# Zebra ZQ520 RFID Series Mobile Printers
## FREQUENTLY ASKED QUESTIONS

**Q: Why is Zebra creating a RFID version of the ZQ520 mobile printer?**

A: Zebra's current RFID printer portfolio currently lacks a mobile solution. Zebra originally introduced an RFID mobile printer before, the RP4T, but a few years back we decided to end-of-life it. We are seeing an expansion of RFID applications that are increasingly asking for a mobile RFID printer across all verticals. Market data also suggests that the estimated 2016-2018 Mobile RFID Print/Encode space at ~$2-4M annually with a max TAM of $18-21M.

The ZQ520 RFID is currently the only mobile RFID printer in the industry, and is patented.

**Q: How is the ZQ520 RFID different than the original ZQ520 mobile printer?**

A: The ZQ520 RFID includes full RFID gen2 V2/ISO 18000-63 support, plus all the additional great features and functionality of the original ZQ520.

**Q: What kind of applications do you see a mobile RFID printer being used for?**

A: Most of the applications we're seeing are 'new' RFID print/encode applications that are not being met with the current stationary portfolio. Examples cut across all verticals including, pallet labelling in warehouse, case/item labeling in warehouse, forklift mounted RFID printing, in-store retail item tagging and specimen/sample collection in healthcare.

**Q: Is Zebra currently working with any specific ZQ520 RFID customers?**

A: Yes, Zebra has been working with three, large, global companies (Amazon, Facebook and Decathlon) as part of the validation process to beta test the products in real applications. The success of these trials led the business to move forward with the product.

**Q: What regions will the ZQ520 RFID mobile printer be available in?**

A: The ZQ520 RFID has only been certified in NA and EMEA. However, if there's a large market demand in LA and/or APAC, the business will consider having the product certified in those regions.

**Q: Is the ZQ520 RFID a full channel released product like the original ZQ500 series?**

A: No, the ZQ520 RFID is a restricted product and only available through the Development Services Team. You would need to submit a custom solutions request.

Link below.

https://zebra.sharepoint.com/sites/dsint/Lists/DS%20Project/ZAPSubmissionV6.aspx

**Q: What is the list price for the ZQ520 RFID?**

A: The list price has been set at $2,450. Specific part numbers are below.

<u>NA/Canada:</u>
DS-ZQ5NNP1095694
Bundle, ZQ52-AUN0200-NN, Mobile RFID ZQ520; Dual Radio (Bluetooth 3.0/WLAN), RFID Encoding, Linered Platen, English, Grouping 0

<u>EMEA:</u>
DS-ZQ5NNP1095695
Bundle, ZQ52-AUN020E-NN, Mobile RFID ZQ520; Dual Radio (Bluetooth 3.0/WLAN), RFID Encoding, Linered Platen, English, Grouping E

**Q: Can any media be used with the ZQ520 RFID?**

A: No, due to the specialized label requirements of the ZQ520 RFID, the printer will only be supporting Zebra RFID labels.

Stock ZQ520 RFID label part numbers:
- P/N 10027808 (4"x6") ALN-9740
- P/N 10027809 (4"x2") ALN-9740
- P/N 10027810 (3"x1") ALN-9762

Custom labels with different RFID inlays and sizes are available.

**Q: Where can I get more information about the ZQ520 RFID and / or the original ZQ500 Series?**

A: You could find additional assets for both the ZQ520 RFID and the ZQ500 Series on The Source, Partner Gateway and the Competitive Portal.