

ZEBRA DNA

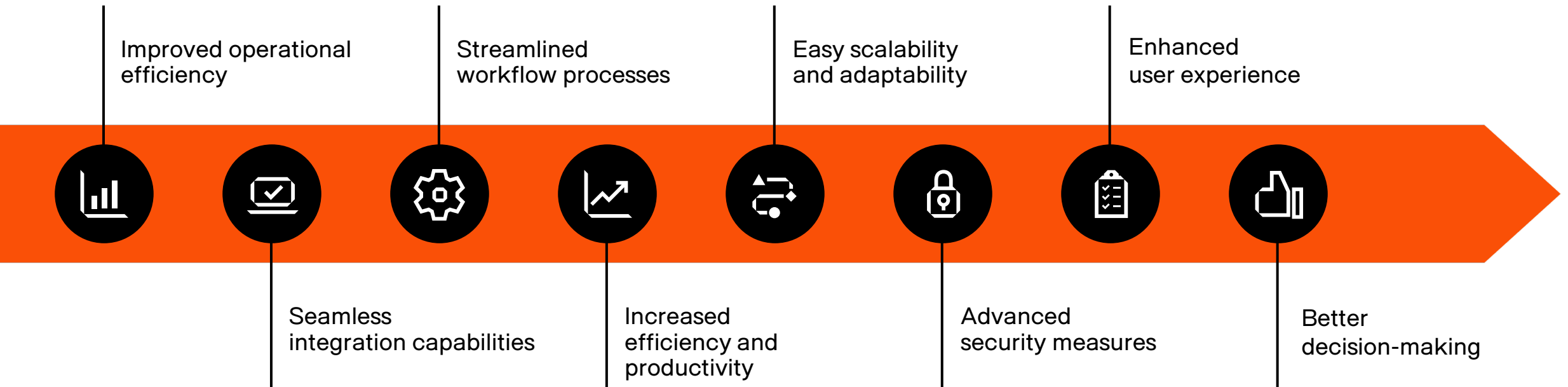
Set Up. Secure. Manage. Optimize.



The perfect match for outstanding outcomes

How to empower teams from the start

The powerful Zebra DNA™ device software suite enables workers to have constant visibility, optimal device more uptime and easily respond to changing workflows.



Your devices require top software to succeed

Without it, hardware cannot perform at its best



**Here are some
of the issues
businesses
encounter**

Delayed deployments

IT complexity

Time-intensive configurations

Sluggish device performance

Slow and error-filled
app development

Greater security risks

Device failures

Costly troubleshooting

The Zebra difference

Get maximum performance from every Zebra device year after year

With next-gen design driven by decades of innovation, R&D expertise and successful use cases, Zebra DNA enhances every device with built-in, enterprise-grade software capabilities. With Zebra, software keeps evolving. New tools are delivered as SaaS, apps shift to the cloud to simplify work, and we're constantly innovating and updating with current research. Because Zebra knows software matters just as much as hardware.

IT professionals

driving digital transformation

Operations managers

nurturing the growth of their workforce

Software developers

striving to ensure business continuity

Front-line workers

with a user-friendly experience and tools to streamline tasks

The flexibility to keep up with change—whether it's new processes, new rules, or new market demands. Zebra DNA adapts fast without slowing down.

Preempt problems with device diagnostics to catch issues before they cause downtime and keep performance high. That means less waste and more time saved.

Keep devices running at their peak performance, with easy management and stronger security. That means fewer interruptions and lower costs.



**Workflow
Performance**



**Constant
Visibility**



**More
Uptime**

Zebra DNA enhances device performance

Every user can enjoy an intuitive hardware experience



IT professionals

require security and control,
as well as simplified device
management



Operations managers

need to locate, power and
optimize devices for uptime



App developers and ISVs

need swift, smooth app
integration



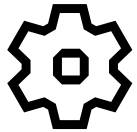
Front-line workers

require a user-friendly
experience and tools to
streamline tasks

IT has available devices, lifetime ready

Get it done fast. Get it done right.

As an IT Manager, make your demanding job more manageable with Zebra DNA, our purpose-built software to ensure continuous visibility, maximum uptime and the agility to adapt to changing workflows.



Simplify setup with the ability to automate staging and enrollment and to provision devices for different network environments.



Protect your devices with alerts to location and status, data protection and security updates.



Remotely manage devices and leverage actionable analytics, diagnostics and settings.

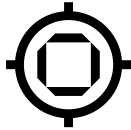
Operations can maximize productivity in your team's hands

Empower your front line to achieve more, faster and with pinpoint accuracy

As an Operations Manager, elevate your front line with Zebra DNA, our purpose-built software that helps increase visibility, uptime and workflow performance, saving you time and money along the way.



**Slash training times
with a very user-friendly
experience**



**Accelerate Task
Completion with flexible
printing integration and
advanced data capture**

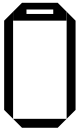


**Preempt problems
with visibility into the
location and status
of every device**

Developers can create, customize and integrate with ease

Swift and speedy app development at your fingertips

Software developers like you often find themselves juggling numerous challenges while needing to ensure business continuity. Ease your burden with Zebra DNA, the integrated device software suite that helps you:



**Reduce effort
in app development
and integration**



**Write code once
and be done across
multiple platforms**



**Integrate easily
by leveraging Zebra's
user-friendly APIs**

Empower your front line to do their job right

Help them overcome challenges and perform at their best

Avoid wasting time



On mundane actions by automatically pairing mobile computers, scanners and printers to get going faster.

Streamline work



reduce steps and elevate accuracy with a user-friendly experience.

Execute better



Capture multiple labels with one trigger pull, use a mobile computer as a fully functioning desktop and print seamlessly from multiple devices.

Lift worker productivity and efficiency with Zebra DNA

Source: ProProfs Knowledge Base:
[Does Your Workforce Spend Too Much Time Searching for Information?](#)

Zebra DNA enhances device performance

Every user can enjoy an intuitive hardware experience

Zebra's comprehensive portfolio of mobile computers and tablets, barcode scanners and printers is powered by our unique software, Zebra DNA. This empowers businesses to achieve peak performance with exceptional accuracy and reliability.



Mobile Computers

True mobility designed to complete work faster, smarter and better—shift after shift, inside or outside the four walls.



Scanners

Consistent scanning with unmatched abilities to scan dirty, damaged barcodes and survive harsh work environments.



Printers

Simplified setup combined with seamless, secure printer management ensure maximum printer uptime and quality printing with confidence.



Nucleus

Utilize all of your DNA tools in one streamlined platform with Zebra Nucleus.

Zebra DNA for Mobile Computers

Set Up. Secure. Manage. Optimize

From handhelds and tablets to wearables and vehicle-mounted computers, Zebra's broad portfolio of robust enterprise hardware, driven by our powerful Zebra DNA in-device software, is designed to ensure continuous visibility, maximum uptime and the flexibility to adapt to changing workflows with ease and efficiency.



Empower retail workers to provide an excellent shopper experience with mobile devices that help streamline processes, get real-time inventory visibility and optimize store and online workflows



Improve patient identification, safety and care from admission to discharge. Have immediate access to a patient's medical data and get more time for clinician bedside care



Maximize productivity and deliver flawless fulfillment in even the most challenging warehouse environments with powerful vehicle-mounted computers

Zebra DNA for Mobile Computers

Help accelerate and achieve better business outcomes

Advanced mobile applications help streamline tasks, empower mobile users to do more in less time, enhance their efficiency and minimize IT complexities over the lifespan of a Zebra computer, tablet or wearable device.



Device Guardian

Easily locate and recover lost or missing Zebra mobile devices with dashboard productivity reporting to protect your investment.



Nucleus

Utilize all of your DNA tools in one streamlined platform with Zebra Nucleus.



Zebra Workstation Connect

Turn Zebra mobile computers and tablets into Android™-powered workstations and POS stations for superior value.



Identity Guardian

Simplify and secure access to shared devices and applications with multifactor biometric facial login and SSO integration.*



StageNow

Easily stage and set up devices out of the box with a simple scan of a barcode. From enrollment into EMM to device configuration, StageNow simplifies device setup.



Wireless Insights

See real-time Wi-Fi performance to troubleshoot and keep workers connected.

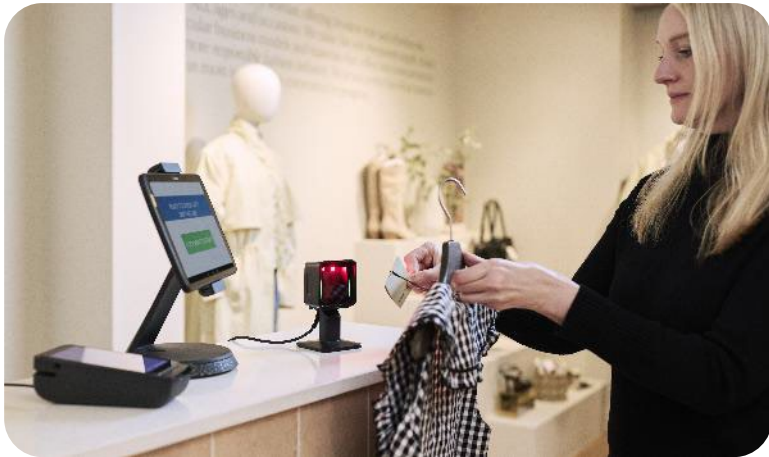
Here you will find the complete list of Zebra DNA mobile computer tools

*License required for additional features.

Zebra DNA for Scanners

Set Up. Secure. Manage. Optimize.

Looking for a powerful barcode scanner? Our extensive portfolio, powered by Zebra DNA, is built to endure harsh environments while delivering incredible speed and range. By seamlessly integrating hardware and software, we help to ensure maximum uptime, continuous visibility, and the agility to adapt to your evolving operational needs.



Get unbeatable performance. Streamline any task from inventory management to check out



Improve patient identification and care from admission to discharge



Scan past any challenge. These scanners powered by DNA, can validate sales and prevent loss

Zebra DNA for Scanners

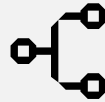
Simplify your scanning journey

Enhance every stage of your scanning journey from deployment to optimization. With Zebra DNA, your devices are always current and adapted to your business needs for a stronger ROI across their full lifecycle.



123Scan

Simplify scanner setup and deployment with its intuitive configuration wizard that delivers time-saving features and functionality.



IoT connector

Collect enterprise data and route to your preferred IoT endpoint to analyze and act to make data-driven decisions in real time.



Remote management (SMS/WMI)

Manage scanners remotely to configure devices, update firmware and access critical device data.



Virtual Tether

Receive alerts when a scanner is taken beyond its Bluetooth range or left off the charger for a predefined length of time, so scanners are always where they should be.



Label Parse+

Capture up to 10+ barcodes on a single label. Data is captured, parsed, properly formatted and sent to your application in under a second.



Nucleus

Utilize all of your DNA tools in one streamlined platform with Zebra Nucleus.

Here you will find the complete list of Zebra DNA printer software tools

Zebra DNA for Printers

Set Up. Secure. Manage. Optimize.

When downtime is not an option, Zebra's thermal printers deliver relentless, hassle-free performance. Powered by Zebra DNA software and Link-OS operating system capabilities, they ensure secure operation with continuous visibility and maximized uptime, giving you the agility to adapt to evolving workflows year after year.



Give customers satisfying experiences that keep them coming back



Strengthen patient safety and care from admission to discharge



Increase productivity from the plant floor to the front door

Zebra DNA for Printers

Ensure optimized performance over their entire lifecycle

Zebra DNA offers powerful tools and applications that enable your printers to become agile and dynamic, Increasing your ROI and helping ensure they meet your business needs today and for years to come.



Nucleus

Utilize all of your DNA tools in one streamlined platform with Zebra Nucleus.



PrintSecure

Easily configure your printers to use secure connections, block unwanted access and ensure your data and infrastructure are protected.



Nucleus Connector

The fastest way to get your printers configured and running right out of the box. All setup and connectivity update steps are combined into one.



Zebra Print for Android

Intuitively designed, Zebra Print allows you to easily print directly from Android applications.



Zebra Designer

Design tools that allow you to quickly and easily design a customized print solution.



Link-OS Multiplatform SDK

Access all the tools needed for flexible custom solution development across multiple environments and infrastructures.

Here you will find the complete list of Zebra DNA printer software tools

Empower your workforce. Drive results.

With the hassle-free, simple-to-use embedded intelligence inside every Zebra device

Get the simplicity you need with Zebra DNA, the software powering Zebra's devices that empowers your workforce with continuous visibility across your entire operation, provides optimal uptime and ensures fast adaptability to changing workflows when needed.



Continuous operation visibility

that provides the insight and foresight you need to enhance your processes, preempt problems, increase productivity and improve your ROI.



Optimal uptime

ensured by simplified deployment and management, together with enterprise-grade control and security tools that reduce delays and downtime. |



Flexible workflow performance

to adapt workflows to your evolving needs and swiftly respond to changing market dynamics, regulatory demands, internal processes or emergencies.

Zebra is #1

#1

**Rugged Mobile
Computing**

Data Capture

Barcode Printing

Mobile RFID



**\$5.7 billion
global sales**



**120 offices across 55
countries**



**10,000+ channel partners
in over 190 countries**



**10,500 employees
worldwide**



**~6,500 patents US and INTL
patents issued and pending**



~10% of sales R&D*
* \$570 million

Sources: VDC Research and Zebra analysis (f#1 market share). *Gartner and Magic Quadrant are registered trademarks of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved. Gartner, Magic Quadrant for Indoor Location Services, Tim Zimmerman, Annette Zimmermann, 21 February 2023. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

ZEBRA DNA

for Mobile Computers



Zebra DNA for Mobile Computers

Secure tools to help deploy, manage and support every lifecycle stage of your Zebra Android™ handhelds, tablets and wearables.

SET UP



DataWedge

Send barcode data straight into business apps—no coding required.



Enterprise Browser

Give developers a cost-effective way to create web-based apps that run smoothly on Zebra Android devices.



Enterprise Mobility Development Toolkit (EMDK)

Build powerful business apps for Zebra devices with APIs and tools that make it easy to connect and configure Android devices and peripherals like barcode scanners.



StageNow

Deploy devices right out of the box with a quick barcode scan. From enrollment to configuration, it's fast and hassle-free.



Zebra DNA Cloud*

Set up, manage and support Zebra mobile computers from one interface.



Zebra Zero Touch

Enroll corporate-owned Android devices automatically, with no extra steps for IT or workers.



Zebra Nucleus

Set up, secure, manage, and optimize an entire fleet of Zebra devices—from scanners and printers to Android-based mobile computers.

Zebra DNA for Mobile Computers

Secure tools to help deploy, manage and support every lifecycle stage of your Zebra Android™ handhelds, tablets and wearables.

SECURE AND MANAGE



Device Diagnostic Tool

Spot and fix device issues fast with built-in health checks.



Device Guardian

Find, locate, and protect Zebra devices to prevent loss and secure data.



Enterprise Home Screen

Control which apps and settings workers can use—no custom code needed.



GMS Restricted Mode

Block unwanted Google Mobile Services apps to keep devices secure.



Identity Guardian²

Give workers secure access to shared devices with quick biometric login.



LifeGuard™ for Android updates³

Easily identify ways to improve network security by comparing settings with security best practices.



Mobility Extensions (MX)

Add powerful Zebra-only features on top of standard Android for easier setup and management.



OEMConfig Powered by MX

Enable day-one support for Android updates while working with third-party EMMs.



RxLogger

Track system and app logs to catch issues early and avoid unnecessary repairs.



Wireless Fusion*

Enable seamless connectivity, and enhance the mobile operation for enterprise-grade Wi-Fi.



Wireless Insights

See real-time Wi-Fi performance to troubleshoot and keep workers connected.



Zebra DNA Cloud¹

Set up, manage and support Zebra mobile computers from one interface.



Zebra Nucleus

Set up, secure, manage, and optimize an entire fleet of Zebra devices—from scanners and printers to Android-based mobile computers.

Zebra DNA for Mobile Computers

Secure tools to help deploy, manage and support every lifecycle stage of your Zebra Android™ handhelds, tablets and wearables.

OPTIMIZE



All Touch Terminal Emulation

Turn old green screens into modern, touch-friendly UIs.



Device Central*

Simplify pairing, locating, and managing Bluetooth® accessories.



Device Guardian

Find, track, and protect Zebra devices to prevent loss and secure data.



Enterprise Keyboard*

Create custom key layouts and quick language switches to reduce worker errors.



LifeGuard for Android Updates²

Keep devices safe and current with ongoing patches and updates.



NG SimulScan (MultiBarcode)*

Use case-specific OCR solutions designed to capture ID, license plates, meter readings and more—fast and error free.



OCR*

Scan single words, full lines, or entire documents with tailored OCR for virtually any industry.



OCR Wedge

Scan single words, full lines, or entire documents with tailored OCR for virtually any industry.



TekTerm for Android

Move Windows® CE apps to Android so devices fit right into existing workflows.



Wireless Analyzer*

Quickly diagnose and fix wireless issues to keep workers connected.



Wireless Insights

See real-time Wi-Fi performance to troubleshoot and keep workers connected.



Workstation Connect*

Turn Zebra mobile computers into desktop-like workstations with monitors, keyboards, and more.



Zebra DNA Cloud¹

Set up, manage and support Zebra mobile computers from one interface.



Zebra Nucleus

Set up, secure, manage, and optimize an entire fleet of Zebra devices—from scanners and printers to Android-based mobile computers.

ZEBRA DNA

for Scanners



Zebra DNA for Scanners

A suite of scanner tools designed to make scanning simple to navigate.

SET UP



123Scan

Configure your scanner using a wizard to program electronically or via a printed 2D barcode. Simultaneously stage up to 10 scanners locally.



Advanced Data Formatting

Automate workflow decisions for front-line workers to improve productivity and scanned data accuracy.



Remote Management (SMS/WMI)

Configure scanners remotely with two options: Scanner Management Service (SMS) or Windows Management Instrumentation (WMI).



Simple Setup Experience

Go from unboxing to scanning in five minutes or less with Zebra's Simple Setup Experience.



Scan-to-Connect

In one step, rapidly connect a Bluetooth® scanner to a phone, tablet or PC.



Wi-Fi™ Friendly Mode

Ensure Bluetooth scanners don't interfere with your Wi-Fi network.



Zebra Nucleus

Set up, secure, manage, and optimize an entire fleet of Zebra devices—from scanners and printers to Android-based mobile computers.

Zebra DNA for Scanners

A suite of scanner tools designed to make scanning simple to navigate.

SECURE AND MANAGE



IoT Connector

Collect enterprise data and route to your preferred IoT endpoint to analyze and act to make data-driven decisions in real time.



Remote Diagnostics

Remotely access asset information, health and statistics, configuration settings and barcode data on a fleet of scanners. Troubleshoot without traveling to sites and resolve issues faster.



Remote Management (SMS/WMI)

Update scanner firmware remotely without losing settings and access critical asset data.



Scanner Control Application

Control Zebra cordless scanners from a phone or tablet.



Zebra Nucleus

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Zebra DNA for Scanners

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OPTIMIZE



Advanced Data Formatting

Automate workflow decisions for front-line workers to improve productivity and scanned data accuracy.



Blood Bag Parse+

With one trigger pull, instantly capture, parse and transmit data to your app.



Intelligent Document Capture

Capture an image and automatically optimize its appearance.



IoT Connector

Collect enterprise data and route to your preferred IoT endpoint to analyze and act to make data-driven decisions in real time.



Label Parse+

Instantly capture all the barcodes on a GS1 label and parse data in the right order to the right fields, in one trigger pull.



Multi-Code Data Formatting

Scan multiple barcodes with a single trigger pull and automatically send them in the order and format your host requires.



PowerPrecision and Battery Management

Gain easy access to fleetwide metrics and get visual feedback of charge status and battery state of health on demand.



Preferred Symbol

Prioritize one barcode while excluding others without having to manually cover unwanted barcodes.



PRZM Intelligent Imaging

Capture any barcode in virtually any condition the first time.



Scan-to-Connect

Rapidly connect scanners to a Bluetooth-enabled phone, tablet or PC in one step. Forego developing your own pair solution; instead, use ours or integrate its code into your app.



Scanner Software Development Kit

Use Zebra's Scanner Software Development Kits (SDK) to easily create fully featured applications for Windows, Linux, Android, iOS and Chrome.



ScanSpeed Analytics

Identify barcodes that slow down processes and impact efficiency.



UDI Scan+

Capture and parse UDI data in the right order to the right fields, in one trigger pull.



Virtual Tether

Keep track of your cordless scanners. Alert workers when cordless scanners are moved too far from their base, need recharging, are misplaced or are left off the charger for a predefined length of time.



Zebra Nucleus

Set up, secure, manage, and optimize an entire fleet of Zebra devices—from scanners and printers to Android-based mobile computers.

ZEBRA DNA

for Printers



Zebra DNA for Printers

A suite of tools and applications engineered to maximize your printers' performance throughout their lifecycle.

SET UP



Pairing Solutions

Easily scan, tap or touch to pair printers with mobile solutions and launch an app.



Printer Profile Manager Enterprise

Simplify printer configuration to enhance your out-of-box experience and easily identify ways to improve printer security.



ZDownloader

Distribute files, programs, or firmware to your printers with ZDownloader.



Zebra Nucleus

Set up, secure, manage, and optimize an entire fleet of Zebra devices—from scanners and printers to Android-based mobile computers.



Zebra Nucleus Connector

Configure and run Zebra printers instantly with an all-in-one setup and connectivity application.

Zebra DNA for Printers

A suite of tools and applications engineered to maximize your printers' performance throughout their lifecycle.

SECURE AND MANAGE



Automated Wi-Fi Cert (PrintSecure)

Ensure printers have their own unique Wi-Fi certificate that auto-updates when expired.



MDM/EMM Support

Zebra provides the ability to manage your Link-OS™ printers with Omnisaa Workspace ONE® UEM or SOTI™ Connect management platforms.



Mirror

Allows you to centrally manage the configuration of Zebra printers over a wired and/or wireless network using FTP communications.



PowerPrecision+

Gain easy access to fleetwide metrics and get visual feedback of charge status and battery state of health on demand.



Printer Setup Utilities (Security Assessment Wizard)

Easily identify ways to improve network security by comparing settings with security best practices.



Print Secure

Secure connections, block unwanted access and ensure your data and infrastructure are protected.



ZDownloader

Distribute files, programs, or firmware to your printers with ZDownloader.



Zebra Nucleus

Set up, secure, manage, and optimize an entire fleet of Zebra devices—from scanners and printers to Android-based mobile computers.

Zebra DNA for Printers

A suite of tools and applications engineered to maximize your printers' performance throughout their lifecycle.

OPTIMIZE



Cloud Connect

Allows printers to securely integrate into cloud-based apps.



Global Printing Solution

The only complete multi-language software that is Unicode-compliant, for fast multi-language, on-demand thermal printing.



Link-OS Multiplatform SDK

Access all the tools needed for flexible custom solution development across multiple environments and infrastructures.



Pairing Solutions

Easily scan, tap or touch to pair printers with mobile solutions and launch an app.



PDF Direct

Print PDF documents directly from ERP systems, such as Oracle and SAP without middleware.



Print Connect

Easily add label and receipt printing to your mobile solutions.



Print Station App for Android Devices

Enables driverless printing from mobile solutions.



Printer Emulations

Effortlessly integrate Zebra printers into existing printer deployments without complex programming changes. Printer Emulations are on-printer apps that allow printers to use a variety of printer command languages, while adding the benefits of manageability and security.



Zebra Basic Interpreter 2.0

Customize and enhance your Zebra printers with ZBI 2.0, Zebra's optional programming language.



Zebra Print for Android

Intuitively designed, Zebra Print allows you to easily print directly from Android applications.



Zebra Designer

Design tools that allow you to quickly and easily design a customized print solution.



Zebra Nucleus

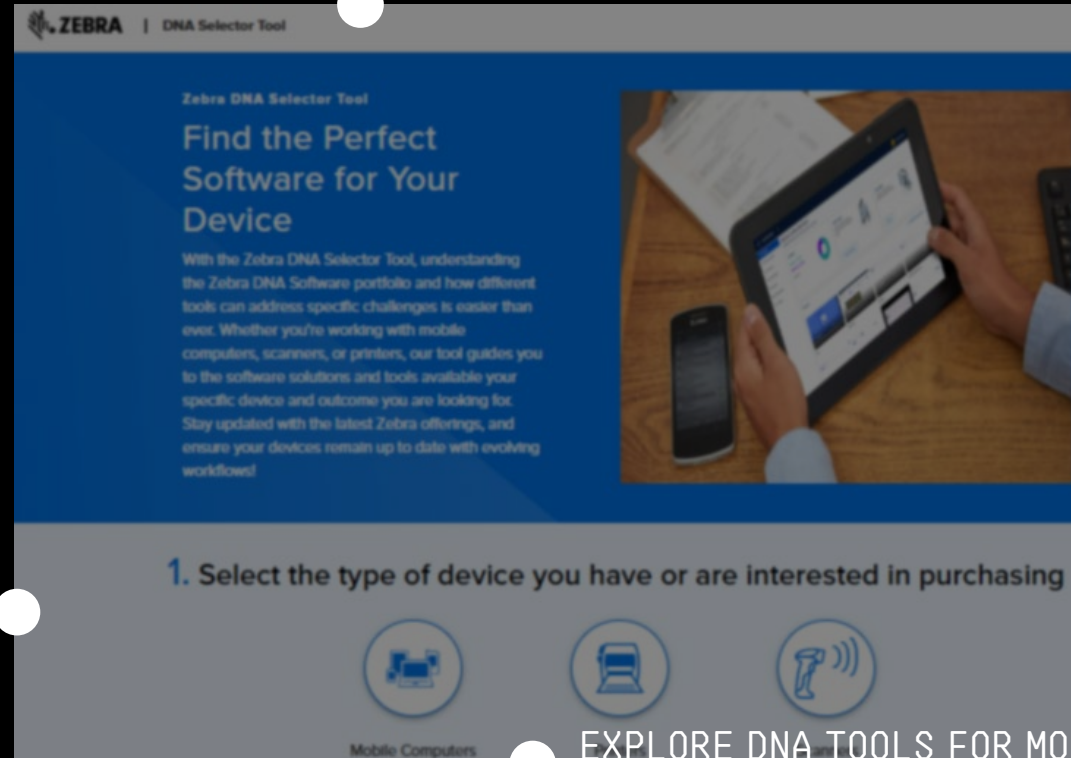
Set up, secure, manage, and optimize an entire fleet of Zebra devices—from scanners and printers to Android-based mobile computers.

DNA Selector Tool

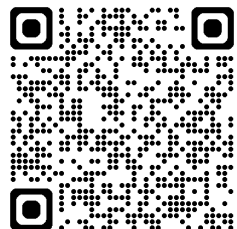
Available now

MATCH THE RIGHT DNA TOOL
TO YOUR ZEBRA DEVICE

WHITE LABEL TOOL FOR YOUR PAGE



EXPLORE DNA TOOLS FOR MOBILE
COMPUTERS, PRINTERS, AND SCANNERS



Add this to your page

```
<iframe src="https://webapps.zebra.com/sandbox/dna-selector" width="100%" height="100%" style="flex: 1;"></iframe>
```

1. Copy the following code above
2. Paste and embed the tool into your website

Thank you!

