WHY DID ZEBRA CREATE THE ZQ600 SERIES MOBILE PRINTER?

The ZQ600 Series was created as a means to keep the 'premium' product line fresh and up-to-date with the rest of the mobile printer portfolio. The QLn was introduced in 2011 and 2014 (for the healthcare versions) and is Zebra's highest revenue generating mobile printer with over 1 million printers in use today. It's important to keep this product line ahead of the competition and continue to build on the legacy we have.

WHO IS THE ZQ600 SERIES DESIGNED FOR?

We created two different designs of the ZQ600 Series to accommodate the needs of different markets . The black design is for retail and warehouse appliactions and the white / gray model is for healthcare applications.

IS THE ZQ600 SERIES A REPLACEMENT TO THE QLN SERIES?

Yes, the ZQ600 Series is a replacement to the existing QLn Series. Specifically, the ZQ610 is a 2" print width replacing the QLn220 and the ZQ620 is a 3" print width replacing the QLn320. This is true for both the standard and healthcare versions of the product. Please note that the QLn420 will continue to be available with a replacement product to come in 2019. The EOL process will be staggered depending on regions. Channel QLn SKUs will have 6 months of sales overlap with their ZQ600 equivalents. Extensions for custom SKUs will be considered on a case by case basis due to the extra development and qualification time needed.

DO THE LETTERS IN THE NEW MODEL NAMES HAVE ANY MEANING?

Yes, in order they are: Z = Zebra, Q = Mobile (note M was already taken by a previous industrial printer), 6 = Premium category (the higher the number the more premium), last 2 digits are random but specifically not related to print width.

IS THE ZQ600 SERIES BACKWARDS COMPATIBLE WITH THE QLN SERIES?

The ZQ600 is a Link-OS printer similar to the QLn Series, therefore applications designed to print on the QLn Series will print the same in the ZQ600. In addition, all of the QLn accessories are backward compatible with the ZQ600 Series, so current QLn customers don't need to replace their settlement rooms. The ZQ600 will support the same media as the QLn, with one exception. The ZQ610 will not support linerless media at launch. That is being planned for the end of 2018. Please use the ZQ620 as an alternate until that time.

DOES THE ZQ600 SUPPORT THE SAME MEDIA AS THE QLN?

Yes, the media is compatible except that the 2" ZQ610 will not support linerless until the end of the year (Dec 2018).

WHAT'S NEW IN THE ZQ600 SERIES?

The ZQ600 offers a lot of new features and functionality over the QLn that will benefit our customers. The items below show how these benefit our customers.

- Color display makes configuration / operation easier with a new intuitive user interface
- A 3250 mAh battery that provides 30% higher capacity
- Power Smart Print Technology version 2 print engine improves print quality in extreme temperatures (segmentation mode)
- Intelligent sleep mode with instant wake-over Wi-Fi and Bluetooth
- 802.11ac Wi-Fi and Bluetooth 4.1 Classic and Low Energy – the latest wireless connections for faster, more reliabel and more secure printing
- 802.11r fast roaming for seamless on-the-move dependable Wi-Fi connectivity
- Increased memory to support upgrades and new applications for years to come

WHAT ARE THE KEY SELLING POINTS OF THE NEW ZQ600 SERIES?

1. Successful, product line with 3 generations of product development history and over 1 million QLn units in use. Building off the positively received QLn platform, the ZQ600 continues that legacy with new features and functions.
2. Faster, easier and highly reliable wireless connections –
   a. The latest in Bluetooth connectivity (Bluetooth 4.1 Classic and Low Energy) and 802.11ac WiFi with the latest security protocols. Zebra continues to lead the market in wireless technology in mobile printers; no other printer in its class offers 802.11ac.
   b. With support for 802.11r fast roaming, the ZQ600 Series gives users fast and secure transitions when moving between access points. While other mobile printers support proprietary fast roaming technology, the ZQ600 Series is the only mobile printer in its class to support the industry-standard 802.11r (a device without 802.11r cannot join a network that has 802.11r enabled).
3. Comprehensive remote management options to maximize uptime –
   a. Dock the printer in the the Ethernet cradle at the end of every shift for easy remote firmware upgrades. When workers experience a problem, they can dock the printer for remote diagnosis and minimize the incidence of 'no trouble found'.
   b. Print DNA management tools such as PPME, an optional browser-based management tool; remote management without an MDM. For those that use SOTI MobiControl or AirWatch MDM, the MDM connectors integrates the ZQ600.
4. Superior battery technology and power management –
   a. PowerPrecision+ batteries provide a wealth of real-time battery metrics, including battery performance and capacity degradation, for better battery management.
   b. Power Smart Print Technology (PSPT) is Zebra's patented technology that maximizes efficiency; printers with PSPT save an estimated 20-30 percent of their battery power, so users can do more on a single charge.
   c. Power saving sleep mode conserves battery power, instant wake-on mode protects productivity
5. The latest Link-OS features with PrintSecure –
   a. PrintSecure makes it easy to configure your printers to use secure connections, block unwanted access and ensure your data and infrastructure are protected.
6. New color display –
   a. Easy to use color interface with intuitive alerts

IS THE ZQ600 MORE DURABLE THAN THE QLN?

Yes, many internal components have been redesigned or use a higher grade impact resistant resin. All based on top returns data from the repair depot.

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 ZQ600 SERIES MOBILE PRINTER SUPPORT LINK-OS?

Yes, the ZQ600's are Link-OS printers and support Print DNA, same as the QLn.

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.

WILL THE ZQ600 SUPPORT ALL OF THE VIRTUAL DEVICES AT LAUNCH?

Most of the virtual devices will work at launch. Some may require additional development, please contact the CAG team for availability.

DOES THE ZQ600 USE THE SAME PROGRAMMING LANGUAGE (CPL, ZPL OR EPL) AND CONFIGURATION (SET-GET-DO) COMMANDS AS THE QLN?

Yes, we expect ZQ6 will be backwards compatible with exisiting customer QLn software applications. However customers may want to change the configuration on the printer based on the new features.

DOES THE BLUETOOTH RADIO SUPPORT CLASSIC MODE, BLUETOOTH LOW ENERGY(BLE) OR BOTH?

The ZQ600 supports both classic and low energy Bluetooth simulatanously.

CAN A ZQ600 USING BLUETOOTH AND WI-FI SUPPORT BLE OR JUST BLUETOOTH CLASSIC?

Yes the ZQ600 Series does support BLE in addition to Bluetooth classic. At the time of launch we have not developed any features that make use of BLE, but please stay tuned.

HAVE WE PERFORMED ANY STRESS TESTING ON WI-FI?

Yes, the ZQ600 Series has undergone extensive Wifi stability, roaming, and performance testing prior to launch.

DOES THE ZQ600 SUPPORT APPLE AIRWATCH?

No, the ZQ600 does not currently support AirWatch but is under consideration. If support becomes available, it will be communicated appropriately.

WHAT TYPE OF USB CONNECTOR IS BEING USED ON THE ZQ600?

The ZQ600 Series is using the same serial and USB (mini-B) connectors as the QLn.

WILL THE ZQ600 ACT THE SAME AS THE QLN WHEN YOU PLUG IT INTO A USB?

The ZQ600 Series uses a different driver that the QLn, but will otherwise function the same with regards to printing. We did change the behavior such the printer no longer shuts down by default when the USB cable is removed.

WILL THE ZQ600 STILL SUPPORT A CABLED RS232 CONNECTION?

Yes, and further the ZQ600 Series uses the same serial and USB cables as the QLn.

WHICH INTERFACE PORTS ARE STANDARD AND WHICH ARE OPTIONAL?

All ZQ600 printers will come with Bluetooth, Serial, and USB support standard. The Wifi Radio is optional.

ARE THE PLATEN ROLLER AND PRINTHEAD FIELD REPLACEABLE?

The ZQ600 platen roller is field replaceable, though it does require some level of mechanical / technical skill. The printhead is not field replaceable – the printer must be returned to an authorized repair facility.

HOW OFTEN SHOULD THE PRINTHEAD DIAGNOSTIC BE RUN?

Ultimately up to the customer, but we would recommend running it daily on boot up. This would require a script file to be loaded on the printer to invoke the test at power up.

ARE REMOTE PRINTHEAD DIAGNOSTICS ONLY AVAILABLE THRU ETHERNET OR WIFI INTERFACES?

No, they are available thru any port using standard ZPL commands

CAN THE ZQ600 BE MANUALLY PUT TO SLEEP?

Yes, the ZQ600 Series can be manually put to sleep by pressing the power button for less than 3 seconds.

CAN THE SLEEP MODE BE CUSTOMIZED?

Yes, the timer for sleep mode could be customized by the end user.

WHAT APPLICATIONS DOES THE ZQ600 SERIES SUPPORT?

The applications for the ZQ600 are the same as those for the QLn.

- Retail: Shelf edge labels, mark down labels, replacement tags, return labels, mobile point of sale receipts
- Healthcare: Mobile specimen collection

HAS THE ZQ600 HEALTHCARE BEEN VALIDATED BY ZEBRA HEALTHCARE PARTNERS LIKE CERNER, EPIC OR OTHERS?

No, not yet. Healthcare ISV certification will begin after the ZQ600 Series is launched as the certification process requires production units.

WHAT ACCESSORIES ARE AVAILABLE FOR THE ZQ600?

The ZQ600 is backwards compatible and can be used with all QLn accessories. The only new accessories are the batteries, but QLn and ZQ600 batteries can operate interchangeably. The only limitation is that the sleep mode and segmentation mode will not operate in a ZQ600 if a QLn battery is being used.

WHAT COMES 'IN-BOX' WITH THE ZQ600?

The ZQ600 includes the following items 'in-box' with the printer:

- Battery (Li-Ion 3250 mAh)
- Belt Clip (except when ordered with the extended capacity battery)
- Documentation (QSG, Registration Card, Safety & Regulatory Guides)
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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 ZQ600. The ZQ600, 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 ZQ600 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 ZQ600?

The list price for the ZQ600 varies depending on the options available and region. Prices range from a low of $997 to a high of approximately $1300. You should refer to the specifc price list in your region.

WHERE CAN I FIND TRAINING ON THE ZQ600 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.

WHAT SALES ENABLMENT TOOLS ARE AVAILABLE FOR THE ZQ600 AND WHERE CAN I FIND THEM?

All of these tools can be found on the Source.

- Spec Sheets (one for retail and one for healthcare)
- Battle Card
- Partner and Customer Facing Presentation (one for retail and one for healthcare)
- Top Reasons to Sell 5x5
- Top Reasons to Buy 5x5
- Product Comparison Guide
- Mobile Printer Portfolio Guide
- Mobile Printer Accessory Guide

WHERE CAN I GET MORE INFORMATION ABOUT THE ZQ600 SERIES?

You could find additional assets for ZQ600 Series on The Source, The Knowledge Center, Partner Gateway, Competitive Portal and Zebra.com