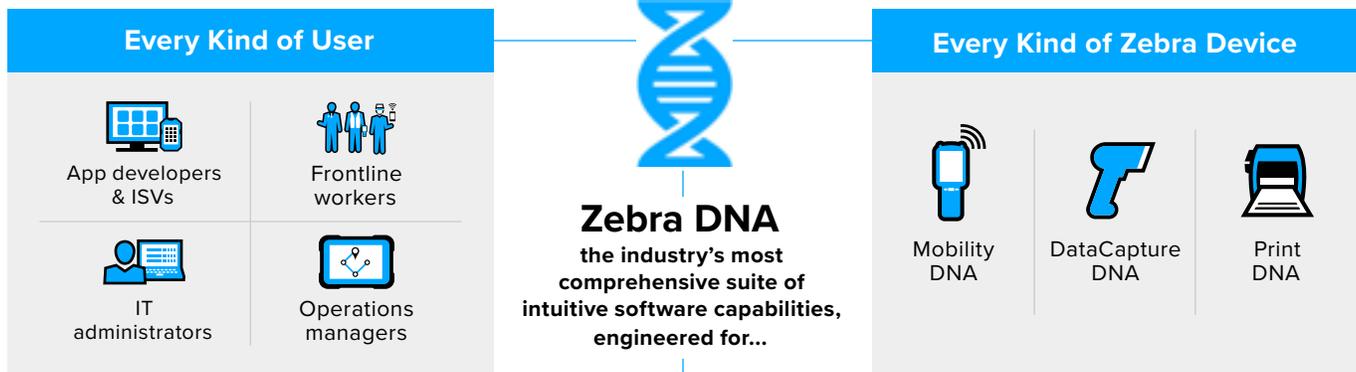




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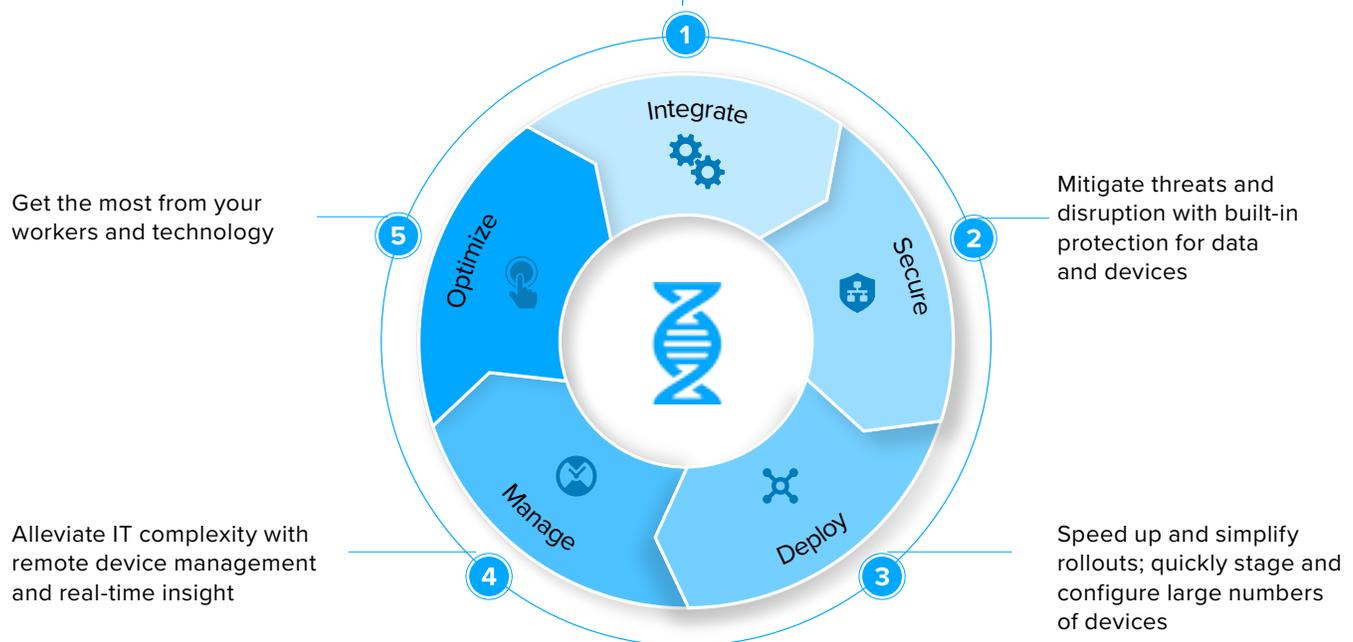
# Every Hardware Purchase is a Software Purchase in Disguise

With technology constantly evolving, it's the software inside that determines if your hardware remains relevant and adaptive to your changing needs, year after year. That's why we've designed software based on decades of R&D and thousands of use cases to simplify your team's experience during the entire lifetime of your devices. You'll find Zebra DNA software embedded in each of our portfolios, from Mobility DNA for mobile computers to DataCapture DNA for scanners and RFID readers to Print DNA for thermal printers.



## Every Stage of a Hardware's Long Life

Reduce effort and errors in app development and device integration



## Ease Everyone's Hardware Experience with Zebra DNA, Your Built-in Advantage

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