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# ZEBRA® ZXP SERIES 7™

## Frequently Asked Questions



February 2014

### What kind of enhancements and upgrades are now available?

The ZXP Series 7 now offers an additional 10 industry-leading enhancements. These new features make the fast and reliable ZXP Series 7 even better. Many of these upgrades are designed to enrich print quality, provide further card protection, offer additional security options and keep total cost of ownership low with reduced waste. The new upgrades are:

- UHF Encoder
- Barcode Reader
- 802.11b/g Wireless Connectivity
- Zebra Duo-Print™ Dual-Sided Printing Upgrade Kit
- Ribbon options:
  - ½-panel YMCKO Ribbon
  - KdO Ribbon
  - KrO Ribbon
  - 2-panel WrKr Ribbon
  - Monochrome Blue, Red, Gold and Silver Ribbons
  - Scratch-off Gray Ribbon

### What is required for customers to upgrade to these options?

The barcode reader requires the purchase of a new ZXP Series 7 printer. This feature is not available as an upgrade and cannot be installed outside of the Zebra factory.

The UHF encoding and 802.11b/g wireless connectivity features can be added to any ZXP Series 7 through a hardware upgrade by a trained technician. These upgrades also require the printer firmware to be updated to the most recent version available on Zebra.com.

The use of all other new features only requires the latest firmware and driver update.

### Why did Zebra make changes to the ZXP Series 7?

Zebra has always been committed to innovation, but we're even more dedicated to customer care. Our close relationship with customers helps us meet industry demands and anticipate market needs. The ZXP Series 7 enhancements represent some of the most innovative printing features available. We wanted customers to benefit from these enhancements as soon as possible.



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### How do the enhancements impact performance?

The ZXP Series 7 is fast and reliable, for high-quality, medium- and high-volume card printing. The performance of the original features remains unchanged by the addition of these new options and functionalities.

### What competitive advantages do these enhancements give the ZXP Series 7?

Only Zebra, compared to competitors in the same class, can offer 802.11b/g wireless connectivity and a barcode reader. And the range of new ribbons provides the most versatile printing options in the market. These enhancements not only make the ZXP Series 7 a stand-out printer for many applications, but an industry leader in customer-friendly features.

### The ZXP Series 7 has always had a low cost of ownership. Are the new upgrades costly for customers?

Many of the upgrades and enhancements we are introducing can be considered best-in-class for increasing operational efficiency and reducing waste. In addition, any upgrade customers can make to an existing printer, like the Duo-Print Upgrade Kit for dual-sided printing, saves them the expense of having to repurchase equipment when their needs change or new features are introduced.

### Which new enhancements are designed to keep total cost of ownership low?

- ½-panel YMCKO Ribbon – Customers who print identification cards often do so with a colour photo and black text. Rather than wasting more expensive, full-colour ribbon, the ½-panel YMCKO ribbon allows customers to print photos in colour and the remainder of the card in black.
- KdO Ribbon – A dye-based black panel for cost-effective, photo-quality printing without colour.
- KrO Ribbon – A high-capacity ribbon roll, which helps to prolong the life of monochrome cards used in tough environments.

### What differentiates KdO ribbon, KrO ribbon and standard black ribbon from one another?

KdO ribbon is a dye-based panel capable of producing crisp graphics and photos with top-quality shades of gray. It's printed with an overlay to protect the dye-based ink against wear and tear. Similarly, the KrO ribbon features an overlay. KrO, however, is a high-durability ribbon roll. Both ribbon enhancements are distinct from basic black panel ribbons in terms of print quality, durability and value.



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### What is the advantage of a ½-panel ribbon versus a full panel ribbon?

Identification cards are commonly printed using the ZXP Series 7. Many customers choose to print the photo in colour and the text in black. The new ½-panel YMCKO ribbon allows those customers to do just that without wasting a full panel of colour ribbon. The ribbon features a ½ panel of colour (YMC) and a full panel of black and overlay, which makes it ideal for those printing large quantities of cards featuring only a small-sized colour photo or logo.

### What is the advantage of the 2-panel WrKr ribbon?

This white and black ribbon is ideal for printing on dark coloured pre-printed cards. The white panel can be used for personalising the front side of the card, and the black panel can be used to add fine print or serialisation to the back side of the card. This ribbon is unique to Zebra and not offered by ZXP Series 7 competitors.

### Which new enhancements provide additional security options?

- UHF Encoder – ideal for secure access and long-range locating applications
- Barcode Reader – scans and reads serialised cards for tracking which cards get what information
- Scratch-off Gray Ribbon – applies a scratch-off coating for securing/covering ID and PIN information on pre-printed gift and cash-value cards

### For the UHF encoding feature, do customers have to use Zebra UHF cards?

No, the UHF encoding feature can encode and activate other brands of UHF cards. For optimized card performance however, we recommend Zebra UHF cards. The combination of Zebra UHF cards and the ZXP Series 7 provides industry-leading read range and accuracy.

### When printing with monochrome coloured ribbons, can more than one colour ribbon be used at a time?

No, each coloured ribbon is used independently. However, the ribbons are designed for quick changes—they are easy-to-load and use intelligent media technology (RFID tags) within each roll to identify the ribbon and calibrate the printer for printing each specific colour.

### Will more enhancements and upgrades be available in the future?

Yes, innovations in technology, customer feedback and market trends influence the enhancements and upgrades that Zebra will offer. Even more enhancements are being planned for the ZXP Series 7 to continue to meet customers' needs as they evolve. We want our customers to benefit from the newest features, best performance and most cost-effective solutions available.