

OVERVIEW

ZT610 and ZT620 Industrial Printers

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 & Benefits

TOP 3 CUSTOMER MESSAGES

1 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

2 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, 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 Printer Emulations, 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.

3 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.

ADDITIONAL DIFFERENTIATING FEATURES

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/b/g/n/ac, Applicator Port, IPv6 and Bluetooth LE options are also available

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

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.

What's New

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)
Offers customers important insights into the health, status, usage and performance of Zebra printers and mobile computers.

Cloud-accessible Print DNA
Customers can gain real-time insight and manage critical operations on-site or remotely via Print DNA applications.

Field-installable upgrades
Communication card slots, cutter and 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.

Applications

Manufacturing

- Components and finished product labeling
- Compliance labeling
- Packaging labeling
- Receiving/Put-away labeling
- Work-in-process

Transportation and Logistics

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

Healthcare

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

Competitive Highlights

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

	Zebra ZT600 Series	SATO M84Pro	Toshiba TEC (B-EX4T2)	Honeywell (Datamax H-Class)	Honeywell PX4ie	Honeywell PX940	TSC MX241P/341P/641P
Feature							
Print Resolution (dpi)	203, 300, 600	203, 305, 609	203, 300, 600	203, 406, 300	203, 300, 406	203, 300, 600	203,300,600
Max Print Speed at 203 dpi	14 ips	10 ips	12 ips	12 ips	12 ips	14 ips	18 ips
Print Width	ZT610 - 4.09"/104 mm ZT620 - 6.6"/168 mm	4.09"/104 mm	4.09"/104 mm	4" models - 4.65"/118 mm 6" models - 6.7"/170 mm 8" models - 9"/229 mm	4.3" (110 mm)	4.25" (108 mm)	4.09"/104 mm
User Interface	Standard: Color, graphical LCD, status icons 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	2.3" Color LCD	3.5" Color Touch LCD	4.3" color LCD with 6-button menus and touch panel operation
Memory	1 GB DRAM 2 GB Flash	16 MB RAM, 2 MB Flash	32 MB SDRAM, 16 MB Flash ROM	16 MB SDRAM, 8 MB Flash	256MB DDR2 SDRAM 128MB Flash	1GB DDR3 SDRAM 256MB Flash	512 MB SDRAM, 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	Serial, USB 2.0, Ethernet 10/100	Serial, USB 2.0, Ethernet 10/100, BTLE, NFC, USB Host x2	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, Industrial Interface, Applicator Interface, Wireless 802.11a/b/g/n/ac	Wireless 802.11a/b/g/n/ac, Parallel, Applicator Interface, Industrial Interface	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	Peel w/Liner Take-up, RFID	Peel off, Rewind, On-line Verifier (Factory Only)	Cutter, peeler, full-roll rewind

Qualifying Questions

Q Is your IT organization burdened by the time and effort it takes to install, update, manage and maintain your printers?

A Remove the hassle. Zebra industrial printers are engineered to be frustration-free, reliable and durable for years of quality printing. Featuring Zebra's exclusive performance-enhancing Print DNA software suite, they're also easy to set up, use, manage and secure—onsite or remotely. Use onboard analytics to predict and schedule maintenance to prevent unexpected downtime.

Q Are you aware of the security risks for network connected devices?

A Sadly, cyber attacks are escalating to new and creative extremes, including targeting thermal printers. The risks are real. Don't wait to fall prey to a breach, proactively shield yourself from dangerous, costly attacks. Unlike other brands, Zebra's printers feature PrintSecure, part of Print DNA, to protect your data, secure your endpoints and prevent downtime. Compare your settings against best practices, see activity in real time and identify potential risks before they happen.

Q Are you looking to invest in a printing solution that can evolve with your business?

A The ZT600 Series has been designed to grow with your changing business needs. You can customize the ZT600 with a range of media handling options that can be installed in minutes. Two open media slots let you add Parallel, Ethernet, applicator interface cards and more. Easily add RFID capabilities in the field to gain greater tracking abilities and deeper visibility. And the open architecture, robust processing power and memory can support firmware upgrades and new Print DNA tools for years to come.

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

Product Home
www.zebra.com/zt600

Zebra Services
www.zebra.com/services

Learning Portal
www.zebra.com/training

Support Pages:
www.zebra.com/us/en/support-downloads.html

Developer Tools:
www.zebra.com/software

Objection Handling

Operations Manager: Non-Zebra Customer	Operations Manager: Zebra Customer	Technology Decision Maker: Purchasing
<p>“My current printers work well enough—I don’t want to deal with the costs and complexities of upgrading, replacing or reconfiguring my existing systems.”</p>	<p>“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>“I need concrete proof that a new printer purchase is justified, especially compared to competitive products.”</p>
<p>RESPONSE:</p>	<p>RESPONSE:</p>	<p>RESPONSE:</p>
<p>“Well enough” is fine—until it isn’t. The last thing you need is a printer issue holding up critical operations.</p> <ul style="list-style-type: none"> • Proven 24/7 reliability even in the harshest conditions • Simple installation—Printer Emulations can emulate non-Zebra printers providing support for existing templates and more • Print Touch setup utility allows you to set parameters from your Android Device. Plus, you get a great variety of connectivity options to easily configure as needed • Asset & 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>The ZT600 printers replace the <i>Xi</i>, offering full backwards compatibility with even better performance.</p> <ul style="list-style-type: none"> • Print DNA for unprecedented operational visibility and control—access data and manage vital functions anytime and from anywhere, including firmware updates • Plug-and-play integration designed to evolve with your needs so there’s no need to reinvest • 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>ZT600 printers are the ultimate future-ready investment, both physically and technologically</p> <ul style="list-style-type: none"> • Durable, all-metal design and expertly built internal components for the longest and most reliable printer life • Highest print quality and speed across widest range of applications • Zebra continues to invest in the Print DNA ecosystem—adding value year after year • Easily upgradeable with field-installable options that allow you to configure and reconfigure to meet your needs:

Services

Zebra’s managed **Operational & Asset Visibility Services (OVS/AVS)** give customers a single point of visibility into their Print DNA enabled printers as well as mobile computers, tablets and smartphones in their business technology network.

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, 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.

Zebra OneCare Essential:

- Comprehensive repair services, including printheads and accidental breakage
- Multiple years of seamless coverage at a cost-effective price
- 8x5 Level 1 Tech/Call Support
- Rights to download and use software releases
- Online Return Material Authorization (RMA) support

Zebra OneCare Select:

All Zebra OneCare Essential features, plus:

- Same-day advance device replacement
- Next-day exchange for failed devices that are pre-commissioned
- 24/7 Level I support
- Overnight shipping



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