

Zebra Enterprise Bar Code and RFID Printing Services for Oracle® Retail



Quickly implement and deploy cost-effective bar code and RFID labeling and compliance solutions for Oracle Retail leveraging Zebra's RFID printers, ZebraLink™ software tools and our experts.

Zebra is the only printer manufacturer that offers an end-to-end, Oracle-tailored bar code and RFID printing solution that allows for quick and simple integration of Zebra® bar code and RFID printers, without the need for Windows® middleware hardware. With Zebra, you can rapidly integrate complex bar code and RFID printing solutions into Oracle Retail quickly, easily and cost-effectively.

Utilizing Zebra software solutions and professional services, you can:

- Reduce system administration and custom programming costs
- Reduce license fees and hardware requirements
- Provide a complete stored formatting solution
- Increase network bandwidth, as only data is sent
- Manage format changes in distributed environment

Supports Process Improvements in Oracle Retail Applications:

- Oracle Retail Store Inventory Management
- Oracle Retail Warehouse Management
- Unicode™ Support Included
- RFID Support Included
- Seeded Bar Code Label Formats
- Global Support Available
- Global Installation Available



Pioneer and Leader in RFID Technology

Zebra provides the broadest range of innovative RFID technology solutions to enable your organization to identify, track, manage, and optimize the deployment of critical assets for improved business efficiency. By enabling improvements in sourcing, visibility, security and accuracy, Zebra helps you ensure the right asset is in the right place at the right time.

Gain Total Visibility Through RFID Flexibility and Innovation from Zebra

From small item identification to large asset location—and from the first link in your supply chain to the last—accurately and efficiently track and locate it with Zebra. Only Zebra provides a full spectrum of flexible and innovative passive radio frequency identification printing/encoding capabilities and active RFID location technologies to give you total item visibility, optimize security, heighten data accuracy and reduce operating costs.

Where is RFID headed next? Which new advances will help your organization operate even more efficiently? Rely on Zebra to lead the way. Its innovative spirit and years of deep RFID experience enable Zebra to work ahead of the curve to fulfill a wide range of evolving market requirements. Since smart-label technology first appeared in the mid-1990's, Zebra has played a central role in pioneering RFID technologies and defining global standards.

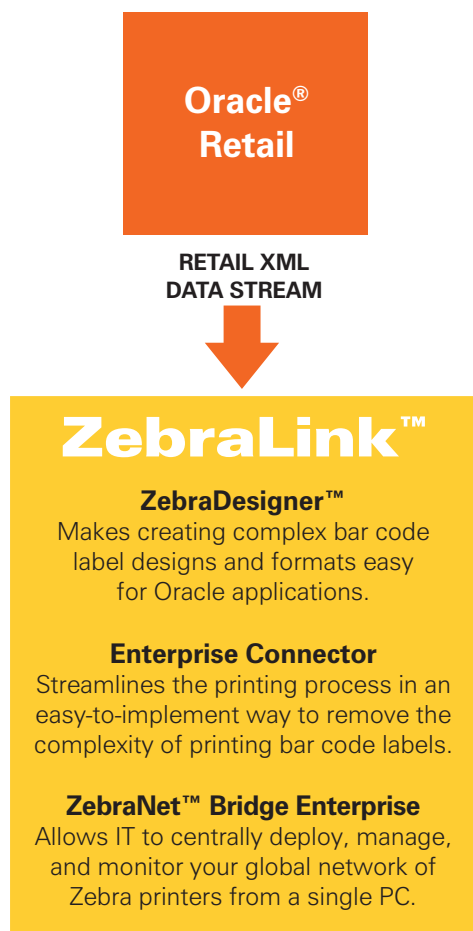
- Owns one of the **largest portfolios of RFID patents**, resulting in products that present top-class solutions for Zebra customers with diverse needs
- Member of **EPCglobal**, the **Department of Defense AIM RFID Expert Group** and other standards bodies
- Worked with key parties to define consensus proposals for the **EPCglobal Generation 2 (Gen 2) passive RFID protocol standard** as well as the **24730 active RFID standards**
- One of the first companies to market with **EPC UHF Class 1 printer/encoder**
- Supports both **HF and UHF protocols**
- First to introduce a **mobile UHF Gen 2 RFID printer**
- First to introduce a UHF card printer that **prints and encodes UHF Gen 2 cards in one step**
- Developed patent-pending **UHF card inlay specifically for long-range access control**
- Developed patent-pending **Adaptive Encoding Technology**, an encoding module and tag detection algorithm that automatically recognizes the inlay's type as well as its location within the label—ensuring 100 percent encoding accuracy



Quickly Integrate and Deploy Labeling and Compliance Solutions

Software Solutions

Zebra's solution for Oracle Retail includes three software components that allow users to design, manage and adapt bar code printing—with little or no programming from their Oracle Retail applications. Zebra solutions deliver easy integration and complete interoperability across application sets.



Professional Services

Leverage our Enterprise Printing Services to integrate Zebra's software solutions and printers into Oracle Retail applications, allowing for quick deployment and implementation of cost-effective labeling and compliance solutions.

Our Enterprise Printing Services include:

Oracle Bar Code Consulting Service

Zebra will perform a Bar Code Needs Assessment to determine the best solution for the Oracle modules being utilized. The Bar Code Needs Assessment is executed through a meeting with the key stakeholders to identify the:

- Oracle Application Modules being utilized
- Bar code and RFID business needs (compliant and non-compliant)
- Requirements for enhanced printing capabilities
- Technical support and training requirements
- Deployment timeframe
- Budgetary requirements

Oracle Bar Code Integrated Solutions Service

Zebra will determine the best solution for the auto-ID modules being utilized and recommend integration options, such as:

- Implementation and configuration of ZebraLink software
- Training and support
- Label design
- Documentation
- Hardware or software customization



Broadest Range of RFID Printer/Encoders

Leveraging its legacy of innovation, Zebra offers an array of printer platforms to address many different business needs and trends, including emerging applications such as item-level tagging.

UHF (Ultrahigh-Frequency) Smart Label Printer/Encoders

R110Xi4™



Built to last, extremely reliable and optimized for high-volume RFID operations, the R110Xi4 printer/encoder delivers superior flexibility and unique features, such as auto-calibration and flexible tag placement that greatly simplify setup. By allowing inlay spacing of just .6"/16 mm (and potentially even narrower), the R110Xi4 enables lower cost per label, fewer media-roll changes for greater operational efficiency, and faster throughput. And Zebra's patent-pending Adaptive Encoding Technology ensures the highest encoding accuracy in the industry. Easily deployed multinationally, and fulfilling a wide range of applications—from item-level tagging and retail apparel initiatives to pallet/case labeling—the R110Xi4 offers true investment protection.

RZ400™/RZ600™



Lower the cost of RFID implementation by choosing the RZ400/RZ600 to print and encode a wide range of RFID media. The rugged, metal-cased printer/encoder supports item-level tagging initiatives with its user-friendly configuration for printing and encoding inlays spaced .98"/25 mm apart. Need to switch to larger labels for supply chain applications? Simply change the media roll converted to Zebra placement specifications and begin printing. Global availability ensures all your operations will implement RFID consistently and uniformly throughout the organization.

RP4T™



Zebra brings you the world's first mobile thermal transfer printer with RFID printing/encoding capability. With the RP4T, print lasting UHF smart labels, bar code labels, and documents, where and when you need them—resulting in enhanced data and asset-tracking accuracy and improved workforce efficiency. It's ideal for printing/encoding RFID labels 4" x 2" or less in size.

R110PAX4™



The R110PAX4 UHF Gen 2 print engine, designed for print-and-apply systems, offers faster throughput for superior overall performance at high volumes. The R110PAX4 is ideal for distribution, inventory, and supply chain management applications in a wide range of industries including consumer packaged goods, pharmaceuticals and electronics.

HF (High Frequency) Smart Label Printer/Encoders

R2844-Z™



The compact R2844-Z printer/encoder, which supports the widest range of 13.56 MHz HF RFID transponders, is the ideal desktop solution for smaller spaces or lower-volume closed-loop printing in patient care, delivery services, library book/DVD checkout, sensitive document tracking, and tag/ticket printing applications.

UHF Card Printer/Encoders and UHF Cards

P330i™/P430i™ and UHF Cards



With Zebra's P330i™/P430i™ on-demand, industry-first UHF card printer and patent-pending UHF cards, extend ID card applications with the ability to read cards from 20 feet—thanks to secure, long-range RFID Gen 2 UHF technology. Enhance the customer experience in applications such as customer loyalty, memberships and event access. And in security applications, efficiently control and monitor facility access, track people's locations, and relieve congestion by validating or counting people simultaneously, as well as track assets.



www.zebra.com

Corporate Headquarters
+1 800 423 0442
E-mail: inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
E-mail: apacchannelmarketing@zebra.com

EMEA Headquarters
+44 (0)1628 556000
E-mail: mseurope@zebra.com

Latin America Headquarters
+1 847 955 2283
E-mail: inquiry4@zebra.com

Other Locations

USA: California, Georgia, Rhode Island, Texas, Wisconsin **Europe:** France, Germany, Italy, Netherlands, Poland, Spain, Sweden **Asia Pacific:** Australia, China, India, Japan, South Korea **Latin America:** Argentina, Brazil, Florida (USA), Mexico **Africa/Middle East:** Russia, South Africa, United Arab Emirates

©2010 ZIH Corp. All product names and numbers are Zebra trademarks, and Zebra and the Zebra head graphic are registered trademarks of ZIH Corp. All rights reserved. Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Unicode is a trademark of Unicode, Inc. Windows is either a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.

GSA#: GS-35F-0268N