



### WHAT'S NEW

#### Advanced ZT600 Series features include:

- **600 dpi small-label printing**  
With highly precise image registration, the ZT610 offers Micro-Consistent Printing for labels as small as 3 mm.
- **Managed Visibility Services**  
Operational & Asset Visibility Services (OVS/AVS) offer customers important insights into the health, status, usage and performance of Zebra printers and mobile computers.
- **Cloud-accessible Link-OS**  
Customers can gain real-time insight and manage critical operations on-site or remotely via Link-OS applications.
- **Field-installable upgrades**  
Communication card slots, cutter, peeler and RFID encoder are easy to install in the field.
- **Advanced diagnostics**  
Onboard alarms and help resources allow users to identify, diagnose and fix issues quickly, minimizing downtime.
- **User-friendly design**  
ZT600 Series printers offer side-loading of media, color-illuminated guidance paths, intuitive LCD screens or optional 4.3-inch full-color touch display and more.

## ZT610 and ZT620 Industrial Printers

### The next generation Xi Series, now with more intelligence and industrial brawn

Advancing the legacy of their industry-leading Xi™ Series predecessors, next-generation ZT600 Series industrial printers combine rugged durability with the most comprehensive feature set of any Zebra stationary printer series to date. Offer your manufacturing and T&L customers 24/7 reliability to keep their critical operations running smoothly today, plus the longevity, operational visibility and future-ready adaptability to meet their needs and exceed their expectations for years to come. To learn which ZT600 Series printers are replacing specific Xi Series printers, see page two.

### Features and Benefits

#### 24/7 reliability to eliminate downtime

ZT600 Series printers feature durable, steel-structural components to withstand years of abuse and are engineered to withstand extreme temperatures, dust, debris, moisture and other challenging conditions. Zebra's world-renowned, high-quality print mechanisms and internal components give customers outstanding performance, quality and speed across the widest range of applications.

#### Micro-Consistent Printing for top-quality small labels

The ZT610™ is ideal for applications like electronic component, healthcare, jewelry and cosmetic labeling. Featuring highly precise registration, this printer is designed to consistently and accurately print labels as small as 3 mm at 600 dpi.

#### User-friendly design to drastically simplify maintenance & troubleshooting

Every detail of the ZT610 and ZT620 was designed to make customers' lives easier. A standard color LCD interface or optional 4.3-inch full-color touch display allow you to quickly navigate printer settings with the user friendly icon menu system to change languages, printer settings, connectivity options and more. Color-illuminated media and ribbon paths streamline routine maintenance, and side-loading capabilities eliminate the hassles of threading.

Adjustable media width and pressure toggles easily accommodate more applications. Onboard sensors, diagnostics and help resources reduce the need for technical support. Plus, guided instructions and feedback eliminate common errors and reduce manual adjustments for highly consistent printing.

#### Comprehensive standard and optional connectivity for flexible configuration

The ZT600 Series provides virtually every connectivity option customers could want. Standard connectivity features include Serial, USB, Gigabit Ethernet and Bluetooth® 4.0. If desired, Parallel, 802.11a/c, Applicator Port, IPv6 and Bluetooth LE options are also available.

#### Industry-leading technology for unparalleled visibility and remote management

At Zebra, we believe printers should be as intuitive, user-friendly and integrated as the smartphones and other devices that keep us connected outside of work. That's why we created Print DNA software, powered by Link-OS®, the highest form of printer intelligence. This unique software platform gives customers unprecedented, real-time visibility and control of their printing systems, on-site or remotely, with cloud-accessible applications that simplify everything from setup to management to troubleshooting to security. With Virtual Devices, the ZT600 series is capable of emulating non-Zebra printers to integrate quickly with your existing systems. And, since they're compatible with common device management software, you're able to choose the platforms and interfaces that meet your needs.

#### Adaptability to meet evolving business and technology needs

The ZT610 and ZT620 are fully backwards compatible with all Xi series printers. Plus, they feature two available communication slots, field-installable cutter and peeler media-handling options, and two USB host ports to connect peripheral devices.

### APPLICATIONS

#### Manufacturing

- Components and finished products labeling
- Compliance labeling
- Packaging labeling
- Receiving/put-away labeling
- Work-in-process

#### Transportation & Logistics

- Picking/packing
- Cross docking
- Pallet/asset tagging

#### Healthcare

- Laboratory labeling
- Specimen labeling
- Pharmacy labeling
- Asset management & tagging

### SALES/REFERENCE MATERIALS

#### The Source

#### Partner Gateway:

<https://partnerportal.zebra.com>

#### Product Home:

[www.zebra.com/zt600](http://www.zebra.com/zt600)

#### Zebra Services:

[www.zebra.com/services](http://www.zebra.com/services)

#### Learning Portal:

[www.zebra.com/training](http://www.zebra.com/training)

#### Support Pages:

<https://www.zebra.com/us/en/support-downloads.html>

#### Developer Tools:

[www.zebra.com/software](http://www.zebra.com/software)

## Zebra ZT600 Series Printer Replacement Guide

| Previous Model | Replacement Model   |
|----------------|---|
| 110Xi4         | ZT610   |
| 140Xi4         | <ul style="list-style-type: none"> <li>• Phasing out with no direct replacement</li> <li>• Direct customers requiring 5"/128 mm print width to the ZT620</li> </ul> |
| 170Xi4         | ZT620   |
| 220Xi4         | <ul style="list-style-type: none"> <li>• No direct replacement in development</li> <li>• Zebra to continue selling this model</li> </ul>                            |

## Competitive Comparison: At-A-Glance Fight Sheet

In the chart below, light blue shading indicates the best specification available for applicable features.

| Feature                    | Zebra ZT600 Series   | SATO M84Pro   | Toshiba TEC (B-EX4T2)   | Honeywell (Datamax H-Class)  | TSC MX240P/340P/640P  |
|----------------------------|--|---|---|--|---|
| Print Resolution (dpi)     | 203, 300, 600  | 203, 305, 609   | 203, 300, 600   | 203, 406, 300  | 203, 300, 600   |
| Max Print Speed at 203 dpi | 14 ips   | 10 ips  | 12 ips  | 12 ips   | 18 ips  |
| Print Width                | ZT610 - 4.09"/104 mm<br>ZT620 - 6.6"/168 mm  | 4.09"/104 mm  | 4.09"/104 mm  | 4" models - 4.65"/118 mm<br>6" models - 6.7"/170 mm<br>8" models - 9"/229 mm | 4.09"/104 mm  |
| User Interface             | Standard: Color, graphical LCD, status icons<br>Optional: Brightly lit, 4.3-inch, full-color touch display | 2-line x 16-character LCD, 5 status icons   | B&W graphical LCD   | B&W graphical LCD  | 4.3" color LCD with 6-button menus and touch panel operation              |
| Memory                     | 1 GB DRAM<br>2 GB Flash  | 16 MB RAM,<br>2 MB Flash  | 32 MB SDRAM,<br>16 MB Flash ROM                               | 16 MB SDRAM,<br>8 MB Flash   | 512 MB SDRAM,<br>512 MB Flash   |
| Standard Connectivity      | Serial, USB, Gigabit Ethernet, USB Host (2), Bluetooth 4.0   | Only one communications module can be installed on the printer. Parallel or Serial or USB | USB 2.0, Ethernet   | Serial, USB, Parallel, Ethernet  | RS-232, USB 2.0, Internal Ethernet (10/100 Mbps), USB host (2 front side) |
| Optional Connectivity      | Parallel, 802.11a/c, Applicator Port, IPv6, Bluetooth LE   | Ethernet, 802.11g, Twinax/Coax  | Wireless LAN, Parallel, Serial, Expansion I/O, RTC & USB Host | USB Host, 802.11b/g, GPIO  | Parallel, GPIO, 802.11 a/b/g/n Wireless                                   |
| Media Handling             | Field-installable cutter, full-roll rewind/peeler  | Cutter, peeler, external full-roll rewind   | Cutter, peeler, liner take up, partial-roll rewind            | Cutter, peeler, full-roll rewind   | Cutter, peeler, full-roll rewind  |

### Zebra Global Services\*

#### Gain deeper insight with OVS & AVS

Zebra's managed Operational & Asset Visibility Services (OVS/AVS) give customers a single point of visibility into their Link-OS enabled printers as well as mobile computers, tablets and smartphones in their business technology network. With deep insight into printer status, utilization and functions, users can quickly identify issues, assess solutions and take action to keep systems up and running.

#### Maintain peak printer performance with Zebra® OneCare Services

To enable predictable performance and improved business outcomes while eliminating unbudgeted repair costs, Zebra OneCare delivers expert technical assistance, repair services and software support. Customers can choose from a variety of plans to fit their specific needs—both today and as their operations evolve.

In addition to the services listed below, Zebra offers an Install & Configure Assist (ICA) service, a one-time remote structured call/web service to help customers get their printers up and running quickly—and optimized to support their business-critical needs.

For customers not considering a repair strategy, Technical & Software Support (TSS) provides live technical support with defined service levels and response times. And for customers with printers used in critical business applications requiring the highest level of service and responsiveness, Second Business Day, Next Business Day, or Same Business Day On-Site Services\*\* are available to meet the demands of your critical operations.

| Service                        | Entitlements  |
|--------------------------------|---|
| <b>Zebra OneCare Essential</b> | <p>Zebra OneCare Essential Support Service provides the assurance customers need for a successful Zebra-based solution. It includes fast, comprehensive repair, helpdesk support and core product software updates. Customers get:</p> <ul style="list-style-type: none"> <li>• Multiple years of seamless coverage at a cost-effective price</li> <li>• Optional comprehensive coverage, including printheads and accidental breakage</li> <li>• 8x5 Level 1 Tech/Call Support</li> <li>• Depot repair with three-day in-house turnaround time</li> <li>• Next Business Day (NBD) repair turnaround time option</li> <li>• Rights to download and use software updates and upgrades</li> <li>• Online Return Material Authorization (RMA) support</li> </ul> |
| <b>Zebra OneCare Select</b>    | <p>Zebra OneCare Select Support Service includes all Zebra OneCare Essential coverage, plus addresses more advanced product availability and visibility needs. It includes 24/7 helpdesk support, a next-day exchange for failed devices that are pre-commissioned and ready to use on arrival, as well as:</p> <ul style="list-style-type: none"> <li>• Same-day advance device replacement</li> <li>• Overnight shipping (where available)</li> <li>• 24/7 Level 1 Tech/Call Support</li> </ul>   |

Notes:

- Must purchase up front with the hardware (prepaid) or within 30 days thereafter.
- Please refer to [The Source](#) and [Partner Gateway](#) for the most up-to-date information, including global pricing and additional available service options.

### Overcoming Objections

| Objection(s)  | Zebra Response   |
|---|--|
| Technology Decision Maker: <b>Operations Manager</b>  |  |
| <p><b>(Non-Zebra customer)</b><br/>                     “My current printers work well enough—I don’t want to deal with the headaches and complexities of upgrading, replacing or reconfiguring my existing systems.”</p> | <p>“Well enough” is fine—until it isn’t. The last thing you need is a printer issue holding up critical operations. Zebra printers are well known for their rugged durability and 24/7 reliability even in the harshest conditions.</p> <p>Plus, with the ZT600 Series, there are no headaches, because Link-OS apps keep everything working together. Virtual Devices can emulate non-Zebra technology, making integration easier than ever. Deployment is a snap with the Print Touch setup utility, which lets you set parameters from your Android device. Plus, you get a great variety of connectivity options to easily configure as needed.</p> <p>We also offer Asset and Operational Visibility Services (AVS/OVS) to give you real-time insight into the health and performance of your printers, so you can be proactive rather than reactive when it comes to maintenance.</p>  |
| <p><b>(Zebra customer)</b><br/>                     “My Zebra printers are still going strong after many years of rugged use. Why would I replace perfectly good machines if I don’t have to?”</p>                        | <p>Business technology is changing so quickly—if you want to stay competitive, you need all of your processes and equipment to work together. The ZT600 Series replaces the Xi series, offering full backwards compatibility with even better performance, plus unprecedented operational visibility and control, plug-and-play integration and a platform designed to evolve with your needs, so you don’t have to keep reinvesting. Make work faster and easier with a color display that indicates printer status at a glance. Add the optional color touch display to change printer settings quickly and create custom shortcuts.</p> <p>With cloud-accessible Link-OS apps, you get real-time visibility into your printing systems. So, you can access data and manage vital functions, like pushing firmware updates, anytime and from anywhere.</p> <p>In addition, you get field-installable media handling options and communication modules, advanced integration and configuration capabilities—everything you need to meet your business and technology needs for years to come.</p> |
| Technology Decision Maker: <b>Purchasing/Buyer</b>  |  |
| <p>“I need concrete proof that a new printer purchase is justified, especially compared to competitive products.”</p>   | <p>ZT600 Series printers are the ultimate future-ready investment, both physically and technologically. They offer the highest print quality and speed across the widest range of applications. Their durable, all-metal design and expertly built internal components give them a long, reliable printer life—even in the harshest conditions. And most of all, they were built to accommodate a wide range of future technology advancements.</p> <p>If your needs change, and you want to add media-handling options or RFID encoding, the ZT600 Series has field-installable upgrades. Link-OS apps make the integration process much simpler. Plus, there’s a wide variety of connectivity options, so you can configure—and reconfigure—to suit your unique needs.</p>   |



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