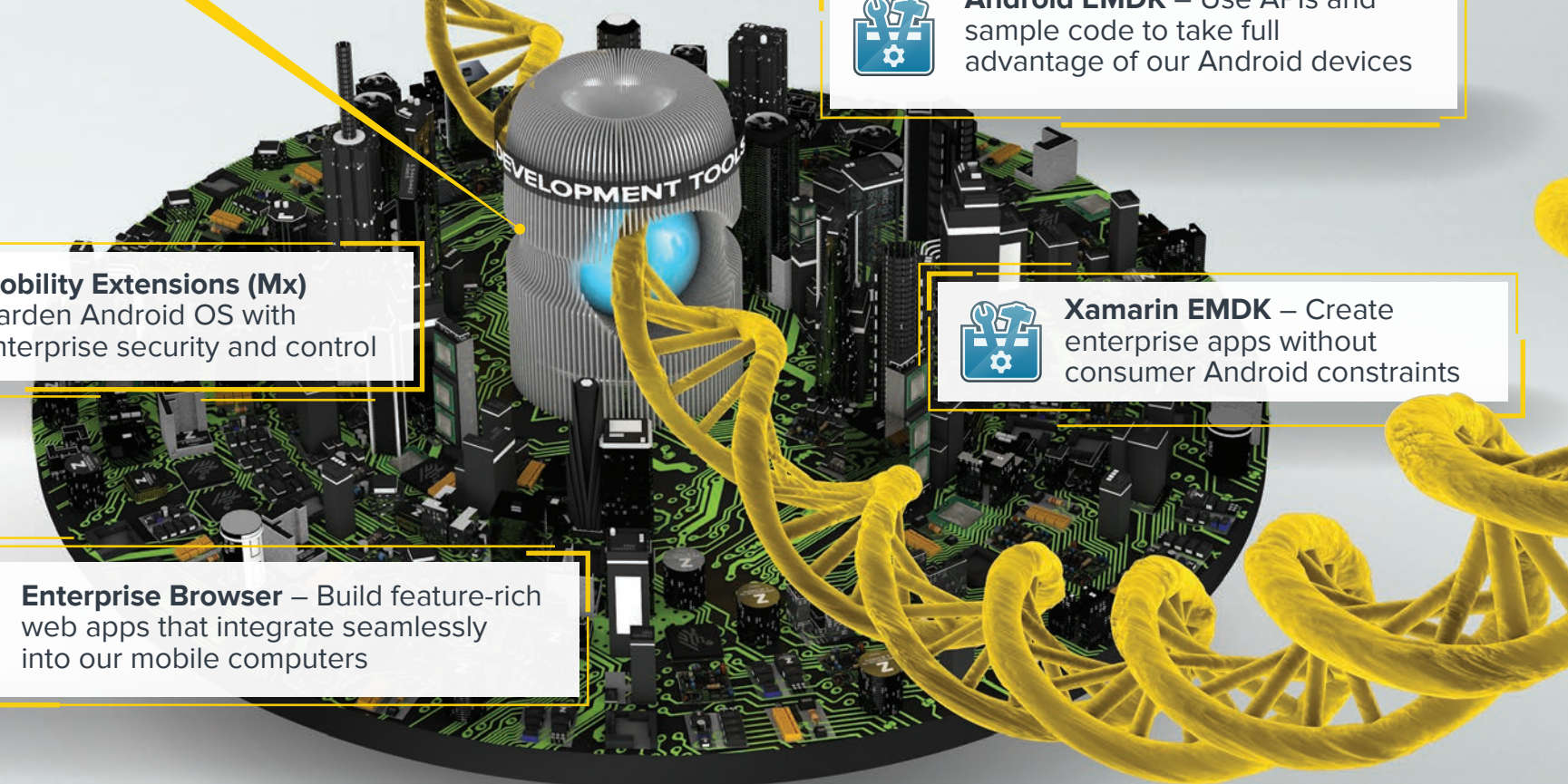
**Enterprise Browser** – Build feature-rich web apps that integrate seamlessly into our mobile computers



**Android EMDK** – Use APIs and sample code to take full advantage of our Android devices



**Xamarin EMDK** – Create enterprise apps without consumer Android constraints



# EXPERIENCE A NEW BREED OF **ENTERPRISE MOBILITY**

Mobility DNA bonds advanced enterprise traits with the consumer Android operating system – creating an entirely new animal. A descendent of the world's most popular operating system, **it's extremely friendly, yet all business at its core.** A hardened set of business-critical features lockout security risks and lockdown control. Such superior capabilities accelerate ROI, extend investments and propel productivity forward. **Now, mobile computers are really ready to go to work.**



**DISCOVER THE ENTERPRISE CHARACTERISTICS OF MOBILITY DNA.**

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