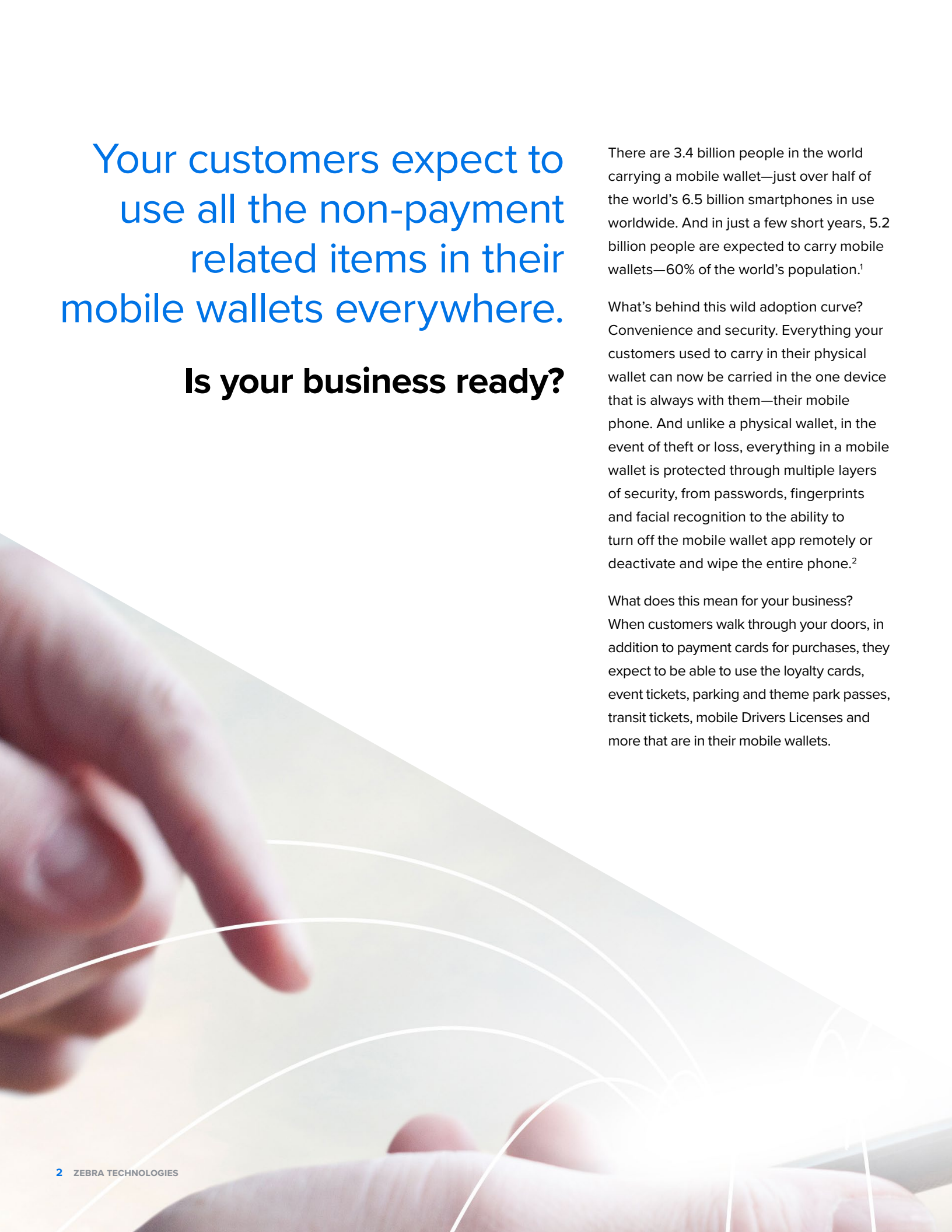# Beyond Mobile Payments

Readying your business for the
contactless world of mobile wallets

Your customers expect to use all the non-payment related items in their mobile wallets everywhere.

Is your business ready?

There are 3.4 billion people in the world carrying a mobile wallet—just over half of the world's 6.5 billion smartphones in use worldwide. And in just a few short years, 5.2 billion people are expected to carry mobile wallets—60% of the world's population.[1]

What's behind this wild adoption curve? Convenience and security. Everything your customers used to carry in their physical wallet can now be carried in the one device that is always with them—their mobile phone. And unlike a physical wallet, in the event of theft or loss, everything in a mobile wallet is protected through multiple layers of security, from passwords, fingerprints and facial recognition to the ability to turn off the mobile wallet app remotely or deactivate and wipe the entire phone.[2]

What does this mean for your business? When customers walk through your doors, in addition to payment cards for purchases, they expect to be able to use the loyalty cards, event tickets, parking and theme park passes, transit tickets, mobile Drivers Licenses and more that are in their mobile wallets.

Conduct the universe of digital wallet non-payment transactions with Zebra's rugged mobile devices

With Zebra rugged mobile devices in the hands of your workers, you get all the capabilities you need to process the non-payment items your customers are carrying in their mobile wallets.

Support Apple and Google digital wallets—right out of the box

Since mobile wallets are now common, validation support for digital nonpayment components in Apple Value Added Services (VAS) and Google Smart Tap is standard in Zebra mobile devices, ensuring compatibility with virtually any mobile wallet on any Apple or Android™ mobile phone. And since Apple and Android phones represent over 99% of the mobile phone market, you get the peace of mind that comes from knowing that the mobile phones that your customers are carrying will work with your Zebra contactless reader mobile solution.[3]

It just works—even if you update Android—without triggering any required application updates

Because Zebra mobile devices support the next three versions of Android, updating Android won't trigger any required application updates. The result? You can count on your digital wallet non-payment transaction technology to work throughout the lifecycle of your Zebra mobile device. And because our devices are Apple VAS certified, recertification is not required when you update to a new Android operating system.

Easily integrate Apple VAS (with ECP 1.0 and ECP 2.0 support) and Google Smart Tap functionality into your applications

Use the standard Android NFC stack—only basic NFC knowledge is required. Or use Zebra's Apple VAS/Google Smart Tap Software Development Kit (SDK) to significantly cut complexity and development time. For example, a single command can replace 10 separate operations, simplifying and reducing the time and cost to integrate the functionality into your apps. No specialized Apple VAS or Google Smart tap protocol knowledge required.

Complete transactions in a split second

Zebra mobile devices read items in Apple and Google digital wallets as quickly and reliably as they capture barcodes—in a fraction of a second. Unlike competitive devices that can take seconds to capture an item, Zebra's mobile devices keep lines moving—and customers happy.

Just tap to capture items—no special alignment required

The NFC antenna is ergonomically placed in most Zebra devices, eliminating the need align Zebra mobile devices and the customer mobile phones—unlike competitive devices. The Zebra and customer devices simply need to be within the NFC read range to enable the contactless capture of data, ensuring a good experience for your customers and easy data capture for your workers—preventing any impact on productivity and efficiency.

Get the service and support you need

Zebra's support services offer the gold standard in product support, with comprehensive plans that cover the hardware and software, ensuring maximum performance for your devices and their software—including your Apple VAS and Google Smart Tap solution.

Get the features you need to maximize productivity—and device value

When you choose Zebra, you get devices that do more.

The largest portfolio with Apple VAS certification and Google Smart Tap capability—you can choose the right level of ruggedness, the right features and the right price.

The very latest in technologies—including Wi-Fi™ 6/6E and 5G, some of the largest memory spaces to support the most processing intensive apps, award-winning ergonomic designs and more.

Industry-best data capture technologies—Zebra sets the bar for speed, ease, accuracy and dependability, whether you're capturing NFC data, documents or 1D and 2D barcodes in any condition.

Rugged and ready for business—The industry's most stringent drop test for superior rugged design and dependable operation, plus IP sealing.
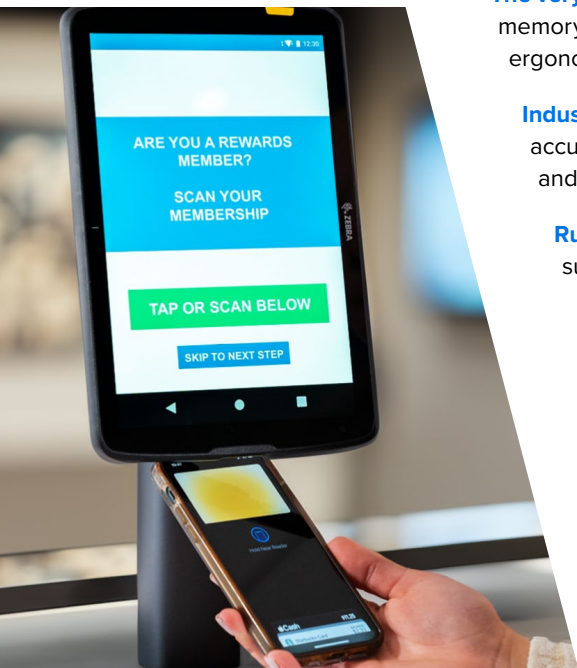
So many tested and proven add-on options—The industry's largest and most mature series of add-on solutions, creating the industry's most extensible enterprise-class mobile computing portfolio. For example:

- Turn Zebra mobile computers into full-featured desktop computers with Workstation Connect
- Give Zebra mobile computers walkie-talkie and PBX-handset capabilities
- Find misplaced devices even if they are turned off or the battery is dead with Device Tracker
- Control which Google Mobile Services are active on your mobile devices with GMS Restricted Mode
- Give workers a soft keyboard purposely designed to simplify the entry of the type of data your workers collect
- Enable Zebra mobile devices to completely provision themselves right out of the box with Zebra Zero-Touch

Superior battery lifecycle, safety and intelligence

Our batteries offer a strong robust housing, a design that helps prevent overcharging and electrical shock, premium high grade cells with a higher capacity and longer lifecycle that typical competitive batteries and more.

Available battery metrics enable easy identification of older batteries that can no longer hold a charge, ensuring that only healthy batteries are in the battery pool—and more.

The Zebra portfolio of Apple VAS Certified/ Google Smart Tap compatible devices

Get the advanced features you need to maximize workflow efficiency in a mobile computer or tablet that's right for your applications—and the ruggedness that's right for your environment.

TC2x Series

If you're considering low-cost mobile phones for your workers, step up to business-class durable touch computers—without stepping up in price

TC5x Series

A rugged new generation of mobile computers designed to do more, powering a new generation of data collection

TC7x Series

The ultra-rugged mobile computer, re-imagined for the new age of mobility

ET40/ET45

These right-priced thin, light and rugged tablets offer everything you need to do business—right out of the box

ET60/ET65

The most versatile rugged Android business tablets, offering more features, more power, more security— and the flexibility to transform into a laptop or vehicle mount computer

Works with Apple Wallet

Where can you put Apple VAS and Google Smart Tap to work?

Just about anywhere!

Hospitality

- Concierge services
- VIP access
- Membership cards
- Digital passes
- Student cards
- Parking

Sports and Entertainment

- Event ticket validation
- VIP access
- Team/club loyalty card

Transit

- Transportation ticket validation (rail, bus, tram)
- Boarding passes
- Airport lounge access
- Passport validation

Healthcare

- Insurance cards
- Health account cards
- Personal authorization

Retail

- Loyalty cards
- Membership cards
- Points cards
- Gift cards
- Coupons

Law enforcement

- Mobile ID validation
- Border control

FOOTNOTES

1. Press Release: Digital Wallet Users to Exceed 5.2 Billion Globally by 2026, as Digitization accelerates cashless transition/Over 60% of Global Population to Use Digital Wallets in 2026; August 2022; Juniper Research

2. Available security options are dependent upon mobile device manufacturer and model

3. Mobile Operating System Market Share Worldwide; February 2022–Feb 2023; Statcounter Global Stats (As of February 2023, Apple and Android phones represent 99.28% of the mobile phone market (iOS® 27.1%; Android 72.27%); https://gs.statcounter.com/os-market-share/mobile/worldwide

NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
zebra.com/locations
la.contactme@zebra.com