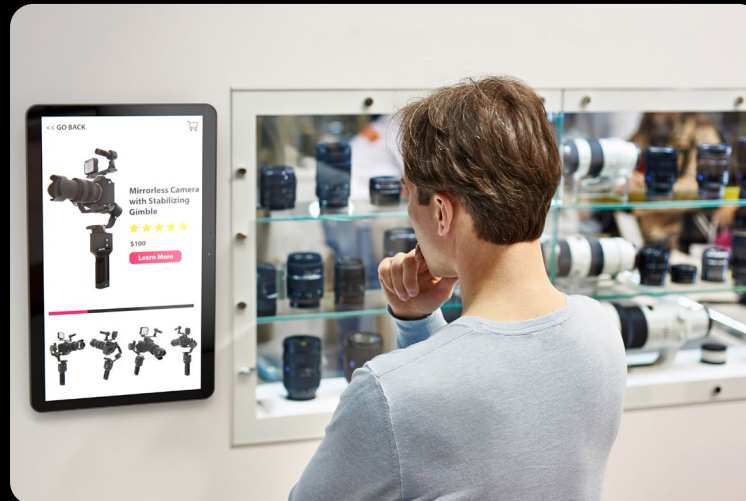


Zebra Retail Media Networks Endpoint Portfolio

Boost revenue and enhance the in-store experience



RMN ad spend will surge by 41% from 2024, capturing one-fifth of total retail media budgets, opening up new opportunities for retailers

Enable new revenue
streams from
advertisers

Reach buyers right at
the point of buying
decision

Increase in-store
purchases

Retail media pays off

In-store advertising through retail media networks improve profitability, diversify revenue and engage consumers more effectively

Enhance the customer experience

- Create a highly personalized shopping experience with personalized promotions, targeted messaging, timely deals, and new products
- Create a memorable and immersive in-store experience

Increase basket size

- Capture customer attention and influence last-minute buying decisions
- Deliver timely ads and offers that prompt shoppers to add more to their carts with strategically placed promotions in aisles and near checkout

Create new revenue and margin streams

- Generate high-margin advertising revenue
- Sell ad space for any brand you carry in your store
- Leverage in-store digital displays that target high-intent shoppers



The truth is in the numbers: in-store matters more than ever

**Shopping in-store
is still king**

80% of all
transactions happen
in physical stores¹

Shoppers come to
buy, not browse

**Decisions are made
in the aisle**

82% of purchase
decisions are made
in-store²

62% of purchases
are impulse buys

**The store floor
captures more eyes**

In-store audiences are
70% larger than
digital only³

Physical stores
represent the next
major media channels
for brands

**Digital signage
drives sales**

68% of shoppers say
digital signage
influences them to buy⁴

Displays can trigger
action where it counts

Bring your RMN to life in-store with Zebra

Leverage your RMN anywhere in the store with Zebra's versatile endpoint portfolio

Deliver ads right to shopper's hands
PS30 Personal Shopper



Deliver targeted ads and offers based on shopper's loyalty scheme profile, purchasing history, location, shopping list or scanned items

Deliver ads to self-service kiosks
Zebra Kiosk System



Self-service kiosks can double as digital ad displays when they're not in use

Deliver ads anywhere in the store
ZEC500 Enterprise Computer



ZEC500

+

Any display,
any size

Turn any screen into digital signage with the ZEC500 to feature products and promotions throughout the store

PS30 Personal Shopper

Provide a transformative, low-friction and personalized in-store shopping experience

What can you do with your RMN network and the PS30?

- Engage shoppers at the exact moment they're considering a purchase
- Push targeted RMN content to shoppers based on their:
 - Profile and preferences
 - Location in the store
 - Items in the basket

Why choose the PS30?

- Personal shopping companion for the whole in-store journey
- Create stickiness, drive basket size and improve the customer shopping experience
- Durability for everyday use
- Intuitive single scan button, ready for any shopper
- Enhanced locationing ready for in-store navigation
- Tap-to-pay ready, unlock with a single tap
- Proven market-leading Android platform



Deliver an exceptional personalized self-scan shopping experience

Zebra Kiosk System

Meet any self-service or digital signage need

What can you do with your RMN network and the Zebra Kiosk System?

Take advantage of so many promotional opportunities

- Display relevant ads and promotions in aisle and on self-service kiosks
- Enable customers to clip digital coupons right at the shelf edge
- Enable hassle-free sign-up for your loyalty program to increase subscribers

Why choose the Zebra Kiosk System?

- Attractive and engaging with an intuitive interface anyone can use
- Add a digital assistant for conversational self-service
- Modular design with hundreds of configurations
- Payment ready
- Contactless tap-to-transact with non-payment items in digital wallets
- Rugged, designed for public spaces



Designed for consumers, built for business, with the ultimate in flexibility

ZEC500 Android Enterprise Computer

Deploy digital signage wherever you need it

What can you do with your RMN network and the ZEC500?

Enable in-store advertising and more, everywhere

- Deliver targeted and relevant ads at shelf edge, in end-caps, departments and more
- Deliver the ultimate personalized experience with the ability to cast from Zebra devices to displays to present customers with available inventory, complementary items and more

Why choose the ZEC500?

- A complete advanced standalone Android Enterprise Computer
- Connect to any display, any size
- Supports up to 4K resolution for beautiful images
- Cast to the screen when you need with a simple tap on the device, then return to promotional ad cadence when done
- Virtually invisible mounting
- Easy low-cost installation with PoE++, no power outlets needed
- Connect all the peripherals you want



The flexibility to enable multiple uses to deliver a better customer experience

The Zebra Advantage—why choose Zebra to extend your RMN in-store?

Market leadership

#1 in Retail; we understand your industry, your challenges and best practices

Worldwide channel partners

Local assistance with virtually any aspect of your deployment

The right portfolio of products

Deliver in-store signage and more, from the aisle to shoppers' hands

Advanced Zebra Android platform

Proven computing platform; the latest in processing power and mobile feature support

Interoperability with Zebra mobile devices

A common platform and common tools

Zebra DNA/ Zebra Solutions

Makes Zebra products so easy to set up, secure, manage and optimize

Multi-layer security

Hardware and software features protect your devices and your data, especially crucial in retail

Long product lifecycles

Signature rugged designs for a fast ROI and low TCO

Zebra OneCare

Maintenance plans to keep your Zebra products up and running at peak performance



Thank you!



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