

WHY DID ZEBRA CREATE THE ZC100 and ZC300 PRINTERS?

Zebra is always looking for ways to meet customer needs in the different markets we serve. Customers have repeatedly told us they want an easy to use, small footprint card printer that didn't break the bank for lower volume print jobs. While the ZXP Series 1 and 3 met most customer needs, we knew that we could create an even easier to use product, one that is super simple, but still maintained the incredible print quality of the ZXP Series. Teaming up with Zebra's new design team, we did extensive human factors and user interface research and testing to develop the easiest to use card printer series that can fit anywhere. The new ZC100 and ZC300 Series are so easy to use, idiot proof really, that anyone could use them.

WHO IS THE ZC100 AND ZC300 DESIGNED FOR?

We created slightly different versions of the series to accommodate the market dynamics of the card solution space across the regions. The availability and who can sell these products varies by region. For example, in NA and EMEA the ZC100, ZC300 and the ZC350 are available, but in NA the ZC350 is only available to card specialists and in EMEA approval is needed by the BU and the card specialist needs to pass a LMS course. In LA and APAC the ZC100 and ZC300 are available and open to partners. In addition to these SKU's, it should be noted that the ZC300 between NA/EMEA and LA/APAC are slightly different in features / supplies supported.

WHAT PRODUCTS ARE THE ZC100 AND ZC300 REPLACING IN THE CARD PORTFOLIO?

The ZC100 is a replacement to the current ZXP Series 1 and the ZC300 is a replacement to the ZXP Series 3.

WHEN WILL WE EOL THE ZXP SERIES 1 and ZXP SERIES 3?

The existing ZXP Series 1 and ZXP Series 3 card printer will eventually be discontinued. The EOL schedule for these printers will be announced after the ZC100, ZC300 and ZC350 are available for sale. The EOL schedule will provide sufficient time to migrate customers. We will continue to support these printers per the service contract and sell the corresponding ribbons.

WHAT'S NEW IN THE ZC100 AND ZC300?

While card printing can be complex, chances are there isn't a dedicated worker to handle just card printing —several types of workers in different jobs need to print cards. When operators change frequently, they are often untrained in how to print a card or perform one of the many routine maintenance tasks, such as loading new cards or changing a ribbon. The result? Costly printer downtime, reduced worker productivity, and longer customer wait times for cards — which in turn can impact the customer experience.

What's different about the new Series:

- A redesigned look that fits in a modern office with easily removed side panels that can be customized
- Smaller printer footprint, specifically a narrow profile with all the touch points facing the user in the front, allowing the printer to fit nicely into desktop applications
- Balanced 100-card input and output hoppers with automatic card thickness adjustment
- Manual card feeding slot with an LED light pipe for simplified use (eliminates the need for CardSense kits)
- Card reject bin capability available on dual-sided units
- Support for adhesive backed cards and cards with pre-punched holes
- Redesigned ribbon cartridge with a smart chip, enabling simplified ribbon loading and secure ribbon authentication
- New ribbons available with ZC350 to enable long lasting color cards without lamination, color shifting security effects, or metallic 3D visual effects

- Upgradable features including dual-sided printing, Wi-Fi, magnetic stripe encoding, and smart card encoding (as applicable to the specific printer model)
- Full color graphical LCD, USB and Ethernet connectivity are standard on every ZC300 and ZC350
- HF, Contact encoder with 1 SAM slot available with ZC350 (LF/HF/Contact encoder with SAM socket available as an update kit), no smart card encoder SKUs available with ZC300
- Zebra Integration Pocket (ZIP) is a smart card integration kit for 3rd party contactless encoders that can be integrated with any ZC100/ZC300 Series printer
- Redesigned driver interface with preview capabilities for optimizing printing settings; drivers available for Windows, Linux, and Mac operating systems
- Software developer Kit (SDK) for Windows C#/.Net, Java (supports, Windows, Linux and MacOS), and Android OS

WHAT ARE THE KEY SELLING POINTS OF THE NEW ZC100 AND ZC300 SERIES?

1. **Elegantly engineered for game-changing simplicity.** We did our homework and identified every single touchpoint — every interaction point between the user and the printer — and applied our award-winning industrial design know how to maximize the simplicity of every one of those interactions, from setup to reloading cards, changing ribbons, utilizing the printer driver and more. The result is a radical improvement in simplicity of use — a series of card printers that are so easy to use that they practically eliminate support calls.
2. **The most printing capabilities in its class.** When it comes to creating cards, your printer shouldn't hold you back. That's why the ZC100/ZC300 card printers let you print what you want, when you want, from just about anywhere, with options that include:
 - Single or dual-sided card printing
 - USB, Ethernet and Wi-Fi connectivity
 - Just about any look and feel you can imagine, from monochrome and standard color printing to metallic colors (ZC300 Series only)
 - Encoding options that include magstripe as well as contactless LF and HF (Notes: LF is only available in North America; HF includes Secure Access Module (SAM) socket, plus support for contact encoding and 3rd party contact and contactless encoders)
 - Increased durability for longer lasting cards
3. **Ground-breaking 'fit anywhere' industrial design.** Your printer shouldn't dictate where you can issue cards. Your printer should fit where you need printing. That's why our Industrial Design team designed the ZC100/ZC300 with the slimmest profile and the lowest clearance in its class. You get a new level of installation flexibility — you can install it in space-constrained environments, including under a counter or under a shelf. And the ability to customize the color of the covers allows you to create a printer that can blend right into your environment.
4. **A true card printing system that grows and changes with your business.** Transforms from the printer you buy to meet your needs today to the printer you need tomorrow, with plug and play options that can be added right on site, whenever you want.
5. **Sharpen your competitive advantage with Print DNA — only from Zebra.** When you choose the ZC100/300 Series printers, you choose the industry's premier hardware. But a great printing solution isn't just about hardware — great software can lift the user, integration and deployment experience much higher than just hardware alone. That's why we created Print DNA.

Powered by Link-OS for Card, Zebra's robust printer operating system, Print DNA marries great software with the ZC100/ZC300 Series' great hardware to create a printer solution that is truly in a class of its own, delivering unmatched ease of use, ease of integration and security.

WHAT IS PRINT DNA?

Print DNA is a set of utilities and developer tools that deliver a superior printing experience. This includes our Multiplatform Software Development Kit, which supports easier development of printing apps for Android, Windows, Linux and MacOS operating systems, and enables simpler integration of data encryption and printer host authentication to meet security needs; as well as applications such as CardStudio, our intuitive and complete card design and issuance software suite ideal for creating and printing high-quality photo identification cards.

DO THE ZC100 AND ZC300 SERIES CARD PRINTERS RUN ON THE SAME VERSION OF LINK-OS AS ZEBRA'S LABEL PRINTER LINE?

No, the ZC100 and ZC300 feature *Link-OS for Card*. We are designing the product line to support many new Print DNA features in the future, and Link-OS for Card gives our printers the ability to add new features and capabilities.

WHEN IS ZEBRA CARDSTUDIO 2.0 AVAILABLE, AND WHAT ARE SOME OF THE NEW FEATURES?

CardStudio 2 will be available in June 2018. It will be sold in the same 4 Edition levels as the current version of CardStudio, and will be comparably priced. New features include:

- Separate card design and card issuance capabilities to streamline workflow
- Advanced data management and integration features
- Robust SmartCard encoding with advanced Desfire card support
- Facial image auto crop for reliable ID photo imports
- Fully functional time-based trial version available

WHAT USE CASES DO THE ZC100 AND ZC300 SUPPORT?

The use cases intended for the ZC100 and ZC300 card printers are the same as those for the ZXP Series 1 and Series 3. However, there is one new application, food safety, in the retail and hospitality space that is gaining some traction in both EMEA and the US. Specific to the US, there is new government regulation coming in May 2018 that could open the door to a completely new market for the ZC100 and ZC300 printers, along with the food safety cards Zebra offers.

- General Access Control: Access control cards for employee badges
- Education: Access control for identification and facility access for K-12 and higher education campuses
- Retail / Hospitality: Membership/loyalty cards, events & season passes, guest / passenger cards, food safety labeling
- Financial Services: Instant printing in a branch of credit cards, debit cards

DOES THIS PRINTER HAVE K ERASE K SCRAMBLE FOR THE FINANCIAL MARKET?

Zebra offers a K panel erase feature for retransfer printers, but does not currently offer it for any direct to card printers. For DTC printers the enclosure lock option can be used to secure the ribbon, and user ribbon should be shredded by a secure document processing company.

HOW DOES THE KENSINGTON LOCK ON THE BACK OF THE PRINTER DIFFER FROM THE TOP LOCK?

The Kensington lock slot allows the printer to be secured to a desk, preventing theft of the printer itself. The printer cover lock prevents theft of blank cards and ribbon inside the printer (and access to rejected cards).

IS THE FLIPPER STANDARD (OR AN ADD-ON) FOR THE DUAL-SIDED PRINTER?

The flipper is an optional module for ZC300 Series printers, and can be installed in the factory or upgraded by resellers and customers. The flipper is standard and comes pre-installed when a dual-sided printer SKU is ordered.

HOW CAN SIDE PANELS BE CUSTOMIZED?

The ZC100/300 Series side panels are removed easily, without the turn of a single screw. The panels can be customized by using any reputable electronics vinyl wrapping company, or by Zebra Development Services. The first is an excellent option for doing low volumes of unique designs, the second is ideal for high volume orders.

ARE THERE ANY NEW RIBBONS FOR THE ZC100 AND ZC300?

Yes, there are 3 new ribbons available for the ZC300 (in LA/APAC) and the ZC350 (in NA/EMEA). These new ribbons, as with all ribbons, provide a re-occurring revenue stream that could potentially be more than that of the printer. It's important to promote these new ribbons to broaden the awareness.

- Long Life Ribbon (YMCKLL): Enables you to print more durable badges that will last 3-5 years – ideal for employee badges.
- Pearlescent Ribbon (YMCPKO): Print pearlescent marks, such as a logo, making cards harder to counterfeit, eliminating the need to purchase a large amount of pre-printed card stock.
- 3D Ribbon (SrDYMCKO silver ribbon): Provides a silver layer with dye to enable the creation of a card with:
 - A metallic look
 - A metallic/3D element that is visible as the card is tilted, such as a logo
 - Text in silver to stand out against the background (such as a name and/or account number)

DO THE ZXP SERIES RIBBONS WORK WITH THE ZC100 AND ZC300?

No, the ZXP Series ribbons do not work with the new ZC100 and ZC300. In our vast voice of the customer research, we heard that replacing the ribbon could be seen as difficult and problematic. As part of the new user friendly and simple to use ZC100 and ZC300 design, we wanted to ensure that the ribbon replacement was both easy and 'fool-proof' by designing the new cartridge so that there's only one way to insert the ribbon, with Zebra branding placed in obvious areas to indicate its been properly inserted.

WILL EXISTING CARD INVENTORY WORK IN THE NEW PRINTERS?

Yes, all existing card inventory that is compatible with ZXP Series 1 or ZXP Series 3 will also work with the new ZC100/300 Series printers.

WILL THE 3D RIBBON WORK ON EXISTING CARD STOCK?

The 3D ribbon (SDYMCKO) can be used to print on a wide variety of card stock. The visual effects are created by the ribbon and not by a special card stock.

HOW MUCH MORE DURABILITY IS PROVIDED USING THE LONG LIFE RIBBON?

The YMCKLL Long Life ribbon provides 4 time the durability of a standard PVC card printed with YMCKO ribbon. Image durability is tested by measuring the amount of abrasion that the image can withstand before colors start to fade

ARE THERE ANY UPGRADE KITS AVAILABLE FOR THE ZC100 and ZC300?

Yes, the ZC100/300 Series upgrade kits do not require any technical expertise and are open to be sold by all resellers (Product Access Category 1), kits that are applicable to ZC350 or require technical expertise are restricted to be sold

to Zebra Advanced Card Specialist Partners and Card Specialist partners only (Product Access Category 5), after they have completed the applicable training course in the Zebra Learning.

- Mag Encoder
- Mifare Contact Encoder
- Contact Station
- Mifare Prox Contact Encoder
- Dual-Sided
- ZIP (3rd party Contactless Integration Kit)
- Printer Lock
- Mag Encoder and Contact Station
- Mag Encoder and Mifare Prox Contact Encoder
- Wireless

WHAT ARE THE NEW SMART CARD ENCODING CAPABILITIES? WHAT IS A ZIP INTEGRATION KIT?

The ZC300 Series offers a single-wire contact/contactless all-in-one encoder. The encoder capabilities include read/write for High Frequency ISO 14443 A&B (13.56MHz) contactless and ISO 7816 Contact chip cards, it is EMV level 1 certified, PC/SC compliant, and includes 1 Secure Access Module (SAM) Slot. There are two versions of the encoder, available under different part numbers and at different price points. The more advanced encoder also supports reading of Low Frequency (125kHz) contactless incl. HID Prox, and iCLASS cards.

In addition to the encoder kits, Zebra also offers two types of integration kits, a contact station kit for integrating 3rd party contact encoders with the printer, and a Zebra Integration Pocket (ZIP) that enables a 3rd party contactless encoder to be integrated inside the printer and connected to a UHF Host port on the printer main logic board. These kits only contain the integration components and not an encoding device itself.

HOW CAN I MAKE ADDITIONAL REVENUE BEYOND THE SALE OF THE PRINTER?

Not to be forgotten are the services and ribbon annuity opportunities available with the sale of the ZC100 and ZC300. For every ZC100 or ZC300 printer sold, customers will also need to purchase the supporting ribbons. Supplies become a recurring revenue stream, as well as a constant touchpoint into the customer, allowing you to stay in touch with the customer between hardware sales and allowing you to uncover additional revenue opportunities beyond the supplies sale.

WHAT SERVICES ARE OFFERED WITH THE ZC100 AND ZC300 AND WHAT DO THEY PROVIDE?

Maximize uptime and business operations Zebra OneCare Support Services. Customers invest in Zebra printers to enable the growth of their business and require operational support for their dynamic environment. Zebra OneCare Support Services help ensure predictable performance, support for critical operations and improved business outcomes, while eliminating unbudgeted repair expenses. Support Services provide unmatched technical support direct from Zebra, as well as comprehensive repair services including accidental damage and defined repair turn-around times.

Zebra OneCare Support Service Plans

Zebra OneCare Essential	<ul style="list-style-type: none"> • Comprehensive coverage, including printheads, normal wear and accidental breakage • Priority access 8x5 live technical support & software updates • 3-day depot repair turnaround time plus free return ground shipping • Online Return Material Authorization (RMA) support
Zebra OneCare Select	<ul style="list-style-type: none"> • All of the benefits of Zebra OneCare Essential, PLUS r and • Priority access 24x7 live technical support & software updates • Advance Replacement & Express Shipping (Next Day Device Replacement) • Commissioning Service

Technical & Software Support (TSS)	For customers who do not require a repair support plan, but require technical and software support. <ul style="list-style-type: none"> • 8x5 live-agent technical support • 24/7 self-service online support • Access to software updates

WHAT IS THE LIST PRICE FOR THE ZC100 AND ZC300?

The list price varies by region and model, so please refer to the Price List in your region for the exact pricing. The price ranges below vary by SKU and should only be used as a guide.

- ZC100 Price Range: \$1,495 - \$2,310
- ZC300 Price Range: \$1,995 - \$2,995
- ZC350 Price Range: \$2,240 - \$3,900

WHERE CAN I FIND TRAINING ON THE ZC100 AND ZC300 SERIES?

There is a LMS training course that could be found at the Knowledge Center (see hyper-links below for each course), plus there are regionally recorded training sessions that could be found on The Source.

[PTCAR-4402](#)

[PTCAR-4401](#)

WHAT SALES ENABLEMENT TOOLS ARE AVAILABLE?

We created a great deals of assets that will help enable you to better position and sell the new ZC100 and ZC300 card printers, including, but not limited to those shown below. These assets can be found on The Source, Media Library and the Partner Gateway as appropriate.

- Spec Sheets
- Battle Cards
- Product Comparison Guides
- Master Overview Product Presentations (separate customer and partner facing versions available)
- Channel 5x5's
- Product Videos
- Card Portfolio Matrix
- Whitepapers (Card Ribbon and Encoder Capabilities)
- Word Descriptors
- Product Photography
- Application Photography
- Competitive Side by Sides
- LMS Training Module

WHERE CAN I GET MORE INFORMATION ABOUT THE ZC100 AND ZC300 SERIES?

You could find additional assets for ZC100 and ZC300 Series on The Source, Partner Gateway and the Competitive