



# Zebra Kiosk System

Unmatched manageability, complete flexibility and exceptional consumer design



# Agenda

- Why Zebra
- The business challenge and solution:  
Why kiosks — and why Zebra kiosks
- Hardware features
- Management software  
— a Zebra differentiator
- Vertical market overview
- Services



ORDER #254

ITEM	AMOUNT	Iced Coffee		
Cinnamon Roll	\$3.50	Small	Medium	Large
Avocado Toast	\$5.00			
Medium Iced Coffee	\$6.20			
		Whole Milk	Oat Milk	No Dairy
		Almond Milk	Soy Milk	Sweet Cream
<b>REFUND</b> <b>RECEIPT</b> <b>PAY</b>				
SUB	\$14.70			
TAX	\$1.20			
TOTAL	\$15.90			

Why Zebra?

# Why Zebra

## Extensive Reach


Scalable to meet any enterprise demands

 **\$4.58B**  
Global sales

 **120**  
Offices globally

 **~6.8K** Patents and patent applications worldwide

 **9.75K+**  
Employees worldwide in 55 countries

 **10K+** Channel  
Partners in over 185 countries

 **~11%**  
of sales R&D

## Leader Status

Gartner Magic Quadrant for Indoor Location Services — Global

**#1**

**Rugged Mobile Computing**

**Data Capture**

**Barcode Printing**

**Mobile RFID**

## Our People Make the Difference



## Channel Accolades





# More people

trust Zebra mobile computers for enterprise  
than any other manufacturer in the world

No one can push your performance edge like Zebra

## 50+

For over 50+ years,  
we have been the  
unmatched global market  
leader in rugged mobility



We are at the forefront  
of the Android™  
revolution, the future  
of enterprise mobility



We deliver  
features and benefits  
no one else can





# The Challenge and Solution

Why kiosks — and why **Zebra** kiosks



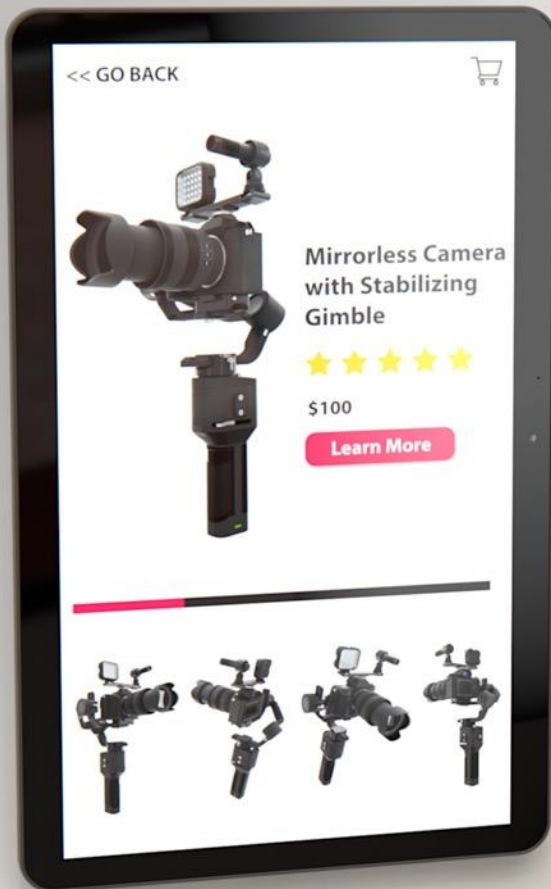


# Self-service is in demand

**81%** of consumers want  
more self-service options

**95%** of businesses report  
an increase in customer  
self-service requests<sup>1</sup>

1. CXM Today, 81% Of Consumers Say They Want More Self-service Options, May 25, 2022; <https://cxmtoday.com/news/81-of-consumers-say-they-want-more-self-service-options/>



# What's driving the new self-service economy?

## Customer demands

- 59% of customers want more convenience<sup>1</sup>
- 52% of customers expect instant service<sup>1</sup>
- Post-pandemic comfort level with technology — self-service is now widely adopted and accepted

## Business trends

- Elevate the customer experience as a differentiator
- Automate routine tasks to improve efficiency and reduce costs
- Find new ways to upsell/cross-sell in stores



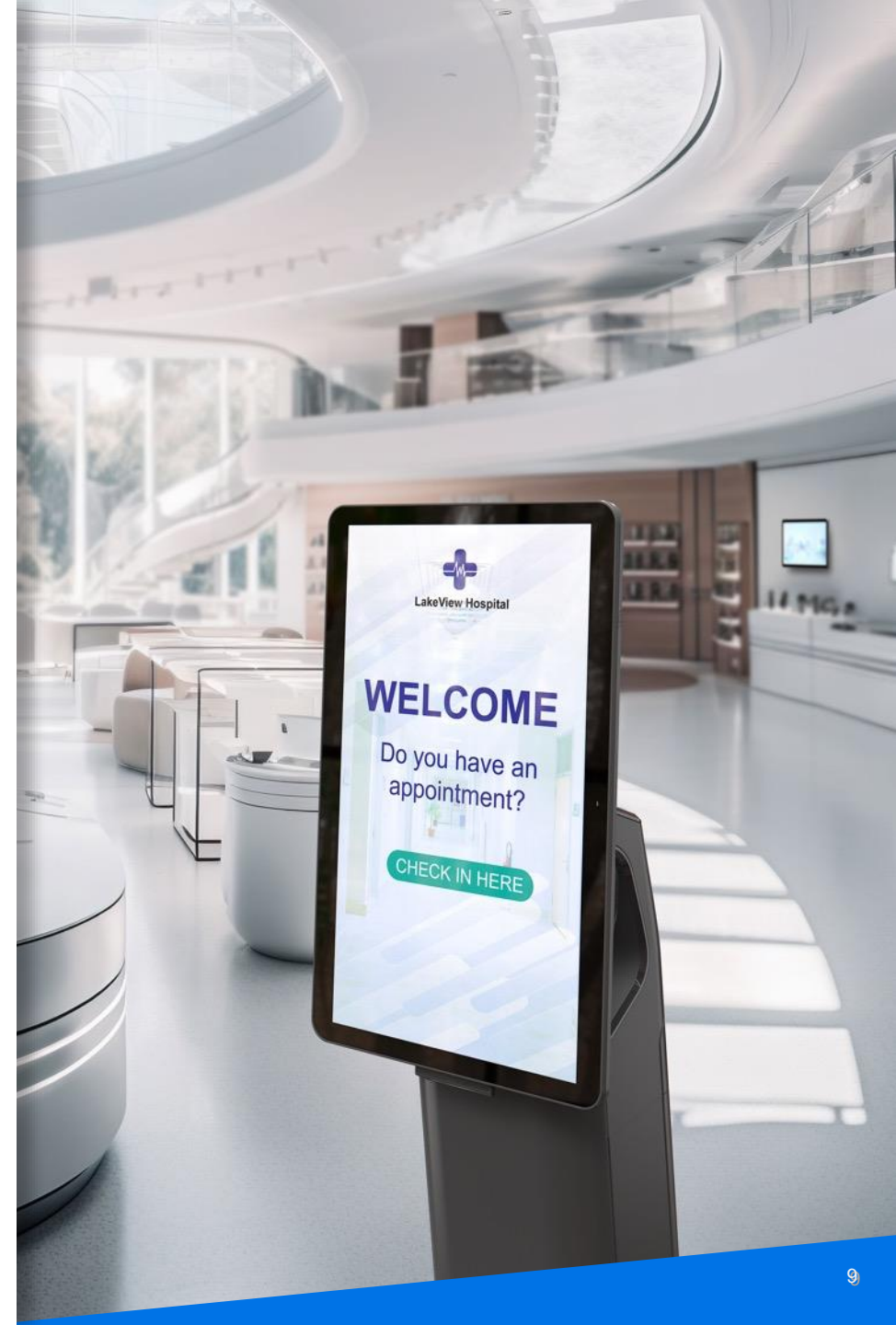
# Self-service is the fastest and most cost-effective means to provide customer support — and a consistent customer experience

## Businesses that lead in self-service see...



- An average 79% decrease in service costs\*
- Increased customer loyalty and retention
- Increased store efficiencies
- Improved reputation and brand image

\* Three real-world factors driving demand for self-service/Discover how to reduce overheads and improve experiences by meeting demand for self-service, Melanie Mingas, CX Network; 1/5/23; <https://www.cxnetwork.com/cx-service-support/articles/three-real-world-factors-driving-demand-for-self-service>; (Source cited: Aberdeen Strategy and Research)



# Kiosks make self-service, assisted service and digital signage easy

## But what should you look for in a kiosk?

All self-service kiosks are not created equal.  
The ideal kiosk is...

### Appealing

to your customers and easy to use — regardless of comfort with technology

### Flexible

able to serve the self-service needs of customers in virtually any market

### Enterprise-worthy

with enterprise-class management tools that make management easy

### Durable and reliable

designed from the ground up to handle all-day everyday use





# Why Zebra Kiosks?



## Exceptional consumer design

- Appealing design for instant adoption
- Intuitive for anyone to use — any age, any technology comfort level
- Flexible mounting system makes it easy comply with accessible regulations



## Complete flexibility

- Create a single- or double-sided kiosk for self service or assisted service
- Mount virtually anywhere — wall, desktop, countertop and floor
- Power options for easy deployment wherever you need a kiosk, including Power over Ethernet (PoE)



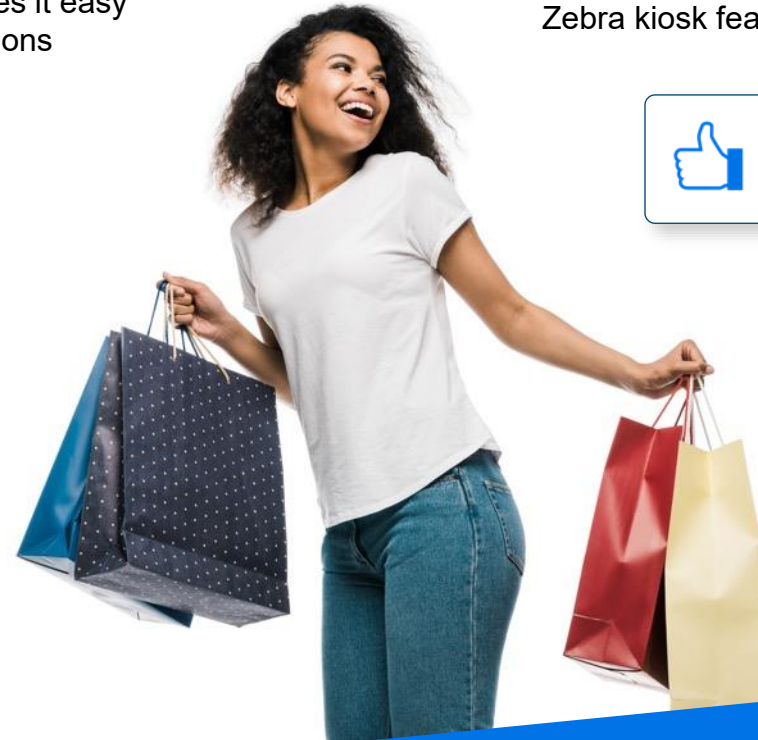
## Unmatched manageability

- Comprehensive remote management from staging to day-to-day management
- Use the same Zebra tools you use to manage the rest of your Zebra fleet — from mobile computers to tablets
- New tools added to ensure control over all Zebra kiosk features and functionality



## All-day everyday reliability

- Durability for all day, everyday use
- The display is ball impact tested and sealed
- Zebra OneCare support plans to keep your kiosks up and running



# Build exactly what you need

## Choose your kiosk computer

KC50 Kiosk Computer  
15-inch or 22-inch

## Add a second display (optional)

TD50 15-in Touch Display  
for assisted service

## Add peripherals (optional)

- Z-Flex Scanner
- Z-Flex LED lightbar
- Compatible printer
- Payment terminal
- Handheld scanner

## Choose your mounting

Zebra Stand mounting options and stand heights include:

- Counter
- Desk
- Floor stand
- Wall mount

...or use your own VESA mounting solution



# A rich, modular design





# Hardware Features



# KC50 Android Kiosk Computer

## The heart of the Zebra Kiosk System

### **Display**

Choose your display size and orientation:  
15-inch or 22-inch, portrait or landscape

### **Durability**

Ball-drop display test, IP65 sealing, secured connectors

### **Flexible mounting**

Wall, floor, counter or desk

### **Processor**

Run any application with the modern enterprise Android platform; Qualcomm® 5430  
2.1 GHz Octa Core

### **Operating System**

Future proof OS support, through Android 16

### **Wi-Fi**

Rock solid, fast Wi-Fi 6E connectivity

### **Peripheral support**

Z-Flex connectors on all four sides to add an optional scanner, lightbar, payment terminal, handheld scanner and more



### **Voice support**

Easy to hear — two integrated noise cancelling microphones and dual 1W speakers

### **Digital Assistant support**

Enable conversational self service through Zebra's platform APIs

### **Scanning**

Add flawless scanning with Zebra's SE4720 or any Zebra Bluetooth or USB scanner

### **Enable payment**

Add a payment terminal via a USB connection

### **Enable non-payment tap transactions**

Supports Apple VAS and Google Smart Tap

### **Power**

Power it anywhere easily and cost-effectively with Power over Ethernet (PoE) — no expensive power drops or unsightly extension cords needed





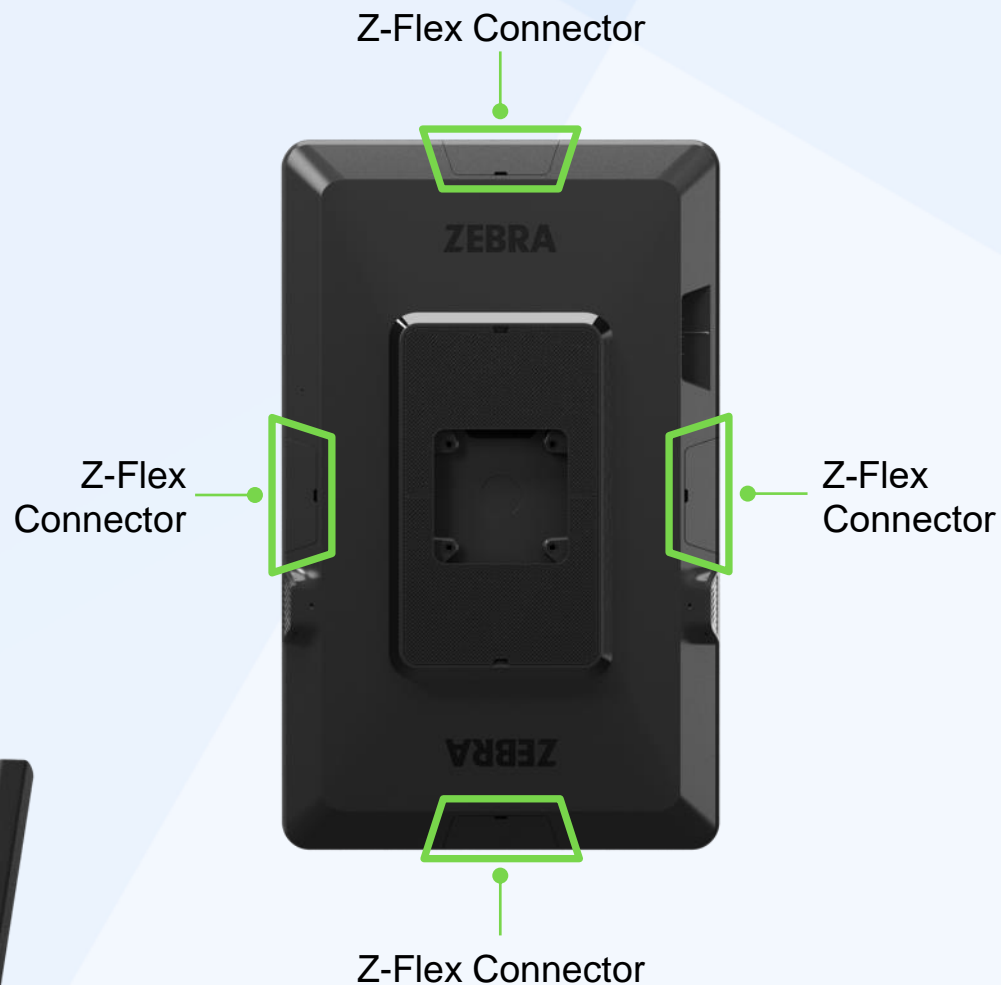
# TD50 Touch Display

Enable assisted service on any Zebra Kiosk with a companion display

- Enables customers to verify or input information to complete a transaction
- Enables associates to monitor and assist with customer self-service transactions
- Mirror the information on the KC50 Kiosk Computer or customize information displayed to meet the needs of your use case
- Same inviting consumer design as the KC50
- Durable and ready for all day use
- Fingerprint resistant
- Single cable installation
- Versatile mounting options
- Easy viewing in any lighting with a full high-definition bright display

# KC50 Z-Flex Connectors

## Accessory System



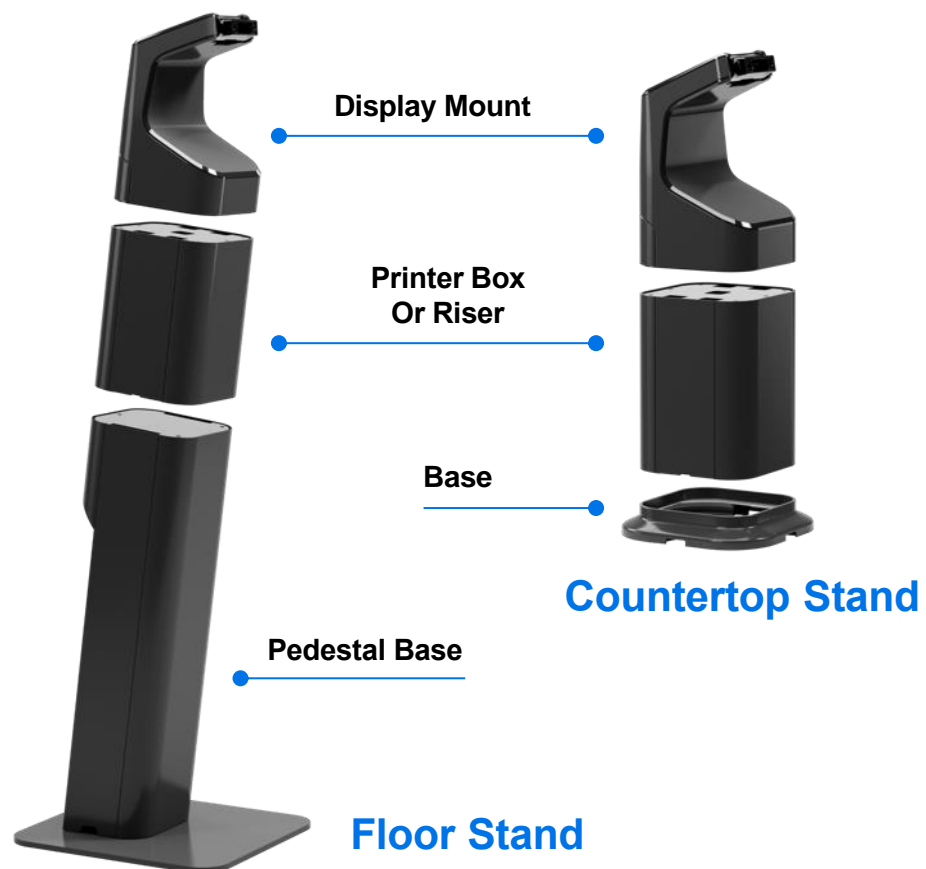
### FEATURES

- Z-Flex connectors are on all four sides of the KC50 15 in and 22 in models
- Enables accessories to be placed in the best location
- Accessories are interchangeable between all four locations and between all models — 15 in and 22 in
- Z-Flex covers are tamper resistant



# Flexible stand design

## Versatile reconfigurable stand options



Select stand components to create the desired kiosk height and integrate the kiosk peripherals you need

...and change components to meet different needs in the future.





# One Tap

## Payment ready

- Supports all major payment terminals and CPOC\*
- Future support for Zebra Pay™

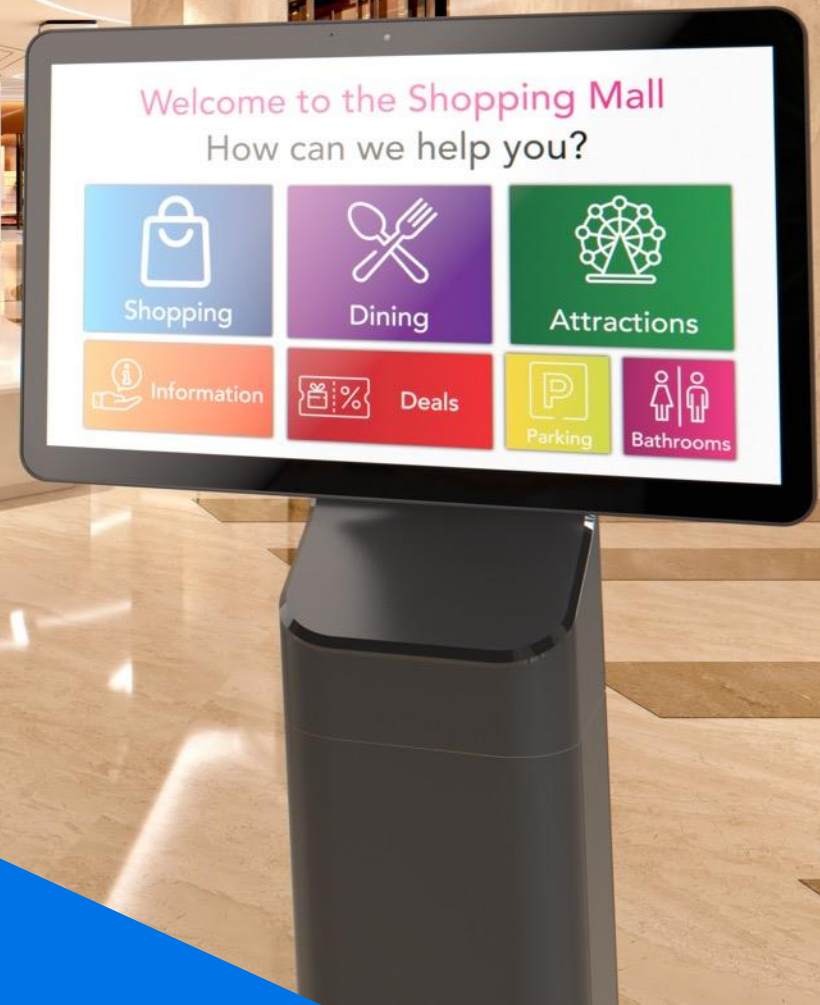
## Contactless transactions beyond payment

- Ready for Apple VAS
- Google Smart Tap certified
- Ready for digital wallets:
  - event tickets
  - boarding passes
  - loyalty and gift cards
  - healthcare ID cards
  - mobile drivers license

\*Contactless Payments on COTS



# Management Software — a Zebra differentiator





# The Zebra difference unmatched manageability



Manage your kiosks with the same tools you use to manage your Zebra mobile computers and tablets — plus new tools that give you comprehensive remote control of all the unique features of Zebra's kiosks and kiosk content

## Zebra DNA — your software advantage

Enable your Zebra hardware to perform at its best with this family of software tools that make every Zebra device easier to setup, secure, manage and optimize

## Completely control kiosk hardware through your EMM

**Remotely control** virtually every aspect of your KC50 through your EMM with Zebra OEMConfig — including a secondary display, power management profiles and kiosk peripherals.

**This no-cost solution** offers over 1,000 configurations — versus competitive devices that offer less than 100.

## Advanced content management made simple with Zebra DNA Cloud\*

**Powerful visual interface** that's as easy and intuitive to use as your calendar

**Cloud based storage** — keep your content in one place and distribute to any number of kiosks, anywhere.

**Rich content controls** — apply policies by device, create playlists and complex schedules and test to ensure policies and rules are defined correctly

## No-cost basic content management

Zebra OEMConfig provides basic content management at no cost, allowing you to easily send content files to a kiosk and define when it will play

# Zebra DNA Software Tools

## Help accelerate and achieve better business outcomes

Advanced mobile applications help streamline tasks, empower mobile users to do more in less time, enhance their efficiency and minimize IT complexities over the lifespan of a Zebra computer, tablet or wearable device

### Setup



**DataWedge:** Easily capture data with Zebra mobile devices and send to your host applications without the need for programming



**Enterprise Mobility Development Toolkit (EMDK):** Develop powerful customized enterprise applications that leverage the full capabilities of Zebra mobile computers with less time and effort



**Enterprise Browser:** Create cost-effective web-based applications optimized to work on Zebra Android devices with this application development platform



**StageNow:** Stage a handful or thousands of devices with your applications, settings and configurations, all with the scan of a barcode or tap of an NFC tag



**Zebra DNA Cloud:** Intuitive unified interface to easily deploy, manage and support all of your Zebra Mobility DNA tools in one place



**Zebra Zero Touch:** Enhance operational efficiency and security with Android Zero Touch, which helps automate the setup of devices into your third-party management system

### Secure and Manage



**Enterprise Home Screen:** Control the user interface, including access to applications and settings on Zebra devices



**USB Host Manager:** Define which peripherals can connect through USB ports on the device or connected cradles, increasing security



**LifeGuard for Android:** Protect devices from potential threats and gain access to new features and functionality with regular updates and patches



**OEM Config:** Provides day one support for all device features in Mobility Extensions (Mx) via your EMM, making device management easier and cost effective



**Mobility Extensions:** Make Zebra devices truly enterprise ready with a layer of features that are not available in off the shelf Android



**GMS Restricted Mode:** Gain data control and enhance security by controlling Google Mobile Services, preventing unwanted data transmission



**RxLogger:** Capture system and application logs to identify problems and avoid sending no-failure found devices for repair to reduce device downtime

### Optimize



**Enterprise Keyboard:** Provide customized keys and layouts for specific workflows to enhance productivity and reduce data-entry errors





Ready for any  
industry



Retail

Travel

Hospitality

Healthcare

# Vertical Market Overview

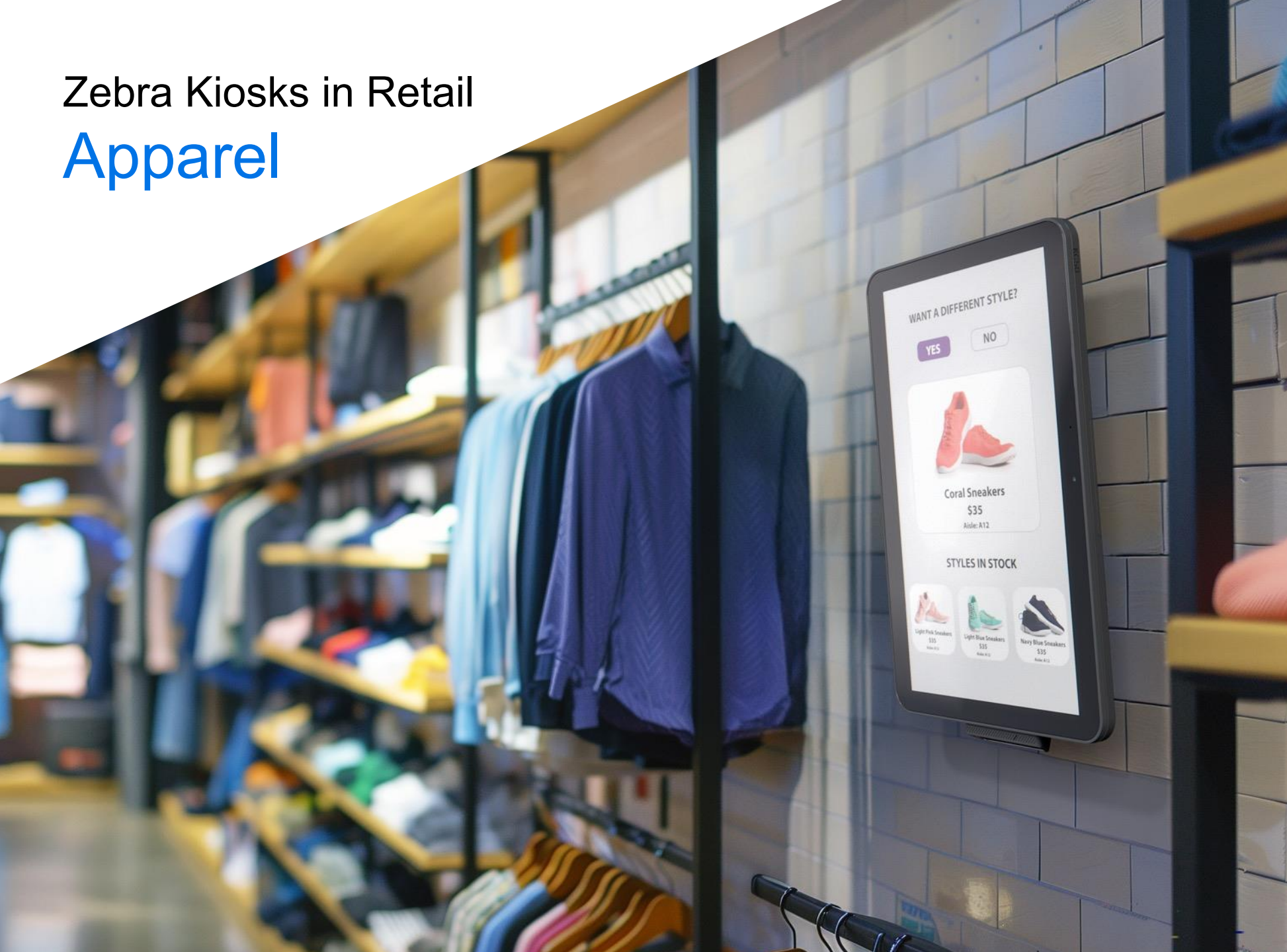
Parcel Management

Warehousing

Manufacturing



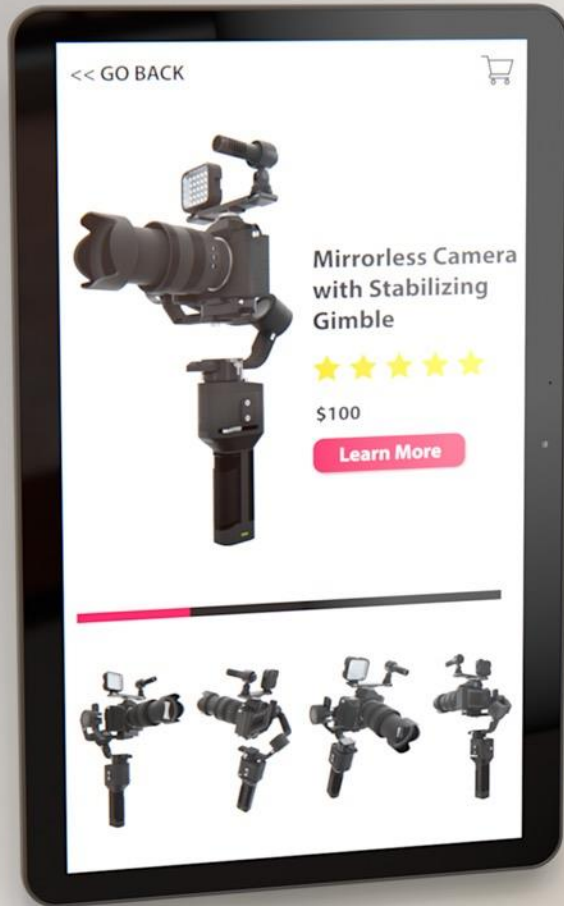
# Zebra Kiosks in Retail Apparel



Improve the customer experience, increase customer spending and revenue, while freeing staff to spend more time delivering more personalized service to more shoppers.

## APPLICATIONS

- Item lookup/price check
- Assisted checkout
- Style maker
- Loyalty signup (points check)
- Endless aisle



Put in-depth customer comparisons at shoppers' fingertips to enable buying decisions right in the store, increasing revenue without increasing staff.

## APPLICATIONS

- Self guided product exploration
- Item lookup (navigation)
- Instructional video
- Endless aisle/POS
- Display ads

Zebra Kiosks in Retail  
**Specialty**



Improve the shopping experience by reducing wait times and time spent in the store, while increasing basket size and the success of promotions.

## APPLICATIONS

Personal Shopper — unlock PSS, promote PSS value, sign up to new PSS loyalty

- Self Service ordering
- Queue management
- Loyalty sign-up
- Wayfinding
- Digital signage



## Zebra Kiosks in Retail Grocery





Enhance the guest experience by reducing wait times and providing a fast and convenient way to access services — from ordering food to check-in to making reservations and purchasing tickets.

## APPLICATIONS

- Food ordering/pickup
- Hotel check-in/check-out
- Hotel – book services
- Restaurant reservations

## Zebra Kiosks in Hospitality





## Zebra Kiosks in Travel

Improve the traveler experience by reducing wait times at typical choke points, allowing travelers to spend less time waiting in lines to check in, check bags and move through customs.

### APPLICATIONS

- Self check-in
- Baggage tags
- Seat upgrades

Streamline patient check-in, scheduling, forms and payments, improving the patient experience while reducing staff workload, improving job satisfaction and retention.

## APPLICATIONS

- Check-in/check-out
- Appointment request
- Complete paperwork
- Patient surgery status



## Zebra Kiosks in Healthcare





## Zebra Kiosks in Parcel Management

Improve the customer experience by eliminating time spent waiting in line to drop off or pick up parcels and parcel theft — automatically validate identification to ensure the right customer picks up the right package.

### APPLICATIONS

- Package drop-off/pick-up

Improve safety, efficiency, productivity and profitability in the plant with real-time communications via digital signage — from quality control and low inventory alerts to key performance indicators such as production volume and efficiency ratings.



## APPLICATIONS

- Visual factories
- Signage

## Zebra Kiosks in Manufacturing





## Zebra Kiosks in Warehousing

Streamline operations by enabling employees to log tasks, manage inventory, and access real-time updates, automate routine tasks like shift check-ins and view the status of operations, reducing errors and boosting efficiency.

### APPLICATIONS

- Digital warehouse
- Signage










ADD A TIP?

15%	20%	25%
Custom		

Services

# Added value with a full portfolio of Services




## Zebra OneCare Select

-  3- or 5-year protection covering device functional failure, normal wear and tear, and accidental damage
-  Like new device shipped same day with next business day delivery<sup>1</sup>
-  Devices are delivered fully commissioned and ready to work out of the box.
-  Access to VisibilityIQ™ OneCare<sup>2</sup> dashboard to manage your contracts and track the status of your repairs
-  Optional Battery Maintenance to meet your needs and help you avoid downtime
- Fastrack (optional) — a technician delivers and installs a replacement unit and brings the defective unit back for repair<sup>3</sup>



## VisibilityIQ Foresight™

## Professional Services

-  Gold Build ensures your Mobile Computers (MC) operate at their peak performance by successfully designing user profiles
-  Save valuable time in your operation with Zebra Staging by aligning consistency on operating system version, security features and application loading
-  Let us help you put together the device and accessories and/or printed collateral into individual or site boxes



Cloud-based dashboard to view fleet insights and make decisions based on analytics across your entire device fleet



Address potential device issues before they impact your business, and uncover opportunities for cost-cutting, right-sizing inventory and reducing lost or stolen assets



View everything in an easy-to-grasp, color-coded dashboard and get alerts on your fleet of mobile devices

1. For RMAs received before the cutoff time. Next business day subject to availability and site accessibility conditions in specific regions. 2. For Mobile Computers and Scanners only. Includes Cloud-based visibility to repair, technical support, contracts, LifeGuard reports, and more. 3. Available in North America, the UK and Ireland.

# Thank you!

For more information, please visit [www.zebra.com/kiosk-system](https://www.zebra.com/kiosk-system)

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