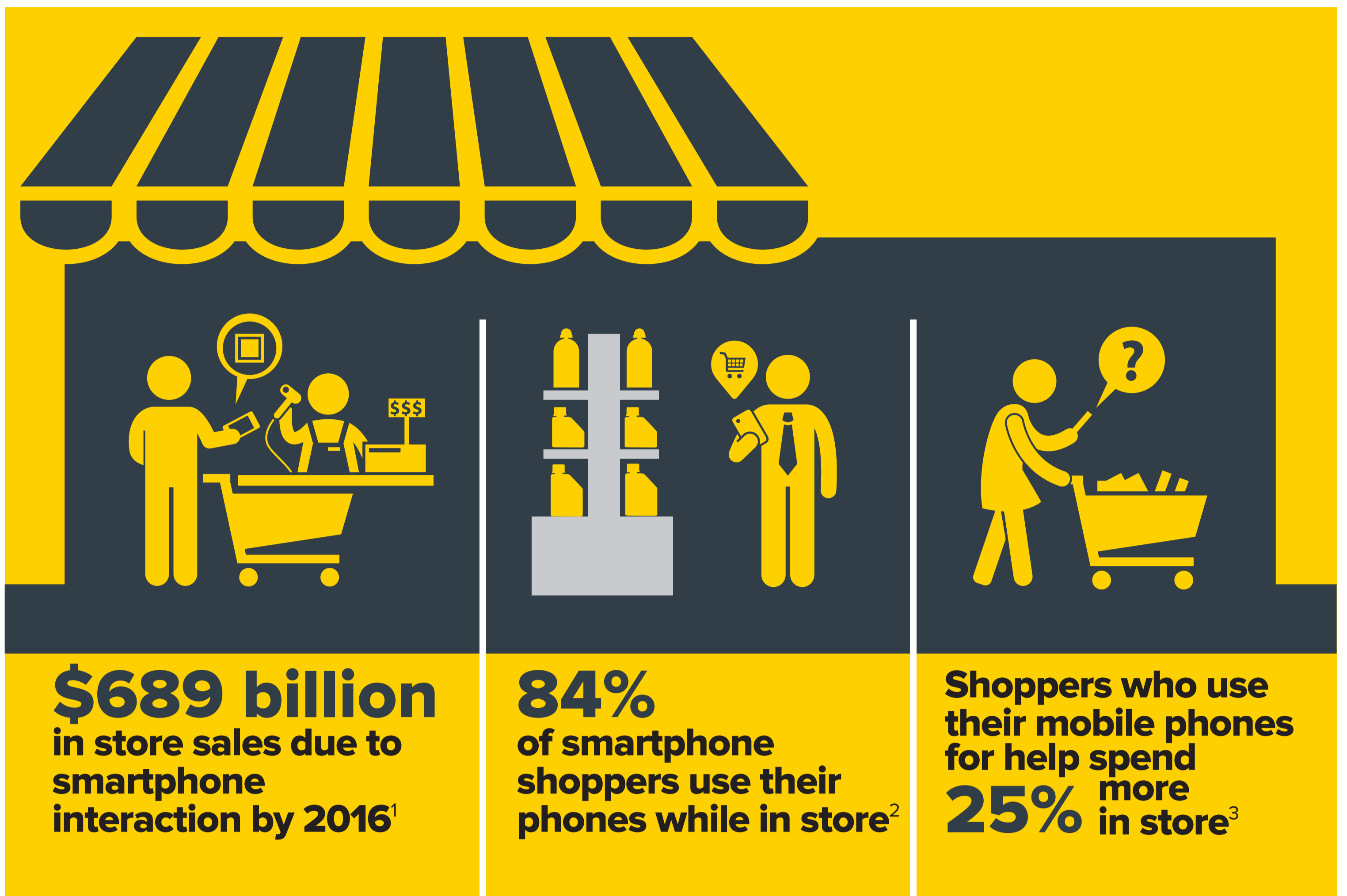


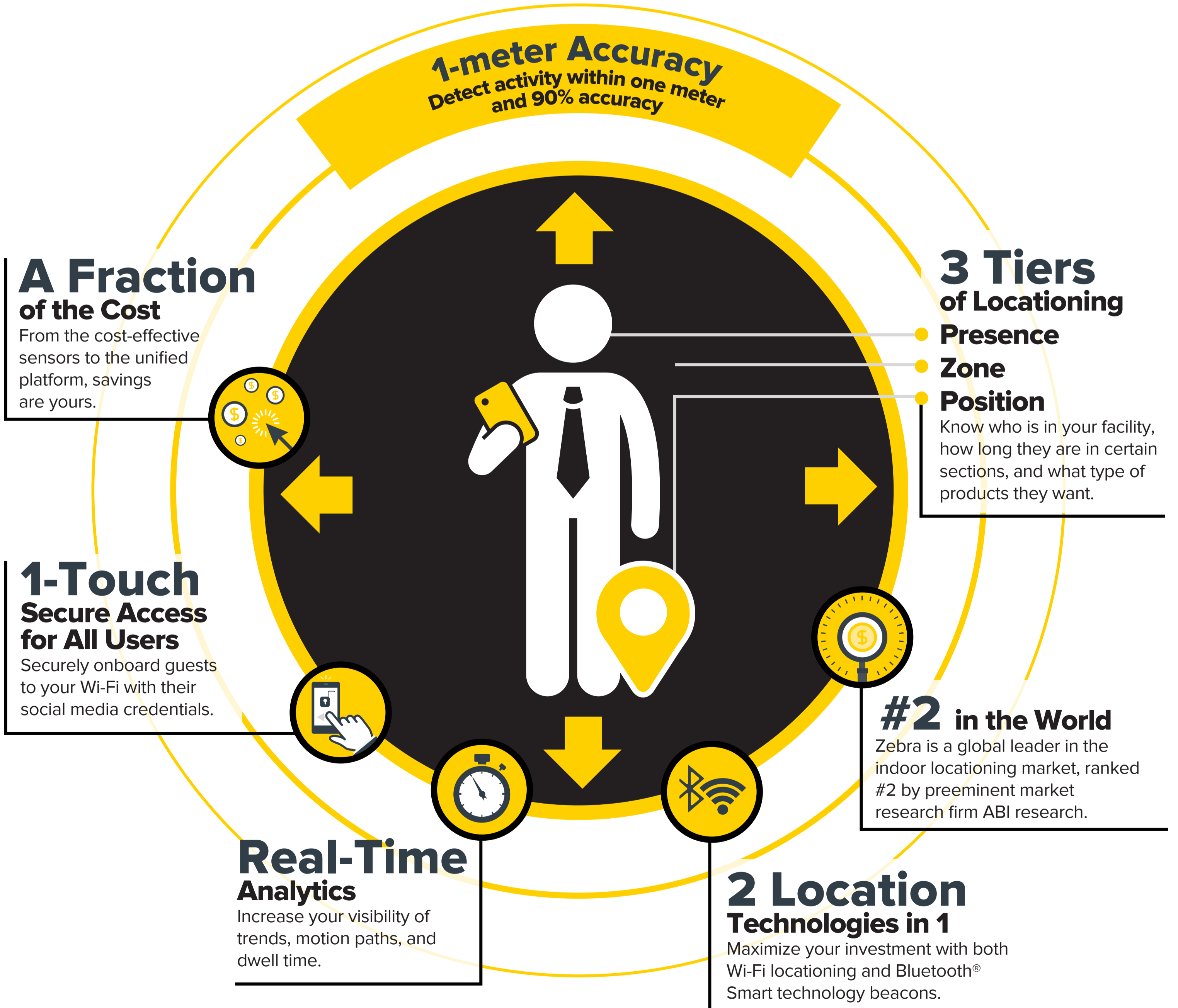
CONSUMERS WANT A PERSONALIZED EXPERIENCE THEY CAN BUY INTO

Today's consumers are using their smart devices to connect and compare your store products, restaurant or hotel to hundreds of others. If you're going to stand out and stand a chance of building loyalty and repeat visits, one thing is essential – the experience.



TURN INTERACTIONS INTO TRANSACTIONS

Now, you can use the very mobile devices your shoppers, guests and diners use to influence their buying decisions and elevate their experience into a personal one. Automatically send them personal greetings, special offers, step-by-step directions, prompt customer service and more with Zebra's MPact Platform for Mobile Marketing. It offers you the power to know who is in your facility, how long they visit certain areas, and what has captured their attention, so you can provide the right response at the right moment.



TRANSFORM HOW YOU ENGAGE WITH CONSUMERS

Sources:

1. Deloitte, 2012
2. Google, April 2013
3. Google, April 2013
4. Forrester Research Inc., 2013
5. Accenture, 2012