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OVERVIEW
Zebra ZQ600 Plus Series Mobile Printers

The ZQ600 Plus Series takes the highly popular QLn platform and makes it even better—adding advanced technology and innovative design that drive productivity, ease-of-use and manageability to a new level. Available in 2-inch, 3-inch and 4-inch models – along with healthcare and RFID* versions – the ZQ600 Plus Series offers the latest technology to refresh the product line, maintain Zebra's leadership position and provide a future-proof device that will grow with your customer's business.

Features & Benefits

Top 3 Customer Messages

1 **The latest wireless capabilities for peak wireless performance**

- Superior network reliability and stability — reduces connection failure and its impact on productivity
- Supports 802.11ac Wi-Fi™ and industry-standard 802.11r fast roaming
- Eliminates related tech support calls
- Provides a future-proof platform with the latest wireless technology
- PrintSecure makes it easy to use secure connections to protect data and networks

2 **Superior battery power and power management technology**

- One of the highest capacities in its class, with 33% more capacity than the QLn
- Patented Power Smart Print Technology™ reduces power consumption by 20 to 30 percent
- Sleep mode with instant wake-up over Wi-Fi and Bluetooth® reduces power consumption when idle
- PowerPrecision+ simplifies and reduces the cost of battery management and ensures healthy batteries are in the battery pool

3 **Built for maximum uptime**

- Many features and mechanical design improvements deliver long-lasting durability
- Superior remote management capabilities simplify every aspect of management, from setup and troubleshooting to issue resolution
- Remote printhead diagnostics for easy monitoring of the printhead
- PowerPrecision+ real-time battery health statistics help ensure that printers always have ample battery power to complete a shift

Additional Differentiating New Features

Print DNA — only from Zebra

- Unique combination of productivity, management, development and visibility tools maximize the value of the ZQ600 Plus Series

Ethernet Cradle

- Zebra's ZQ600 Plus Series and QLn mobile printers support an Ethernet docking cradle for easy remote management

Large color display

- It's easy to set up and maintain the ZQ600 Plus Series with its large, easy-to-read color display and customizable menu

Robust memory for future-proof platform

- Offers significantly more RAM and Flash memory to support firmware upgrades and new Print DNA tools for years to come

*ZQ630 Plus RFID model only.

What's New

Better wireless performance
With 802.11ac and industry-standard 802.11r fast roaming, the ZQ600 Plus Series offers the latest wireless technology.

High-resolution color display
The ZQ600 Plus Series offers a better user experience with a color display, crisp icons and intuitive alerts.

33% higher capacity PowerPrecision+ battery
The high capacity PowerPrecision+ battery lets workers do more on a single charge and is easier to manage.

Instant wake-up over Wi-Fi and Bluetooth
The ZQ600 Plus Series automatically wakes up from stand-by mode; workers don't have to deal with slow boot times during their shift.

Larger memory footprint
Plenty of memory to support firmware expansions for many years to come.

Secure connections
With Print DNA's PrintSecure, customers can count on secure connections to protect data and network infrastructure.

New modern Asian fonts
Increases product versatility, supports more markets.

RFID* Technology
Print and encode RFID tags and labels when and where you need them. RFID calibrate only once when using the same media type.

Industry Applications

Retail
- Shelf edge labels
- Mark down labels

Manufacturing / Warehouse
- Pick and Pack Labels / List
- Raw Materials

Transportation & Logistics
- Receiving
- Put Away

Healthcare
- Mobile specimen collection
- Blood bank management

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Competitive Highlights

Following are the top competitive selling points for the major competitive products. Additional competitive information can be found in the ZQ600 Plus Series and ZQ600 Plus Healthcare Series Selling Guides.

TSC Alpha 30L/Alpha 40L	Honeywell RP2e/RL3e/RP4e/RL4e	Bixolon XM7-20/XM7-40/Sato PV4	Brother RJ-2150/RJ-3250/RJ-4250

TSC Alpha 30L/Alpha 40L

Light in printer management options. Zebra offers superior printer management capabilities through Print DNA powered by Link-OS—including Printer Profile Manager Enterprise and managed visibility services. Zebra offers remote management through an Ethernet Cradle, as well as both printhead and battery diagnostics for remote management of these two critical elements.

Unclear portfolio strategy. TSC has a limited product portfolio comprised of barcode printers, supplies and software. Zebra, with over 50 years of industry experience, offers a broad range of products and services to align with customer needs. From barcode printers, mobile computers and scanners to certified barcode supplies, software and services, Zebra has it covered for a host of verticals and applications. Unlike the Alpha 30L and 40L, the ZQ600 Plus Series offers unique healthcare models with disinfectant ready plastics, provides support for RFID on the ZQ630 Plus and supports FIPs-140 for applications that require increased security.

Lower battery capacity. ZQ600 Plus Series offers best-in-class power your customers can count on, with one of the highest battery capacities in its class, Zebra's patented Power Smart Print Technology and PowerPrecision+.

Light in wireless connectivity. Zebra printers are known for leading the market in wireless technology. In addition to 802.11 ac support, the ZQ600 Plus Series supports industry-standard 802.11r fast roaming which gives users fast and secure transitions when moving between access points.

Honeywell RP2e/RL3e/RP4e/RL4e

Light in printer management options. Zebra offers superior printer management capabilities through Print DNA powered by Link-OS—including Printer Profile Manager Enterprise and managed visibility services. Zebra offers remote management through an Ethernet Cradle, as well as both printhead and battery diagnostics for remote management of these two critical elements.

Unclear portfolio strategy. Honeywell's product line includes a mix of legacy Intermec and DataMax O'Neill printers, resulting in an inconsistent user experience and implementation complexities. Unlike the RP and RL series, the ZQ600 Plus Series offers unique healthcare models with disinfectant ready plastics, provides support for RFID on the ZQ630 Plus and supports FIPs-140 for applications that require increased security.

Lower battery capacity. The ZQ600 Plus Series offers best-in-class power your customers can count on, with one of the highest battery capacities in its class, Zebra's patented Power Smart Print Technology and PowerPrecision+.

Light in wireless connectivity. Zebra printers are known for leading the market in wireless technology. RL3e and RL4e printers only support 802.11a/b/g/n. In addition to supporting 802.11 ac, the ZQ600 Plus Series supports industry-standard 802.11r fast roaming which gives users fast and secure transitions when moving between access points.

Bixolon XM7-20/XM7-40/Sato PV4

Light in printer management options. Zebra offers superior printer management capabilities through Print DNA powered by Link-OS—including Printer Profile Manager Enterprise and managed visibility services. Zebra offers remote management through an Ethernet Cradle, as well as both printhead and battery diagnostics for remote management of these two critical elements.

Lower battery capacity. The ZQ600 Plus Series offers best-in-class power your customers can count on, with one of the highest battery capacities in its class, Zebra's patented Power Smart Print Technology and PowerPrecision+.

Light in wireless connectivity. While Zebra printers are known for leading the market in wireless technology, the Bixolon printers only support 802.11b/g/n. In addition to supporting 802.11 ac, the ZQ600 Plus Series supports industry-standard 802.11r fast roaming which gives users fast and secure transitions when moving between access points.

Limited portfolio. Bixolon has a limited product portfolio. Zebra, with over 50 years of industry experience, offers a broad range of products and services to align with customer needs. From barcode printers, mobile computers and scanners to certified barcode supplies, software and services, Zebra has it covered for a host of verticals and applications. Unlike Bixolon's XM7-20 and XM7-40, the ZQ600 Plus Series offers unique healthcare models with disinfectant ready plastics and supports FIPs-140 for applications that require increased security.

Brother RJ-2150/RJ-3250/RJ-4250

Light in printer management options. Zebra offers superior printer management capabilities through Print DNA powered by Link-OS — including Printer Profile Manager Enterprise and managed visibility services. Zebra offers remote management through an Ethernet Cradle, as well as both printhead and battery diagnostics for remote management of these two critical elements.

Lower battery capacity. The ZQ600 Plus Series offers best-in-class full shift power your customers can count on, with one of the highest battery capacities in its class, Zebra's patented Power Smart Print Technology and PowerPrecision+.

Light in wireless connectivity. While Zebra printers are known for leading the market in wireless technology, the Brother RuggedJet printers only support 802.11b/g/n. And only the ZQ600 Plus Series supports industry-standard 802.11r fast roaming to keep on-the-move workers connected.

NOTE: The information in this chart is obtained from publicly available information and could change over time.

*ZQ630 Plus RFID model only.

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Qualifying Questions

Q **Are you interested in boosting the productivity of your workforce?**

A In high-frequency use cases, just a few extra seconds per print job can have a significant impact on productivity. The ZQ600 Plus Series offers the state of the art features and performance required to boost productivity — including an instant wake-on over Wi-Fi; faster, higher-quality printing; best-in-class battery power; the fastest, most dependable wireless connections inside the four walls and an easy-to-navigate color display. Now with RFID* technology, your team can print and encode RFID labels and tags anywhere. RFID calibrate only once when using the same media type to save additional time and eliminate errors.

Q **How long do you need to keep your mobile printers in service? Are you looking to invest in a platform that can meet your business needs today and tomorrow?**

A Your needs today will likely change tomorrow — and new technologies can open up new doors to improve productivity, customer service, revenue and profitability. With support for Zebra Link-OS and the Print DNA family of tools, the latest wireless technology and a robust memory platform, you can count on the ZQ600 Plus Series to meet the needs of your business, today and tomorrow. The result is a mobile printing solution you can build on — one that will last many years into the future, delivering an extraordinary return on investment.

Q **Does your IT organization spend a lot of unproductive time supporting your mobile printers?**

A Unique Zebra-only features and device management options bring a new level of simplicity and cost-efficiency to printer management. The ZQ600 Plus Series is powered by Link-OS, Zebra's robust printer operating system, the foundation for Print DNA, a combination of productivity, management, development and visibility tools. Armed with the many Print DNA value-add tools, your IT organization will be more efficient and effective, able to resolve printer issues and perform device administrative tasks in less time. You'll enjoy a faster Return on Investment (ROI) through the ability to better manage devices to minimize downtime — as well as reduce the incidence and associated costs of 'no trouble found' tickets.

*ZQ630 Plus RFID model only.

Sales/Reference Materials

The Source (for internal Zebra only):
zebra.showpad.biz

ZQ600 Plus Series Product Pages:
www.zebra.com/zq600series
www.zebra.com/zq600hcseries

ZQ630 Plus RFID Product Page:
www.zebra.com/zq630rfid

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

Services:
www.zebra.com/zebraonecare

Support Pages:
www.zebra.com/support

Supplies & Accessories

Ensure consistent, outstanding quality to increase customer efficiency and productivity. Zebra Certified Supplies result in less wear and tear on printers and increase longevity. Zebra offers the widest selection of in-stock RFID labels ready to ship within 24 hours, designed for and tested with Zebra printers, as well as Zebra RFID readers. Standard and custom label supplies provide a recurring revenue stream, as well as an opportunity to continually connect with your customers.

Accessories:

The ZQ600 Plus Series is compatible with QLn accessories for a cost-effective upgrade. Key accessories include:

- Single-bay and quad-bay Ethernet cradles for charging and remote management

- Multi-slot battery chargers

- Carrying options including soft case, hand strap and shoulder strap

To view all Zebra mobile printer accessories visit zebra.com/mobile-printer-accessories

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Objection Handling

Operations Manager	Operations Manager	Technology Decision Maker: Purchasing
"My current mobile printers work well enough — why would I replace perfectly good printers if I don't have to?"	**"I am concerned about durability. Is the ZQ600 Plus Series rugged enough for my application and environment?"**	**"I need concrete proof that a new printer purchase is justified, especially compared to competitive products."**
Response:	**Response:**	**Response:**
Your older printer likely lacks the technology required to stay competitive. The latest features will allow users to work faster and smarter, and get more done in a shift.	The business tough ZQ600 Plus Series is built for all-day use in indoor applications like retail, healthcare and warehousing.	Class-leading ZQ600 Plus Series printers are the ultimate future-ready investment. You get unmatched value today, and the peace of mind that your mobile printer will grow with your business for years to come.

Operations Manager

Your older printer likely lacks the technology required to stay competitive. The latest features will allow users to work faster and smarter, and get more done in a shift.

- The latest wireless connections deliver faster, more reliable and more secure printing — protecting sensitive data
- Best-in-class battery capacity means no need to change batteries during a shift
- When the printer needs attention, it's easy to show users what to do through the large color display
- With instant wake-up over both Bluetooth and Wi-Fi, the printer is always instantly available
- Everyday a-to-z management is easier with Link-OS and Print DNA
- Backwards-compatibility with QLn accessories means QLn customers won't need to buy new accessories or rebuild their settlement room
- Reduce errors and save time by printing/encoding RFID* tags and labels at the point of application

Operations Manager

The business tough ZQ600 Plus Series is built for all-day use in indoor applications like retail, healthcare and warehousing.

- You get technology you can count on with a well-proven heritage — there are more than one million QLn printers in use today, and the ZQ600 Plus Series is built on the QLn foundation
- Includes all the durability improvements made to the QLn Series — including over-molding, a tempered-glass display and seamless one-piece design
- A higher-grade resin provides greater impact resistance, improving durability
- Multiple mechanical design improvements have been made to the ZQ600 Plus Series to further increase robustness
- Need more durability? Zebra offers other mobile printers with higher rugged specifications, such as the ZQ500 family (also available in an RFID model), designed for use outdoors

Technology Decision Maker: Purchasing

Class-leading ZQ600 Plus Series printers are the ultimate future-ready investment. You get unmatched value today, and the peace of mind that your mobile printer will grow with your business for years to come.

- Fastest wireless speeds — the ZQ600 Plus Series are the only printers in their class to support 802.11ac and the 802.11r fast roaming standard
- One of the highest battery capacities in its class and patented Zebra technology enables workers to do more on a single charge
- More than enough memory to support firmware upgrades and new Print DNA tools for years to come
- Everyday a-to-z management is easier with Print DNA powered by Link-OS
- Backwards-compatibility with QLn accessories means QLn customers won't need to buy new accessories or rebuild their settlement room
- Reduce errors and save time by printing/encoding RFID* tags and labels at the point of application

*ZQ630 Plus RFID model only.

Whats in the Box?

In addition to the printer, also included are: battery, belt clip, Quick Start Guide, Regulatory Guide and Safety Guide.

Services

Keep your customers' printers operating at peak performance and enable their critical business operations with **Zebra OneCare™ Support Services**, which help eliminate unexpected repair costs, maximize device uptime, and generate more revenue and margin on your printer sales.

Help your customers get unparalleled insight into the health, usage and performance of their devices with **OVS and AVS Visibility Services**. As their trusted advisor, you can white label Zebra's service to add to your portfolio of services and increase your revenue and margins, while proving real value: you can help your customers instantly obtain the answer to critical device questions such as: Where are my devices? Are they ready to use? How many devices are in the repair depot? Which devices are being under-utilized? Which printers are bearing the heaviest load? How many devices are out of contact? And more...

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