



Discover Your Fixed RFID Reader Trade-Up Promotion

TRADE-IN... any Fixed RFID Reader, from any manufacturer*

TRADE-UP... to a brand-new Zebra Fixed RFID Reader

ENJOY... great discounts from the RFID specialisation programme, contact your Zebra RFID Specialist

And take your competitive advantage to a whole new level of Inventory Intelligence!

Promotion starts 20 April 2020

Promotion ends 31 December 2020

Your Trade-Up Guide for Fixed RFID Readers

Seven great reasons to trade-up your current Fixed RFID Readers to the latest Zebra models.

Your questions answered:

1. How easy is it to switch from a different make?
2. Will I be able to increase my coverage?
3. Will new Zebra readers perform better than what I have now?
4. How quick is installation?
5. How easy are these readers to update and manage?
6. What service and support will I get?
7. What about tough environments?

**And remember... you can trade-up ANY* Fixed RFID Readers:
previous Zebra models and competitor products too!**

* For full list of eligible products please go to contact your Zebra RFID Specialist Partner. If you're not sure who that is, we can put you in touch with the right Partner... simply visit www.zebra.com/contact. Conditions apply.



1. How easy is it to switch from a different make?

Do you have Fixed RFID Readers from other manufacturers?

Would you like to upgrade to a Zebra Fixed RFID Reader but are concerned about the cost of changing?

Then this Trade-Up promotion is perfect for you!

You can trade-in **any Fixed RFID Reader**, from any manufacturer; trade-up to a brand-new Zebra Fixed RFID Reader; and get great discounts from the RFID specialisation program*.

The models offered – FX7500 and FX9600 – are easy to deploy, configure, manage and use, and if you're trading up from another make, our technology...

Seamlessly integrates with existing IT infrastructure... no new systems needed or 'hidden' extra costs incurred.

Offers a lower total system cost... embedded applications for stand-alone reader operation eliminate the need for a host PC connection in many applications.

Significantly lowers the initial investment cost... the unique, eight-port FX9600 model delivers more Read Points per reader, so fewer readers are required.

Zebra technologies has been recognized as a leader in Gartner, Inc.'s 2020 magic quadrant for indoor location services, global**

With this promotion, you get all the benefits of a new RFID Fixed Reader from a global leader in the field: increased performance, wireless communications, increased security and backward compatibility to help you take maximum advantage of advanced RFID applications.

**But remember, it only runs from 20 April 2020 to
Promotion ends 31 December 2020... get it whilst you can!**

* For full list of eligible products please go to contact your Zebra RFID Specialist Partner. If you're not sure who that is, we can put you in touch with the right Partner... simply visit www.zebra.com/contact. Conditions apply.

** Zebra was evaluated for its completeness of vision and ability to execute.



2. Will I be able to increase my coverage?

Has the number of items you need to read increased over time?

Are your current Fixed RFID Readers reading all the stock you have?
Or do you really need more?

And did you know you can replace multiple older Fixed RFID Readers with a fewer number of higher performance ones?

Inventory management and asset tracking are activities which can be time-consuming and resource heavy, but trading-up to fewer of the latest Fixed RFID Readers will help simplify your inventory management.

Our FX7500 Reader offers **up to 1200+ tags/sec** tag reads and excellent dense reader mode performance. You customers can deploy precisely the number of read points you need for proper coverage – no more, no less – and reduce your TCO.

And the FX9600 comes in an **eight-port model** (as well as a four-port model), for **twice as many reads** as your average Fixed RFID Reader! It covers more dock doors and portals with fewer readers — significantly lowering the initial investment, as well as deployment and management time and costs.



3. Will new Zebra readers perform better than what I have now?

Do you need consistent mission critical performance?

Does downtime significantly impact your resource levels and profit margin?

Do you know if you can have your Fixed RFID Readers serviced and maintained? Or are they out-of-support?

And just how reliable – or unreliable – are your older Fixed RFID Readers becoming?

In a mission critical environment, reducing and optimising the time spent on operational activities can have significant benefits. Which is where the reliability improvements which come with our Fixed RFID Reader technology really help.

Zebra's Fixed RFID Readers have a mind of their own – they offer adaptive intelligence which automatically senses and optimises reader operation to its environment.

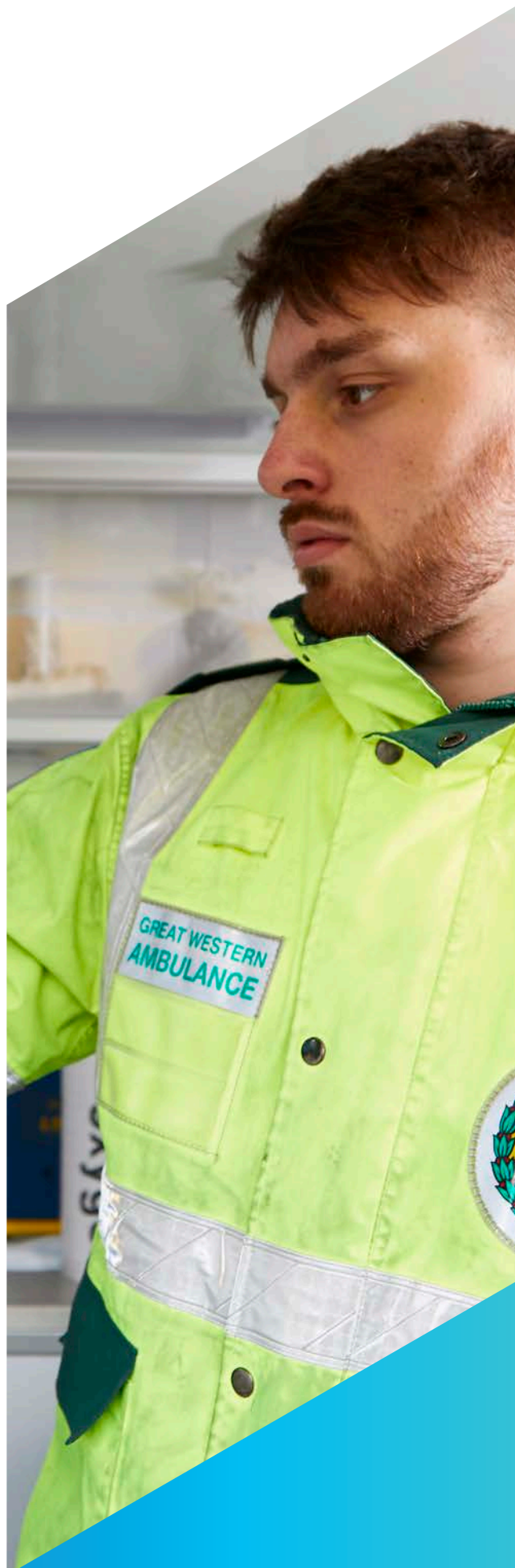
For instance: our Fixed RFID Readers in Smart Ambulances know where the paramedic left an important piece of equipment. And automotive manufacturers don't want to run out of stock in the middle of a production line; our Fixed RFID Readers constantly read that stock.

The **FX7500** intelligent reader provides high sensitivity, superior interference rejection and echo cancellation. This means you get the best-in-class, reliable and consistent overall performance at all times in real world situations.

The **FX9600** can perform quickly and accurately in the most challenging RF environments delivering the industry-best read rates.

And all our Fixed RFID Readers can be covered by a **Zebra OneCare®** service contract, giving you all the technical support and practical services you need to maximise uptime and achieve peak performance.

Discover more about our services and support in section 6.



4. How quick is installation?

How many different models and brands of Fixed RFID Readers are you using?

And how easy is it to deploy them all?

Because with Zebra Fixed RFID Readers, deployment is as simple as 1, 2, 3!

Fixed RFID Reader deployment used to be complex and time-consuming, disrupting your operations (and trying your patience), but not anymore! With Zebra's 123RFID Desktop your supplier can **reduce setup and optimisation time** from weeks to as little as a day.

- **No cost to you:** 123RFID Desktop is a unique, no-cost, Windows utility
- **Quick & easy to use:** great functionality which ensures your installation goes seamlessly to plan

And new Zebra Fixed RFID Readers are designed so that knowledge about how to use one device can be **transferred immediately** to another Zebra Fixed RFID Reader.

Zebra Fixed RFID Readers are designed with fast, easy deployment in mind, and **simplified ongoing management** of the RFID applications is built right into the RFID Fixed Reader architecture*, saving time and eliminating mistakes.

*Integrated Power Over Ethernet (POE), optically isolated GPIO, USB Client and Host ports.



5. How easy are these readers to update and manage?

How many Fixed RFID Readers do you have?

And do you spend too much time walking (or even driving) between Fixed RFID Readers, keeping them up-to-date and running?

Ever had to update 5 Fixed RFID Readers – or 50 Fixed RFID Readers?

Fixed RFID Reader management can present a huge administrative burden, whether you have 5 or 50 Fixed RFID Readers, in one location or deployed across multiple locations. But Zebra management applications are designed to keep your readers running reliably without all that ‘leg work’.

With Zebra’s **123RFID Desktop**, you can upgrade all your Zebra Fixed RFID Readers in one easy hit! 123RFID Desktop also enables you to...

- Start reading tags in less than a minute
- Easily fine-tune settings to optimise performance
- Easily programme GPIO accessories
- Access built-in help
- Identify trends with powerful filtering tools

The latest Zebra Fixed RFID Readers give you more, and more capable, **management options**.

- WiFi and Bluetooth capability delivers enhanced, wireless communications
- Remote and centralised operation simplifies and reduces management burden
- Integration with other Zebra hardware and infrastructure offers a comprehensive RFID solution

Zebra also keeps you up-to-date with the **latest firmware downloads**, providing enterprise-class management and support for worldwide standards (FCC, ETSI EN 302 208):

- EPC global-compliant design supporting LLRP and RM
- Auto-discovery and zero-configuration networking
- Flexible firmware upgrade features
- Support for industry-leading software – IBM, Microsoft

MotionWorks™

VISIBILITY WITH THE POWER TO TRANSFORM YOUR BUSINESS. When you can track everything – and put insights derived from real-time data immediately to work – you can accomplish anything. And that’s precisely what Zebra MotionWorks™ location solutions delivers. Automating visibility to your critical assets allows you to ramp up productivity, boost efficiency and grow your business – by delineating data that arms your enterprise with actionable insights.

Business Impact:

With accurate asset management you know where assets are in real time. Asset location information can be leveraged to reduce lost equipment, better deliver services, more efficiently run a production line. All of these increase your business’ operational efficiency.

6. What service and support will I get?

Do you worry about maximising predictability and uptime?

Would you like to know how to get the most out of your RFID Readers?

Maybe you just need to be able to access your data quicker and easier?

That's when our package of support services really makes a difference.

Zebra OneCare® Support Services... two service levels for Fixed RFID Readers – Essential and Select – offering comprehensive coverage, technical assistance, on-site support, and much more:

- Eliminates unexpected disruptions and unbudgeted repair expenses
- Provides hardware repair or replace and return, plus software support, too
- Ensures committed repair cycle times and rapid access to technical support

Zebra Signature Services... designed to accelerate your ability to unlock intelligence from your data:

- Helps you run your business more effectively
- Delivers anticipated performance improvement
- Improves workflow efficiencies

Zebra services and support: genuinely designed to maximise your device uptime and ROI.



7. What about tough environments?

Do you operate in a tough environment?

Are your Fixed RFID Readers subjected to damp, dusty, sub-zero or extremely hot environments?

And would you like to use your Fixed Readers in a vehicle, but are worried about driving in tough terrain or at high speeds?

Then you need the FX9600: a rugged Reader designed for tough environments.

An extremely durable die-cast aluminium housing, MIL-STD-810G shock rating and IP53 sealing deliver the durability you need to ensure uptime.

Our NEW rugged mobile mount brings the benefits of RFID to mobile workers too.

For forklifts and other warehouse material handling vehicles... with the FX9600, drivers can ensure the right item is going to the right place — and that the right items are picked for the right order.

For other mobile environments... such as emergency service vehicles and breakdown recovery services, the FX9600 enables crews to live-track equipment usage and consumables stocks more effectively and productively, allowing them to be ready for the next call quicker than ever before.



