ZEBRA CAPTURE YOUR EDGE

OVERVIEW
ZQ511 & ZQ521 Mobile Printers

For your customers who want a mobile printer that can handle serious abuse, sell them the most rugged ones on the market: the ZQ500 Series. The ZQ511™ and ZQ521™ printers — both available in RFID models — pair best-in-class mobile printing with a military-grade design that is the ultimate in durability. Drop it, bang it, bump it, tumble it. Splash it, spray it, get it dirty. It can handle it all, and continue printing sharp receipts, tags and labels to keep your customers' workflows moving forward—inside and outside the four walls.

Features & Benefits

Top 3 Customer Messages

1 Never Stops, No Matter the Conditions
- Designed and certified to meet MIL-STD 810G for drop and shock
- Tumble tested per the IEC68-2-32 spec to handle 1300 tumbles from 3.3' (1M)
- Protected from solid and liquid ingress with an IP54 rating right out of the box – without the need for a protective case
- Unmatched protection with optional exoskeleton case that increases standard drop testing from 6.6' to 10' and improves the IP rating to IP65

2 On-Demand RFID Encoding, In Your Hand
- Print and encode Ultra High Frequency (UHF) RFID labels on-demand, anywhere
- Only Zebra offers mobile RFID printers to help you reduce errors, and print and encode RFID tags on the go
- Automatically calibrate RFID media with Zebra's exclusive adaptive encoding technology
- Globally certified on six continents to support deployments across complex, multinational supply chains
- Available in both 3" and 4" RFID models

3 Manage It All
- Protect your network and sensitive data with Zebra's exclusive Print DNA ecosystem with PrintSecure
- Manage your ZQ511 and ZQ521 Bluetooth printers remotely via an Android™ mobile computer using SOTI® MobiControl® or Zebra's Printer Profile Manager with the industry's first Bluetooth Management
- Simplify and reduce the cost of battery management with Zebra's PowerPrecision+, and ensure only healthy batteries are in the battery pool

Additional Differentiating Features

Swift, Secure Connectivity
- Two Bluetooth channels for added functionality
- Fast and secure connections with 802.11ac Wi-Fi
- Simultaneously operate 802.11ac and Bluetooth 4.1

Print Linerless Media
- Eliminate waste to improve your green initiative
- Spend less time disposing waste and more time on task
- Carry fewer rolls of media and change rolls less often

Easy to Use
- Intuitive user interface
- Large buttons work well, even with gloved hands
- Dual-sided tear bar works in either direction

Maximize the Investment
- Standard 2-year warranty adds peace of mind to your sale
- Global service for support when and where your customers need it

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What's New

Three-Inch RFID Model
Print and encode smaller RFID tags on-the-go with the 3-inch ZQ511.

Outstanding Print Quality
New printhead and print mechanism produce sharp, crisp receipts and labels.

Swift Job Throughput
New processor and added memory let customers print jobs faster and store more.

Two-Year Warranty
Add peace of mind to your sales with our standard 2-year warranty.

Industry Applications

Transportation & Logistics
- Field service
- Direct store delivery
- Airline baggage tagging*
- Post and parcel*

Manufacturing/Warehouse
- Pallet labeling
- Packing/staging/cross-docking
- Asset tagging*
- Pallet-level tagging*

Government
- Energy and utility meter reading
- E-citation
- Defense logistics*
- Cannabis regulatory compliance*

Retail and Hospitality
- Click and collect receipt and label printing
- Drive-through receipt printing
- In-store RFID exception tagging*
- Food supply chain traceability*

*RFID models

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Competitive Highlights

Following are the top competitive selling points for the major competitive products.
Note that the complete detailed and most current competitive information is located in the Competitive Portal.

Bixolon R310/R410	Brother RJ4230/RJ3151	Honeywell RP4/RP2	TSC Alpha4L/Alpha3R

Light in Printer Management Options
Zebra offers superior printer management capabilities through Print DNA, including PrintSecure, Printer Profile Manager Enterprise and managed visibility services.

Less Durable
The ZQ511 and ZQ521 printers are designed and certified to meet MIL-STD 810G for drop and shock. They are tumble tested per the IEC68-2-32 spec to handle 1300 tumbles from 3.3' (1M). When paired with the optional exoskeleton, these printers have an increased IP rating of IP65 (from IP54), and an increased standard drop testing from 6.6' to 10'.

Light in Wireless Connectivity
The ZQ511 and ZQ521 printers give your customers blazing fast connectivity everywhere with standard 802.11ac, Bluetooth 4.1 Classic and Low Energy, and dual radio for simultaneous operation.

No RFID Capabilities
Only Zebra offers mobile RFID* printers to help your customers reduce errors and print and encode RFID tags on the go.

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No Linerless Capabilities
The ZQ511 and ZQ521 help customers eliminate and waste and improve green initiatives with linerless** printing.

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NOTE: The information in this chart is obtained from publicly available information and could change over time.

*RFID models only
**Linerless models only

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Qualifying Questions

Q Are you struggling with printers that can't withstand the daily rigors of your work environment and inevitable damage from your mobile workforce?

A If you're spending time dealing with printer repairs and replacement, you're not free to focus on your operations. And, your workers are left without the tools to get the job done. Meet the most rugged and durable mobile printers on the market: the ZQ500 Series. These portable workhorses power through with best-in-class battery capacity and can withstand more than the average mobile printer. Drop them from 6', spray them with liquid, get them dirty, tumble them again and again. No problem. Military-grade design and industry certifications prove these printers are rugged to the max and will work as hard as your team does.

Q Do your current printers protect your network and sensitive data, or do they introduce vulnerabilities and risk?

A Security breaches are costly, disruptive and damaging. Unfortunately, they're also on the rise. No matter the size of your operation, the technology you use needs to add to your security, not add risk. Only Zebra printers deliver security features to help protect your operations, and your network. From integration to operation and even through management and maintenance, Zebra's exclusive Print DNA ecosystem with PrintSecure gives you the protection you need to help defend against cyberattacks.

Q Does your IT organization spend a lot of unproductive time supporting your mobile printers?

A Skip the time-consuming troubleshooting and error-prone manual maintenance. The ZQ511 and ZQ521 printers feature unmatched intelligence and Zebra's exclusive Print DNA toolset: a combination of productivity, management, development and visibility tools. Together, they help your IT team assess issues quickly, manage printers remotely and securely, resolve printer issues and perform device administrative tasks in less time. And, with the industry's first Bluetooth Management, you can manage your ZQ511 and ZQ521 Bluetooth printers remotely via an Android™ mobile computer using SOTI® MobiControl® or Zebra's Printer Profile Manager. Reduce downtime and increase your return on investment (ROI).

Sales/Reference Materials

The Source (for internal Zebra only):
zebra.gosavo.com

ZQ500 Series Product Page:
www.zebra.com/zq500series

Partner Gateway:
https://partnerportal.zebra.com

Services:
zebra.com/zebraonecare

Support Pages:
www.zebra.com/support

Supplies & Accessories

Ensure consistent, outstanding quality to increase customer efficiency and productivity. Zebra Certified Supplies result in less wear and tear on printers and increase longevity. Zebra offers the widest selection of in-stock RFID labels ready to ship within 24 hours, designed for and tested with Zebra printers, as well as Zebra RFID readers. Standard and custom label supplies provide a recurring revenue stream, as well as an opportunity to continually connect with your customers.

Accessories:
Equip your customers to do more and make the job easier. Key ZQ500 Series accessories include:

• Variety of options to charge the battery both inside and outside of the printer and in a vehicle

• Options to mount the printer in a vehicle

• Numerous ways to carry and protect the printer

Note: ZQ510 and ZQ520 accessories are backwards compatible with the ZQ511 and ZQ521

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Objection Handling

Operations Manager: Non-Zebra Customer	Operations Manager: Zebra Customer	Technology Decision Maker: Purchasing
"My current printers work well enough — why would I replace perfectly good printers?	"My environment is rough, and my workers seriously abuse hardware. Exactly how durable are these printers?"	"I need concrete proof that a new printer purchase is justified, especially compared to competitive products."
Response:	**Response:**	**Response:**
"Your older printer likely lacks the technology required to stay competitive. The latest features will allow users to work faster and smarter, and get more done in a shift." • The latest wireless connections deliver faster, more reliable and more secure printing – protecting sensitive data • Best-in-class battery capacity means no need to change batteries during a shift • Eliminate waste with linerless media** • Instant wake-up over both Bluetooth and Wi-Fi, the printer is always instantly available • Everyday management is easier with Zebra's exclusive Print DNA ecosystem • Reduce errors and save time by printing/encoding RFID* tags and labels on-the-go • No need to rebuild settlement rooms because the accessories are backward compatible between the ZQ510 & ZQ520 and the ZQ511 & ZQ521	"The ZQ511 and ZQ521 printers are the most durable printers on the market. They can withstand drops, bangs, bumps and accidents that the average mobile printer can't." • Military-grade design • Certified to meet MIL-STD 810G for drop and shock • Tumble tested per the IEC68-2-32 spec to handle 1300 tumbles from 3.3' (1M) • IP54 rating protects against solid and liquid ingress, right out of the box • Optional exoskeleton case increases standard drop testing from 6.6' to 10' and improves IP rating to IP65 • New over-molding increases longevity and keeps printers looking good for years • Get consistently sharp print quality – even in hot and cold temperatures – with enhanced temperature compensation	"The ZQ511 and ZQ521 printers are not only the most rugged and durable mobile printers, but they are also the most advanced. Get the connectivity and features you need today, and the peace of mind that your investment will last for years to come." • The ZQ511 and ZQ521 printers are available in linerless** or RFID* models to support a range of use cases • Manage your ZQ511 and ZQ521 Bluetooth printers remotely via an Android™ mobile computer using SOTI® MobiControl® or Zebra's Printer Profile Manager with the industry's first Bluetooth Management • Protect your network and sensitive data with Zebra's exclusive Print DNA ecosystem with PrintSecure • Keep printers secure with Zebra's Automated Wi-Fi Certificate Management • The latest wireless connections deliver faster, more reliable and more secure printing

*RFID models only. **Linerless models only

Whats in the Box?

In addition to the printer, also included are: battery, belt clip, Quick Start Guide, Regulatory Guide and Safety Guide. Charging devices are sold separately.

Services

Keep your customers' printers operating at peak performance and enable their critical business operations with **Zebra OneCare Support Services**, which help eliminate unexpected repair costs, maximize device uptime, and generate more revenue and margin on your printer sales.

Help your customers get unparalleled insight into the health, usage and performance of their devices with **OVS & AVS Visibility Services**. As their trusted advisor, you can white label Zebra's service to add with your portfolio of service and increase your revenue and margins, plus help them answer critical device questions such as: Where are my devices? Are they ready to use? How many devices are in the repair depot? Which devices are being under-utilized? Which printers are bearing the heaviest load? How many devices are out of contact? And, more...

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