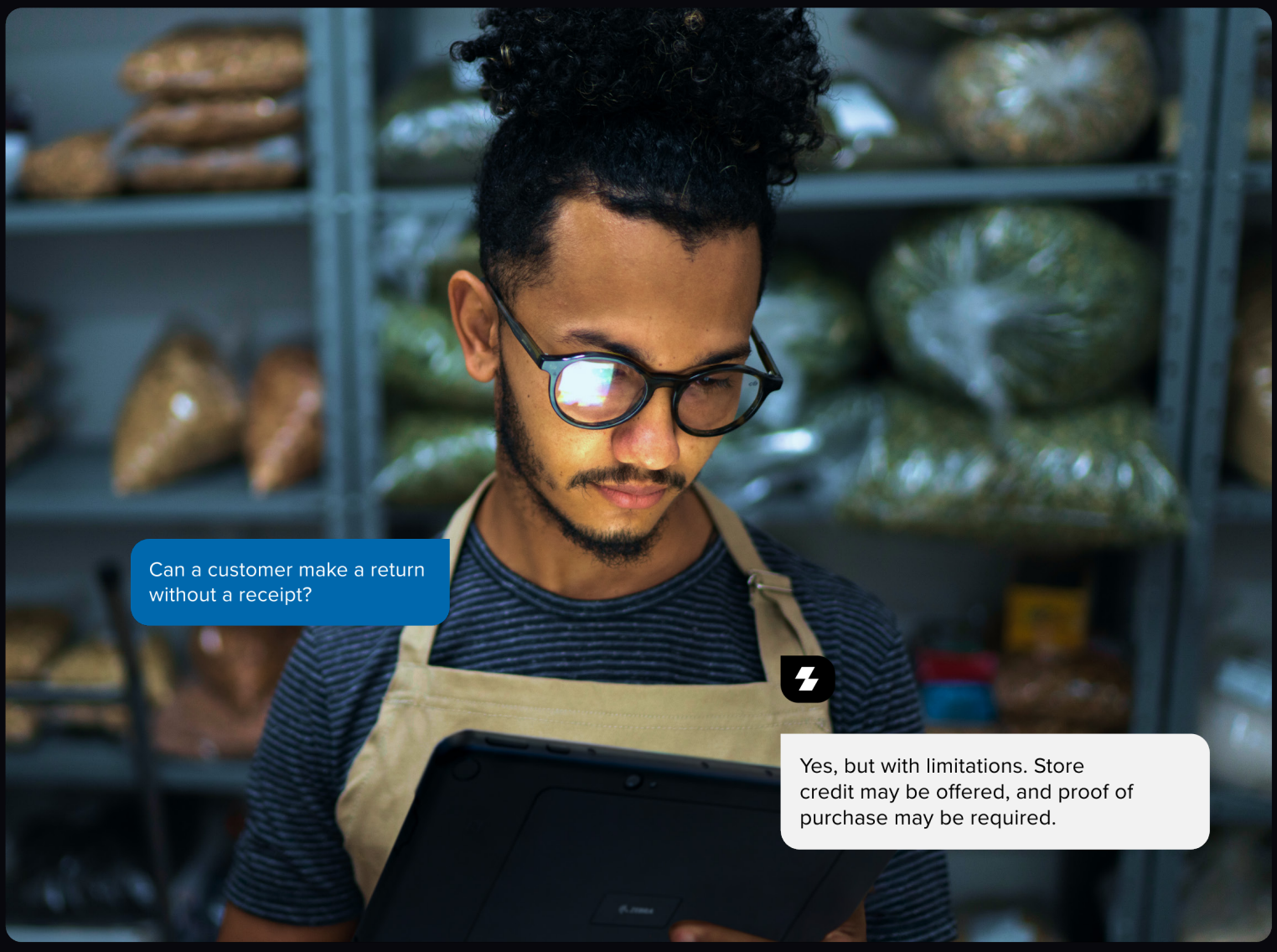
ZEBRA

AI for the Frontline



Zebra's AI creates new ways of working for frontline operations

Our customers are rapidly deploying AI into their frontline operations, and Zebra is leading this transformation. Zebra has been providing solutions for the frontline since 1969. From retail to healthcare, logistics, and manufacturing, we deliver cutting-edge hardware, software, and solutions that digitize and automate business frontlines.

Zebra creates new ways of working for frontline operations, equipping people with AI-enabled solutions, intelligently integrated into the tools our customers and partners rely on. Processes are streamlined to enhance operational agility, workflows are automated to increase efficiency, and work is made easier—every day.

OUR AI EXTENDS ACROSS OUR CUSTOMERS' BUSINESSES ENSURING SMARTER, CONNECTED FRONTLINE OPERATIONS

Real-time Data

Zebra's AI provides insights into your business, giving you and your frontline workers the information they need when they need it.

Asset Visibility

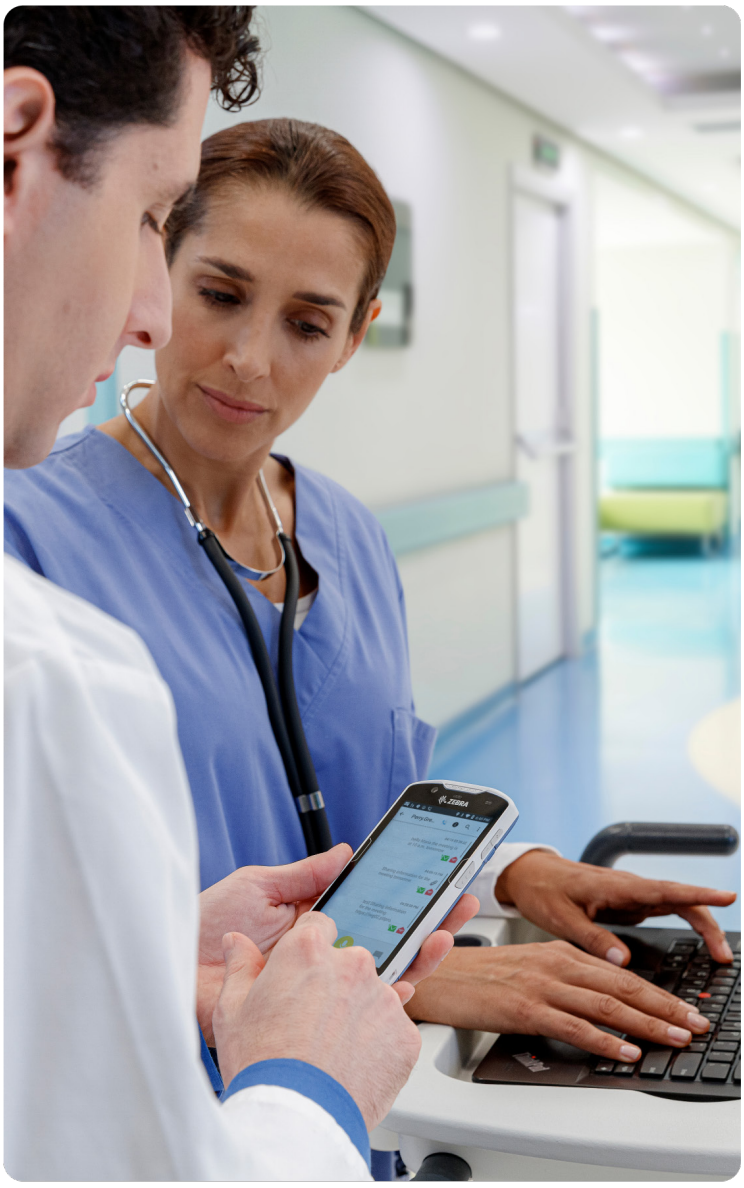
Zebra's AI solutions are built to understand your data, providing you with visibility into every asset, including its location and condition, empowering efficient workflows every day.

Seamless Integration

Zebra's AI-enabled products seamlessly integrate into your existing operations ecosystem and power intelligence for your business.

Powered by Zebra

Trusted by the world's most trusted brands, Zebra is dedicated to continuing to provide innovative and intuitive technologies for the frontline.



AI has been embedded into our products for years, enhancing frontline efficiency.

Today, we continue to extend our AI capabilities to support every aspect of our customers' businesses, ensuring smarter, more connected frontline operations. Our AI-driven solutions utilize data to transform business processes, including inventory forecasting, loss detection, labor forecasting, and task orchestration.

We collaborate with leading industry innovators like Google and Qualcomm, aiming to create an open platform that is user-friendly and integrates seamlessly with open-source solutions. By supporting a diverse network of partners and independent software vendors (ISVs), we strive to expand and elevate our native AI capabilities.Zebra's AI is designed to empower the people and processes that drive everything forward. By integrating into frontline tools and smart devices, Zebra's AI optimizes workflows, streamlines operations, and simplifies tasks—enabling systems to function efficiently and teams to stay focused and connected.

As we look ahead, Zebra remains committed to innovation and expanding our AI capabilities. We are dedicated to staying at the forefront of operational excellence, helping our partners and customers thrive in the next generation of intelligent operations.

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AI that's seamlessly integrated in our products.

OCR Wedge

Uses machine learning to capture specific text in the real world up to 10x faster than manual entry, including license plates, tire IDs, VINs, shipping container IDs, dial, and digital and analog meters.

Free-form OCR and Picklist+OCR

Uses machine learning for flexible capture of text on paper, signage, labels, and more, enabling you to leverage text capture across unique workflows.

Identity Guardian

Facilitates login to enterprise mobile computers or tablets with a biometric facial profile, reducing the risk of unauthorized access and theft.

Dirty Lens Detect

Improves photo clarity and quality with alerts when smudges, dirt, and fingerprints are detected on a camera lens.

Produce Recognition

Helps cashiers more quickly and accurately select non-bardcoded items during the checkout process, increasing checkout speed by up to 32%.

Machine Vision Smart Cameras

Supports a sophisticated collection of tools for AI-based image analysis, including classification, segmentation, object detection, anomaly detection, OCR, and more.

FS42 Fixed Industrial Scanner

Enable faster scanning and more complex AI-based deep learning machine vision applications through increased onboard memory and a greater neural processing unit (NPU).

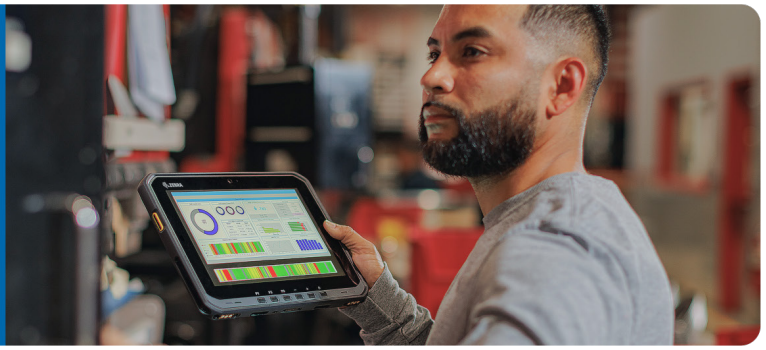
Voice AI Assistant

Workers can simply ask for what they need in their own words. The integrated natural language voice AI, available on Workcloud-enabled WS50, TC series handhelds, and ET series tablets, analyzes voice queries, identifies intent, and takes action.

VisibilityIQ Foresight

Predict and reduce device loss by tracking device locations and unusual activity through machine learning analytics.

AI that's driven by your data to transform your business.



Industrial Automation

Optimize quality inspection, automate workflows, and ensure accurate tracking with Zebra's machine vision software. Zebra Aurora boosts traceability, reducing reject rates to under 5% for a customer producing 7,000 parts daily.

Loss Prevention

Real-time analysis and insights enhance asset protection and improve customer experience. Workcloud Actionable Intelligence cuts product waste shrink by up to 27% and saves time and money by identifying missed credit opportunities.

Labor Optimization

Reduce schedule administration time by automatically generating schedules based on historical time series data. Workcloud Scheduling considers skill, resource, and time matching down to 15-minute intervals for optimal labor efficiency.

Forecasting and Analysis

Reduce demand planning time and the hours spent building, testing, and implementing forecasting pipeline by 30% with Workcloud Demand Analysis and Modeling Studio.

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Zebra's AI is an intelligent and open platform developed with partners in mind.

Cooperation and Alliances

Zebra's history of AI partnerships with academic institutions and industry leaders like Google, Microsoft, and Qualcomm drives technological development and applications in real-world scenarios.

AI Platform and Tooling

Zebra actively develops tools for creating, deploying, and maintaining AI solution components that ISVs, partners, and customers can leverage across its product portfolio, enabling them to easily develop their own AI applications and solutions.

Developer Enablement

Zebra works closely with developers to discover what tools will be useful for a full end-to-end AI pipeline that allows them to collect data, train AI models, and deploy across any Zebra devices with an AI software development kit (Vision, Voice, Data, and GenAI) and pre-trained models.

API-First Collaborations

Zebra's development of AI APIs for cloud, hybrid, or edge solutions will provide an easy-to-use ecosystem for partners to integrate into any business application.

Leveraging Community and Open-Source Contributions

Zebra's seamless integration with open-source models like Google's MLKit, Qualcomm's AI Hub, and Hugging Face enables partners and customers to explore innovative solutions with ease and speed.

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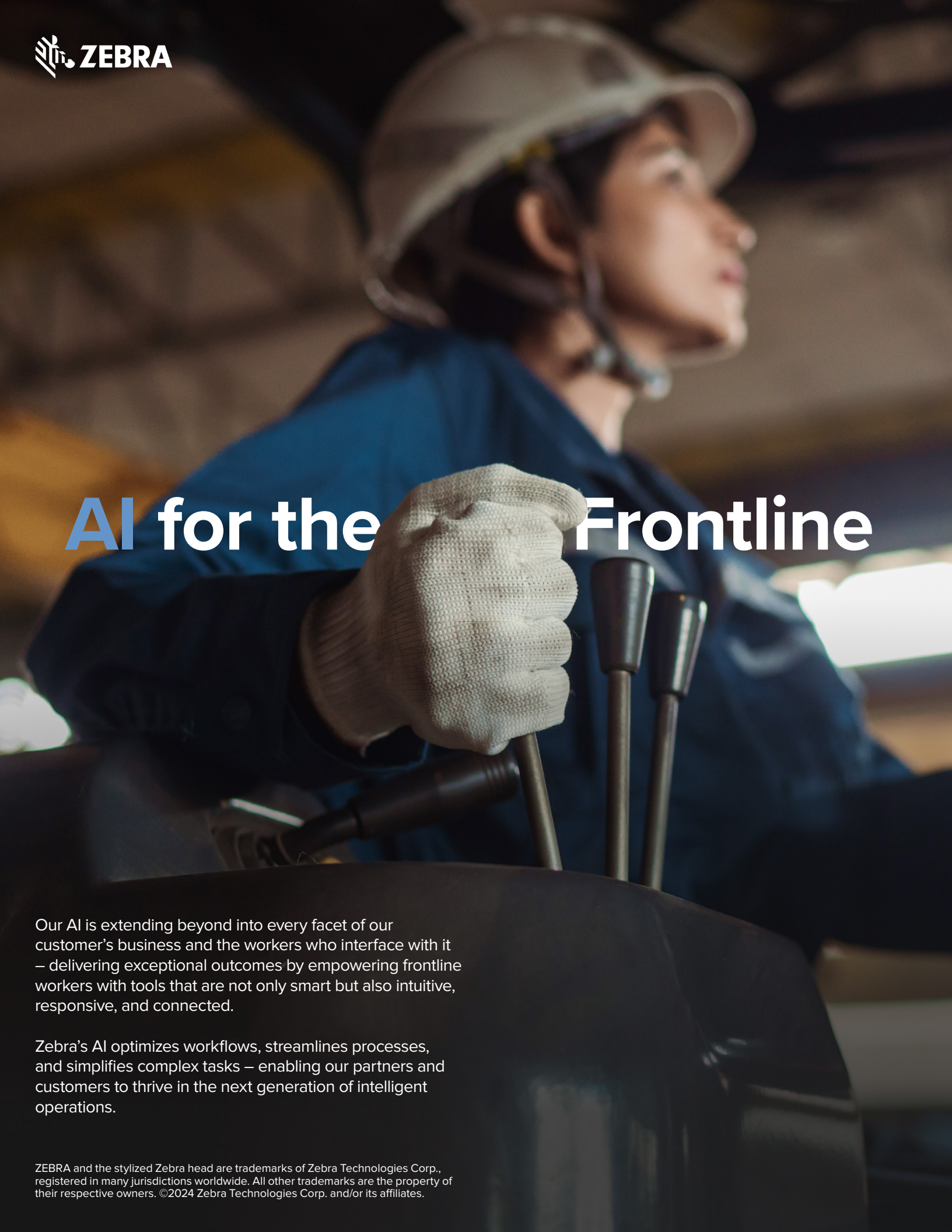

AI for the Frontline

Our AI is extending beyond into every facet of our customer's business and the workers who interface with it – delivering exceptional outcomes by empowering frontline workers with tools that are not only smart but also intuitive, responsive, and connected.

Zebra's AI optimizes workflows, streamlines processes, and simplifies complex tasks – enabling our partners and customers to thrive in the next generation of intelligent operations.

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