



A **Zebra Technologies** Company



## news release

Contact information:  
Orlando De Bruce  
Navis  
Phone: +1 510 267 5052  
[pr@navis.com](mailto:pr@navis.com)

### **FOR IMMEDIATE RELEASE**

## **Supply Chain Automation, Visibility and Innovation Among Sessions at Navis World 2008**

*Navis set to celebrate 20 years of successful innovation*

**OAKLAND, Calif. – December 19, 2007** – Navis, a Zebra Technologies company (NASDAQ: ZBRA) and the world’s first company to automate marine terminal operating systems (TOS), today announced session topics and initial sponsors for Navis World 2008, the company’s seventh biennial executive forum and conference to be held at the Palace Hotel in San Francisco, April 20 – 23, 2008.

“Celebrating 20 years of Navis Innovation”, Navis World 2008 will bring together hundreds of leading marine terminal operators, inland logistics managers, shipping line executives and industry analysts to exchange ideas and learn about emerging supply chain technologies. Navis World 2008 will feature keynote and breakout sessions, highlighting the most pressing issues facing today’s supply chain operations including:

- supply chain visibility and integration
- key industry trends such as globalization
- process automation and handling technologies
- ports and terminals of the future

The three-day conference offers a platform for leaders representing more than 50 countries to collaborate on strategies regarding increased demands for velocity throughput, key environmental and security initiatives and speed in the global supply chain. Session topics include terminal automation strategies, RFID applications in marine terminals and inland yard operations, and best practices for asset visibility, control and optimization. Experts will present a wide range of client-focused sessions, where customers will have access to best practices, case studies and deployment experiences.

“When I go to conferences, my goal is to learn about new technologies, products and develop new ideas to help our operations,” said Dave Seale, Director of Information Technology at Virginia International Terminals. “Navis World meets my goals completely. The conference is always extremely well done and definitely worth attending.”

The breadth and depth of topics are among the reasons that past attendees are almost unanimous in their high praise of Navis World. Ninety-nine percent of customers at Navis World 2006 rated the conference above average or excellent, and said the conference met their expectations and they would recommend Navis World to their peers.

Such high-praise from customers is one reason sponsors line up to be a part of Navis World, and next year's conference is no different. Navis World sponsors, past and present, have found that the conference increases brand awareness, helps reach high-quality prospects and generates new leads.

This year's initial sponsors include:

- Motorola
- LXE, Inc.
- Psion Teklogix, Inc.
- Sattel (Satellite Telemetry Pty. Ltd.)
- Konecranes PLC
- Container Management
- Kalmar Industries
- World Cargo News

“We have supported Navis World since its inception, because the conference is an excellent forum for us to meet with our customers and with Navis executives,” said Jim Wagner, Channel Sales Manager for Psion Teklogix.

Potential attendees and sponsors can register and find more information about Navis World 2008 at [www.navis.com/navisworld2008](http://www.navis.com/navisworld2008).

### **About Navis**

#### **A Zebra Technologies Company**

Navis, the world's first company to automate marine terminal operating systems (TOS), improves productivity, velocity and visibility of cargo movement through port and intermodal facilities. In addition to TOS, Navis solutions include automation, asset and cargo visibility, business intelligence, control and optimization. Navis software manages more than 35 percent of the world's container volume. Founded in 1988, Navis is headquartered in Oakland, Calif., and operates in more than 50 countries. On December 14, 2007, Zebra Technologies Corporation acquired Navis. Zebra Technologies helps companies identify, locate and track assets, transactions and people with on-demand specialty digital printing and automatic identification solutions in more than 100 countries. More than 90 percent of Fortune 500 companies use innovative and reliable Zebra printers, supplies, RFID products and software to increase productivity, improve quality, lower costs, and deliver better customer service. For more information on Navis and Zebra, please visit [www.navis.com](http://www.navis.com) and [www.zebra.com](http://www.zebra.com), respectively.

###