# What are the ZD611 and ZD411 Printers?
## Powerful Printing in a Mini Footprint

**Meet Zebra's all-new, industry-leading 2-inch compact desktop printers**
Built with your fast-moving business in mind, where there is no time to battle downtime, delays or even compliance. Don't compromise. If you're looking for robust, dependable performance from a desktop printer but have limited space available, your search is over. Zebra's premium ZD611 and advanced ZD411 2-inch compact desktop printers fit almost any workspace. And they give you a lot more: the Zebra quality you expect plus future-ready technology, enhanced features, unmatched security and, yes, even portability when needed.

**ZEBRA**
**CAPTURE YOUR EDGE**

# Why should you buy the ZD611 premium or the ZD411 advanced compact printer?

## Top 5 Customer Benefits

### 1
**Everything you need for all your applications**
Zebra's ZD611 and ZD411 2-inch desktop printers offer the print quality, features and flexibility you need. They're backwards compatible for easy integration, so you can continue using your current label formats and applications. Connect them to your existing wired and wireless networks or directly to any PC; expand your connectivity as needed. Add a battery pack for mobility. Pick from thermal transfer, direct thermal, healthcare, linerless* and RFID models to match your use cases.

### 2
**Unburden IT with unmatched simplicity**
Zebra's innovative Print DNA software suite makes these printers easy to set up, operate and manage – onsite or remotely. The intuitive user interface requires minimal training and allows you to see status at a glance on the color touch display** or via the five LED icons. Color-coded touch points and new media-handling design guide you through speedy media changes and ribbon replacement with fewer calls into IT.

### 3
**A printer that grows with your business**
Field-installable options including peeler, cutter and wireless connectivity put you in control and make these printers stand in a class of their own. Add a battery any time for portability. Our continuously expanding Print DNA software suite of apps adds capabilities. And the innovative architecture and powerful processor let you perform more operations simultaneously and evolve with emerging technology.

### 4
**RFID without complication**
RFID is within your reach. Get the industry's only 2-inch desktop RAIN (UHF) RFID printer and encoder, the ZD611R. It's easy to setup and operate, especially with the standard 4.3-inch color touch display. It features Zebra's own RE40 RFID module with automatic calibration to support a wide range of media and easy integration with Zebra's broad line of RFID products, for a complete RFID solution.

### 5
**Security comes standard**
Get the peace-of-mind security you need to move your business forward. Zebra's Print DNA PrintSecure gives you unparalleled protection against cyberattacks and includes apps for added capabilities. Easily configure your printers with secure connections. Proactively identify potential risks, block unauthorized access, control data exchanges and implement security best practices. Automatically assign and update wireless security certificates and much more.

*Available on the ZD611 direct thermal model only
**Available on the ZD611 thermal transfer model only

## Applications

**Healthcare**
- Specimen collection labels
- Prescription labels
- Lab management
- Patient ID wristbands

**Retail**
- Shelf labels
- Asset tags/labels
- Food/deli labels
- Retail pharmacy totes

**Hospitality**
- Auto service reminders
- Ticketing
- Expiration date tracking
- Food safety management

**ROI**
- Backwards compatibility
- Requires little training
- Future-ready technology
- Built-in security

## Visit Us

To learn more about the ZD611 and the ZD411 compact printers, visit www.zebra.com/products/printers