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West Cheshire College First to Use Location Technology to Increase Visibility of Students for Enhanced Building Resourcing

College uses Zebra Technologies location technology to manage student attendance and building resources

Lincolnshire, IL, April 3, 2012 — Zebra Technologies Corporation (NASDAQ: ZBRA), a recognized global leader in technologies that extend real-time visibility, today announced that West Cheshire College, a leading vocational college in the northwest part of England, has successfully implemented Zebra's real time location tracking solution with the ability to track and increase the visibility of 20,000 students across its two campuses. West Cheshire College will discuss how the solution assisted it with facilities resource optimization, resulting in quick return on investment, in a speaking engagement at the RFID Journal Live! 2012, 10th Annual Conference and Exhibition.

"We selected Zebra because of its specialist location solution capabilities. The accuracy and level of detail of the asset tracking information is ideal for this environment," said Kevin Francis, building services area manager at West Cheshire College. "As an organization increasingly forced to do more with a reduced budget, the solution is a great help in optimizing our learning resources."

Zebra's location solutions technology now enables West Cheshire to precisely track, analyze and manage student movements around the buildings' free flowing public and learning zones. With an array of occupancy data via real time reporting, the college management team can see which students are in class at any given time. This allows the college to act on certain student movement patterns within the building to efficiently allocate resources and optimize staff and resourcing capacity across different learning areas.

"West Cheshire is a unique customer for us and the innovative way they are using our technology endorses the value Zebra's location solutions technology can bring to organizations across all sectors to help achieve greater operational efficiencies," said Stephen Logue, VP sales and services, Location Solutions, Zebra Technologies. "At Zebra, we are continuing to explore ways to make complex location technologies accessible across all vertical markets."

West Cheshire College now benefits from over 95% first-time accurate locating of personnel to within three meters across both campus facilities. The enhanced occupancy tracking and analysis provides a wide range of accurate and useable management information.

The data provided from the system is also used to improve the operating efficiency of other systems through classroom occupancy management via the Building Management System, for example. This allows West Cheshire to ensure appropriate government funding by accurately recording and reporting enrollment and attendance to ensure the effective use of college resources and generate income opportunities.

When registering for classes, students are provided with an ID card equipped with a location enabled tag and two bar codes. The precise location accuracy of the package allows the college to clearly identify students in the school's open learning zones, which may have two to three classes taking place at any given time. In the future, the college hopes to connect attendance to other systems, such as heating, cooling, and lighting, to increase efficiencies and reduce operating costs.

Kevin Francis will present the West Cheshire College case study at RFID Journal Live! on April 4 at 2:00 p.m. at the Walt Disney World Swan and Dolphin Resort in Orlando, Florida.

Zebra will exhibit its RFID and RTLS products, solutions and expertise at the show (booth #1018) and through a number of demos and other speaking engagements April 3-5.

About Zebra Technologies
A global leader respected for innovation and reliability, Zebra Technologies Corporation (**NASDAQ: ZBRA**) provides enabling technologies that allow customers to take smarter actions. Our extensive portfolio of bar code, receipt, card, kiosk and RFID printers and supplies, as well as real-time location solutions give a digital voice to assets, people and transactions that

provides greater visibility into mission-critical information. For more information about Zebra's solutions, visit http://www.zebra.com.

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