⋮Ζ. ZEBRA

WHAT'S NEW

The Zebra ZD410 is replacing the Zebra LP2824 Plus. New features at a glance include:

- **300 dpi printing.** The ZD410 offers a higher-resolution printing option.

- **Faster printing.** The ZD410 offers a 33 percent increase in print speed @ 203 dpi (6 ips vs. 4 ips).

- **Even smaller footprint.** The ZD410 is roughly 15% smaller than its predecessor, the LP2824 Plus.

- **Link-OS.** Zebra's innovative management solution turns the ZD410 into a cloud-ready smart printer that can be easily managed remotely.

- **More memory.** Compared to competitive printers, the ZD410 offers 4 to 128 times the Flash and 2 to 32 times the RAM. (See competitive chart on back for details).

- **A better user interface.** More status icons notify users of printer issues and how to resolve with at-a-glance simplicity, reducing training and increasing printer uptime.

- **More connectivity options.** New options include auto-sensing serial or 10/100 Ethernet, 802.11ac Wi-Fi, Bluetooth 4.1 and MFi, making integration easier than ever.

ZD410 Direct Thermal Printer
ULTRA-COMPACT...FASTER...MORE FEATURES...SAME PRICE.

The ZD410 replaces Zebra's LP2824 Plus, taking its place as the market's leading two inch direct thermal printer. The ZD410 is smaller and lighter to fit in even tighter spaces, with more memory for faster printing, higher resolution printing to meet the requirements of more applications, more connectivity options — including 802.11ac Wi-Fi and Bluetooth 4.1, support for new types of media and much more — all for the same price as the LP2824 Plus. The ZD410 — resetting the industry standard for two inch printers.

FEATURES AND BENEFITS

The smallest printer in its class
The ZD410 is smaller and lighter to fit easily in the most space-constrained areas. And if there is no room on shelves or desktops, your customers can simply mount the ZD410 on a wall.

Increase your sales opportunities with higher resolution 300 dpi printing
The ZD410 opens the door to new applications and new sales opportunities, such as healthcare, where legibility is crucial for the many very small labels required for specimen vials and prescriptions, or for jewelry and other small items in specialty retailers.

Fast "no wait" high-resolution printing
With more memory, your customers get faster printing, delivering the improved printer throughput and workforce productivity required in high-volume applications. The ZD410 offers two print modes: 6 ips @ 203 dpi or 4 ips @ 300 dpi.

Movable media sensor for more media options — and more application flexibility
Now you can calibrate the ZD410 to work with more media styles, including media with off-center black marks, die-cut notches or multiple labels across the width. The result? Your customers can use the ZD410 for more applications, increasing value and return on investment.

The most connectivity options in its class — and the only 2-inch printer to offer the fastest wireless Wi-Fi and Bluetooth connections
The ZD410 offers virtually every modern connectivity option, making deployment a snap. Choose from USB, auto-sensing serial or 10/100 Ethernet and the very latest wireless options: 802.11ac Wi-Fi, Bluetooth 4.1, plus MFi certification for compatibility with Apple iOS mobile devices.

Field upgradable to meet changing needs
New features can be added right on site — from serial or Ethernet communications to a peeler and a cutter — without sending the printer to the service depot. Your customers can add what they need, when they need it, maximizing functionality.

Easy to clean and sanitize healthcare model
Disinfectant-ready plastics and a sealed button interface makes the ZD410 easy to clean and disinfect — and the medical grade power supply offers the required 60601 certification. The small printer fits easily in space constrained pharmacies, labs and nurses stations. And with its 300 dpi printing option, even the small labels on specimen containers and prescriptions are highly legible.

Easy to use and troubleshoot
Five status icons provide users with the information they need to troubleshoot and resolve issues quickly — status, pause, data, supplies and network.

Link-OS for unsurpassed easy management
This unique software platform makes it easier than ever to integrate, manage and maintain ZD410 printers, from any location. Your customers get anywhere anytime management of one printer, a group of specific printers or all printers anywhere in the world via the cloud.

Backwards compatibility
With the same first dot location and consistent print line height as the ZD410 and support for standard printer languages such as ZPL and EPL, you can offer plug-and-play replacement of aging Zebra LP2824 Plus — and competitive printers.

Optional battery for cordless operation
The removable desktop battery power option allows the easy transport of the ZD410 printer on a cart for on-the-spot printing, reducing steps, increasing productivity and improving task accuracy. The battery housing mounts securely to the printer base and has plenty of power for a full shift.

ZD410 Direct Thermal Printer
BATTLECARD

ZEBRA

APPLICATIONS

Retail
- Prescription labels
- Return tags
- Shelf labeling
- Price markdowns
- Coupon printing

Healthcare
- Prescription labels
- Patient record labels
- Lab and specimen labels
- Patient ID wristbands

Transportation & Logistics
- Routing labels
- Asset tracking tags

Manufacturing (light industrial)
- Work-in-process labels
- Product labels

Security
- Visitor ID
- Evidence tracking

Travel and Hospitality
- Ticketing
- Luggage/bag tags

SALES/REFERENCE MATERIALS

The Source:
zebra.gosavo.com/

ZD410 Product Home:
www.zebra.com/zd410

Global Services:
www.zebra.com/us/en/services.html

Learning Portal:
http://learning.zebra.com

Developer Tools:
www.zebra.com/software

For more information on the ZD410, please visit us on the web at: www.zebra.com

COMPETITIVE COMPARISON: AT-A-GLANCE FIGHT SHEET

In the following chart below, where appropriate, light blue shading indicates the best specification available for a specific feature. As the chart below reveals, the ZD410 is the clear winner in its class, offering the most advanced feature set in its class.

FEATURE	ZEBRA ZD410	GODEX DT200	TSC TDP-225	ARGOX OS-2130D	SATO CG208	INTERMEC PC23d	BIXOLON SLP-DX220
Speed/Print Resolution	6 ips@203 dpi 4 ips@300 dpi	7 ips@ 203 dpi	5 ips@ 203 dpi	4 ips@ 203 dpi	4 ips@203 dpi	8 ips@203 dpi 6 ips @ 300 dpi	4 ips@200 dpi 6 ips@300 dpi
User Interface	5 LED Icons	1 LED (3 color)	1 LED (3 color) Optional LCD	1 LED	1 LED (2 color)	10 LED Icons Optional LCD	2 LEDs
Memory	512 MB Flash 256 MB SDRAM	4 MB Flash 16 MB SDRAM	4 MB Flash 8 MB SDRAM	4 MB Flash 8 MB DRAM	4 MB Flash 8 MB RAM	128 MB Flash 128 MB RAM	128 MB Flash 64 MB RAM
Healthcare Features	Disinfectant-ready plastics; sealed button interface; IEC 60601-1 certified; power supply	None	None	None	Resin in the enclosure includes an antibacterial substance	None	None
Standard Connectivity	USB 2.0 USB Host	USB 2.0 Serial, Ethernet	Serial USB 2.0	Serial USB Cash Drawer	Serial USB	USB 2.0 USB Host	Serial USB
Optional Connectivity	Serial Ethernet Wireless (802.11ac and Bluetooth 4.1)	None	Ethernet; external 802.11b/g/n module; external Bluetooth module	Ethernet	Ethernet	Field installable Ethernet; Dual radio 802.11b/g/n and Bluetooth 2.1; external Serial; external Parallel	Ethernet 802.11b/g/n (dongle type)
Sensors	Adjustable transmissive and reflective	Fixed transmissive; adjustable reflective	Fixed transmissive; adjustable reflective	Fixed reflective	Fixed transmissive and reflective	Fixed transmissive: adjustable reflective	Fixed transmissive: adjustable reflective
Media Handling	Field-installable: Peel; cutter	Peel; cutter	Peel; cutter	Peel; cutter	Peel; cutter	Field-installable: Peel; cutter	Peel; cutter
Optional Battery for Cordless Operation	Yes	No	No	No	No	No	No

Note: The above chart is based on publicly available information.

ZEBRA GLOBAL SERVICES

SERVICE	ENTITLEMENTS	TIME OF PURCHASE	TERM
Zebra OneCare SV for Printers	• Two years of coverage at a cost-effective price • Self-service tools 24x7 • 8x5 Level 1 Tech/ Call Support • Depot repair with 5-day in-house turnaround time	Up front with the hardware (prepaid) or within 30 days thereafter	2 years

Note: Please refer to **The Source** for the most up-to-date information, including global pricing and additional available service options.

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