# The World's Leading Software for Label, Barcode, RFID & Card Printing

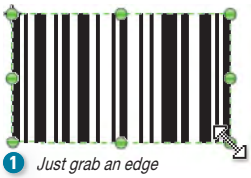
Seagull Scientific has been a technology leader since 1985. In fact, BarTender was the very first Windows program to support both laser *and* industrial label printers. But today, BarTender is much more than just label software. With RFID, print and encode support for smart cards, powerful drawing features, and a robust suite of companion applications, BarTender is a truly complete design and print solution.

BarTender works great both "stand-alone" and integrated with other software. It is the perfect solution for almost any on-demand printing or marking application, including labels, print and apply, direct marking on parts and packaging, signs, and much more. Turn the page and learn why thousands of the world's largest companies and hundreds of thousands of users in more than 150 countries depend on BarTender.

# You Can Always Trust Your BarTender™

### Easy to Learn, Easy to Use

Intuitive mouse motions, helpful "wizards," and our incredibly careful attention to the "look and feel" make BarTender seem familiar the first time you use it. Then, a variety of power features ensure your design freedom as you become expert.



1 *Just grab an edge or corner and...*

2 *Resize objects almost instantly.*

### Compliance Labels and Ready-to-Print Templates

Whether you use our ready-to-print templates or design brand new ones, you get the power and flexibility to satisfy thousands of compliance standards.

### Card Printing Too!

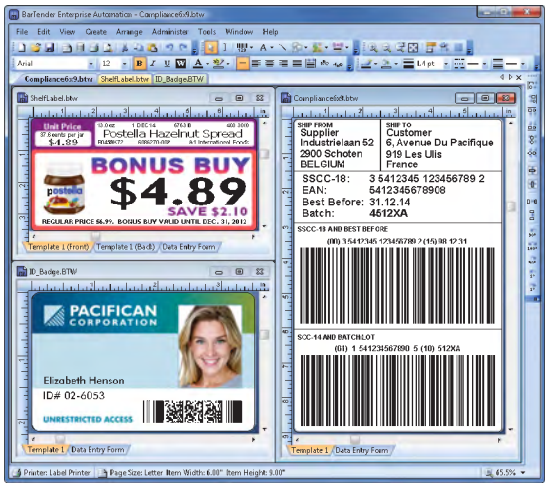
With support for two-sided design, print-time image capture, smart cards and magnetic stripes, BarTender is also a truly powerful card printing solution. (Please see separate brochure.)

### Exceptional Font Control

Access and customize a huge variety of Windows and printer fonts. Advanced formatting includes superscript, numbering, highlight and more. Supports "full-system" Unicode.

### Advanced Drawing Functions

More than 50 pre-defined shapes can be resized, reshaped and colored in just about any way imaginable.




*Precision display and print preview let you design quickly without wasting labels.*

### Advanced, Custom Serialization

Generate anything from simple serial numbers to advanced custom sequences.

### Native and HTML-Compatible Data-Entry Forms

Easily design custom forms for data entry at print time. The Enterprise Automation edition even displays the dialogs in your web browser!

*Design custom data-entry screens to match your workflow.*

### Web Browser Printing Option

The Enterprise Automation edition lets you browse thumbnail previews of your templates from almost anywhere and launch print jobs for processing by a central copy of BarTender.

### World's Most Powerful Scale Support

Accept weight data from a wide variety of scales into your print-time forms.

## Powerful Companion Applications

In addition to the main BarTender application, up to eight companion applications help users more easily manage their design and print operations. (Not all features are available in all editions. Please visit www.bartenderbarcodesoftware.com for details.)

**Commander** middleware utility allows you to control BarTender from within other programs without having to write code. Instead, Commander automatically wakes up BarTender to launch print jobs in response to any of a variety of "triggers."

**BarTender Security Center** provides security features for other applications in the suite, such as user permissions and format encryption.

**Librarian** lets large groups of users, designers and administrators cooperatively and securely manage the storage and revision of BarTender documents and other files. You can even rollback to older document versions.

**Printer Maestro** consolidates multiple print management functions within Windows into a single, highly configurable view. Simplifies the management of multiple print jobs, printers, and printer supply inventory on large networks.

**History Explorer** lets you view logged information about past print jobs, including print job messages and simulated snapshots. An essential tool for audit preparation.

**Reprint Console** allows you to quickly navigate logs of previous print jobs and reprint all or just some items. It works even if the database from which the original template data was read has changed.

**Print Station** gives non-technical users easy "point and click" selection and printing of templates without ever having to see the inside of a design program.

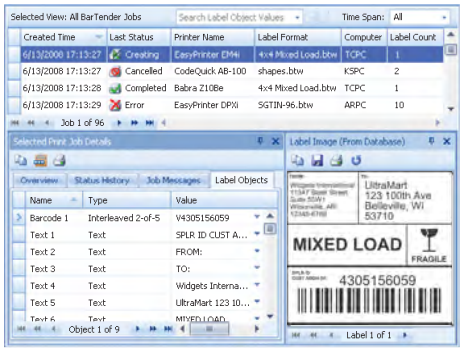
**Batch Maker** makes it easy to specify a list of multiple templates to print as a single "batch." Batches can be printed from Batch Maker, BarTender, Print Station, or Windows Explorer.

### Smart "Wizards"

Numerous "wizards" walk you step-by-step through critical design decisions that affect your printing performance and compliance with important standards.

### Multiple-Level Security Protections

Security Center regulates user activity in military, pharmaceutical, chemical, and other high-security environments. Protect individual template designs using passwords and encryption. Use Librarian to manage your publishing process. Audit logged events using History Explorer.



*Use History Explorer to review past print jobs and permission requests.*

### Import and Export Graphics

It's easy to add company logos and pictures of products. Supports cameras, scanners, and most graphic formats. You can also export barcodes for use in other programs.

### Industrial Symbol Libraries

Choose from hundreds of high-quality, scalable symbols from categories such as electrical, hazardous material, packaging, and more.

### Add Your Own Features Using Visual Basic Script

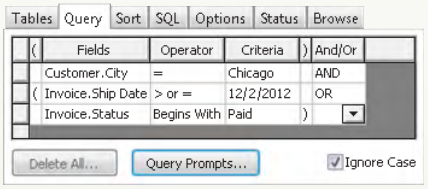
Our Visual Basic "Script Assistant" lets you customize BarTender to tackle a wide variety of advanced data-processing challenges.

# Integration with Other Software

Many of BarTender's most powerful features are dedicated to working with other software.

### Powerful, Flexible Data Retrieval

Select data using the simplest pick list or the most sophisticated SQL query.




*The Query screen offers a simple way to define complex searches.*

### Read from Most Databases

BarTender makes it easy to access text, spreadsheets, and databases. This includes ODBC and OLE DB support for dozens of data formats – even non-Windows platforms such as LINUX, AS/400, Oracle database, and more. BarTender supports live design-time data view and print-time data merging.

### Event Handling and Job Logging

To support security audits and ensure that automated print jobs succeeded, the Automation editions of BarTender provide extremely detailed logging of print job information, template images, warnings and errors to SQL databases.

### Alert Messages Reduce Downtime

Automatic e-mails of warnings and errors tell you about problems immediately.

### Transparent Operation from within Other Software

When you control BarTender from within your other software, your users don't even have to know that it's really BarTender doing the printing.

Automatically parse and process XML print requests from Oracle's WMS and MSCA applications.

ORACLE
**Validated Integration**
Oracle E-Business Suite

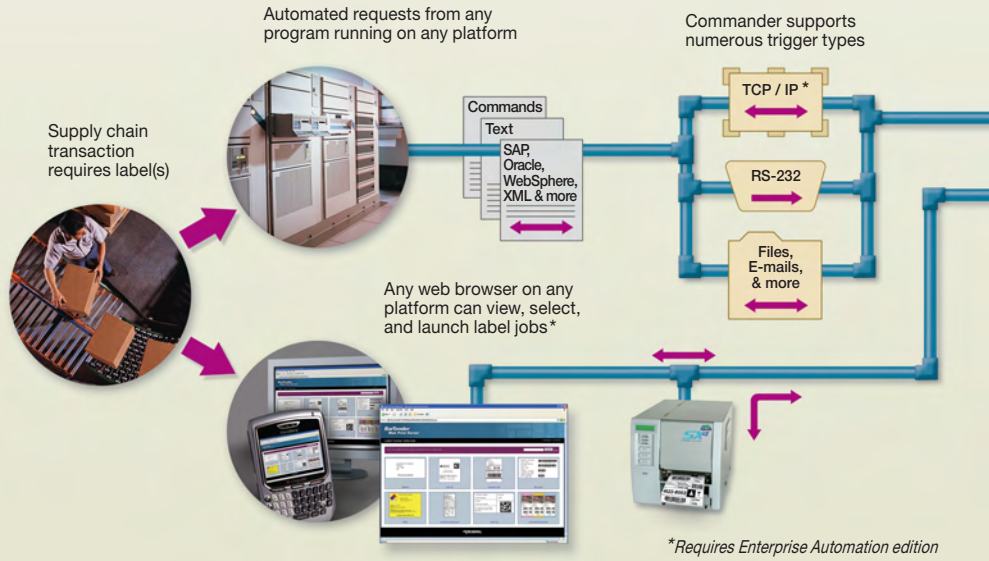
Certified interface to the SAP Auto-ID Infrastructure (AII) of the NetWeaver platform. SAP IDocs are also supported.

SAP® Certified
Integration with SAP Applications

Process XML print requests from IBM Sensor Events (formerly Premises Server and Premises RFID Server) and return print status.

### "Trigger-Based" Integrations

The Commander middleware utility allows programs that can't directly control BarTender to launch print jobs anyhow. Trigger Commander using files, e-mails, serial ports, or TCP/IP sockets. Commander then "wakes up" BarTender, which reads your data and generates your print job.




*Requires Enterprise Automation edition

# RFID Support

### Easy Control from Non-Windows Systems

Although Commander and BarTender run on Windows, they don't care about the operating system from which triggering events originate.

### ActiveX Automation

The Automation editions provide Microsoft ActiveX support for even the most advanced integration challenges.

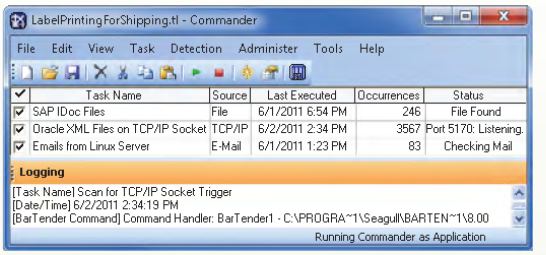
### .NET SDKs Simplify Integration

Instead of writing custom integrations from scratch, you can use the prewritten VB and C# code in our ".NET" software development kits to finish the job much faster.

- **Print SDK:** Controls one BarTender at a time.
- **Print Server SDK:** Can control multiple BarTenders at once.
- **Sample Web Application:** A sample ASP.NET application for web browser printing.
- **More SDKs:** Librarian and the BarTender System Database.

### Bidirectional Print Communications

BarTender, Commander and the SDKs support the return of job status information to controlling applications.




*Commander lets you control BarTender using data generated from almost any system (Linux/UNIX, AS/400, etc.) without writing code.*

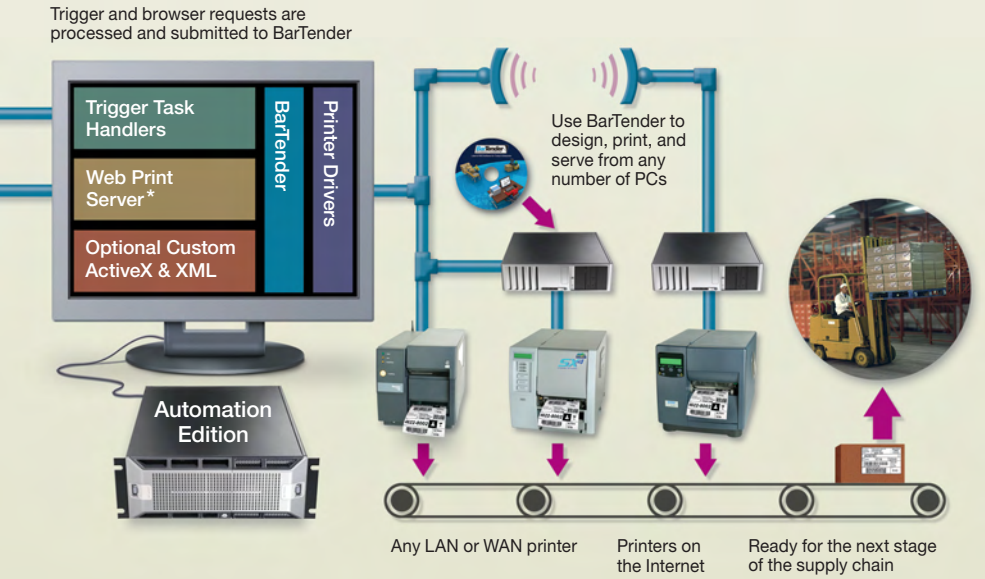
### Centralized Printing Options

The Enterprise Automation edition lets numerous network users specify, launch and route print jobs for processing by a single copy of BarTender.

### Exporting Printer Code

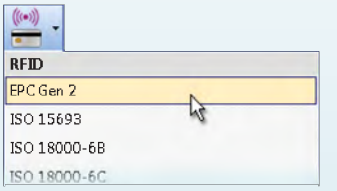
In addition to printing directly, the BarTender Automation editions can also export specially formatted Printer Code Templates for modification and output by other programs. This code can also be downloaded to various hardware devices. Uses include:

- **XML Enabled Printer** configuration and template download.
- **Key Pad Devices** that attach directly to printers.
- **SAP Integrations** that use SAPscript-ITF.
- **Custom Programs** for any OS (both mobile and desktop).




### Power and Flexibility for the Next Generation of Auto ID Technology

All editions except for "Basic" let you add RFID objects to your template designs as easily as you create barcodes and other objects.




### Support for the Latest Tag Types and Data Formats

Supported tag types include EPC Class 1, Gen2, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, Picotag, and more. Supported data formats include Wal-Mart, DoD, EPC, and custom formats.

### On-Screen RFID Tag Display

On-screen "ghosted" outlines of the RFID antenna, chip and substrate help you avoid printing in undesirable locations.

*On-screen RFID tag display lets you optimize your template design.*

# Free Tech Support

Our USA, Europe and Asia offices combine for 24 hours of free phone and e-mail support each business day.

*To select the right BarTender, please see feature comparison grid.*

# New in BarTender 10.1

With BarTender 10.1, we have made the best printing and marking software even better by introducing a long list of features and improvements to support more complex designs and solve some of your toughest real-world problems.

### The World's Most Comprehensive Barcode Support

BarTender 10.1 extends the world's best barcode application with 34 more symbologies (95 total), including iQR, GS1 QR and many additional 2D, circular and linear codes, plus more health care and postal symbologies.

### Enhanced Serialization

BarTender 10.1 improves serialization flexibility, including serialization per-page or per-job, or when a data source or database field changes. It can also now reset counters for each database record, or when a data source or database field changes, or when the time or date changes.

### New Global Data Fields

Global data fields can share data sources among all documents that use the same BarTender system database — letting you, for example, share an incrementing serial number with documents across your network.

### New Custom Page Templates

When you print multiple pages of labels, BarTender can now print data outside the labels, such as printing "Page 3: Labels 21-30" in the header or footer.

### New Conditional Printing

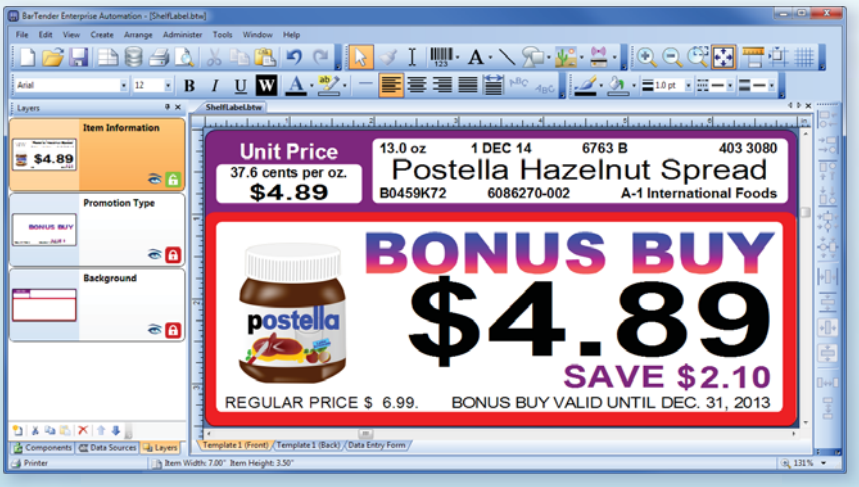
BarTender 10.1 makes conditional printing easy, so your designs can support more complex conditions. Tell templates, layers and even objects "when to print" based on a single data source or database field, or on multiple conditions — all without scripting.

### Redesigned Print Station and Web Print Server

Print Station can now show documents from multiple file locations. Web Print Server now looks and feels like BarTender's print wizard. Both applications now support Print Preview, plus the ability to use documents from Librarian.

## New "Layers" Capability for Superior Design Flexibility

The new layers capability brings unmatched versatility to your label and card designs. You can hide or print layers based on specific conditions. You can add mandatory content to a layer and then lock it with a password so it cannot be changed by other designers. And you can use layers to print content to specific panels of security cards, including monochrome black, UV fluorescing, and overlay panels.




### Improved Usability and Design

It's easier than ever to design and print in BarTender 10.1:

- Align objects easily by snapping them to other objects, not just to the ruler
- Copy style and barcode properties from one object to another — or even between templates and documents — with the new Format Painter
- Connect lines together to more easily move label-segmenting lines or create custom shapes
- Hover your cursor to see which object would be selected if you clicked
- Edit pictures after they have been embedded in a document
- Apply image processing effects such as cropping permanently
- Center objects in rectangular regions
- Show the names of data sources and database fields on objects that use them
- Enter on-screen edit mode for text objects with a single click, so you can replace the text more quickly
- Enter dates more easily with the new calendar/date picker

### Additional New Features

BarTender 10.1 also introduces:

- Enhanced Select Barcode browser, including search and alternative names
- Better support for print-and-apply engines, including the ability to print an unlimited quantity until cancelled
- Encoding of pictures and other binary data into barcodes, RFID tags and smart cards for security applications
- Creation of named data sources without a specific object — effectively creating a "variable" that can be copied between documents
- And dozens of other new and enhanced capabilities

For more details, visit
*www.WhatsNewInBarTender.com/details*

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# Comparing the Four Editions

## Printer-Based Licensing

Both Automation editions allow unlimited network users. Licensing is based on the number of printers to be used by BarTender on the network.

### Enterprise Automation

EA Our most powerful edition, with advanced server functions for centralized printing and administration. Our most advanced integration features. Supports RFID and all card printing and smart card encoding functions. Includes all 8 companion applications, including Librarian and our most advanced version of Security Center. Printer Maestro includes tracking of printer supply usage.

### Automation

A BarTender's most powerful label design features, plus our standard integration features for automated control by other software. Supports RFID. All card printing functions, but only encodes magnetic stripes. No enhanced server functions. Does not include Librarian or our most advanced Security Center features. Printer Maestro manages network printers visible to the local PC only and does not track printer supplies. Job logging, History Explorer, and Reprint support local database only.

## PC-Based Licensing

The Professional and Basic editions are licensed based on the number of PCs on which BarTender is installed.

### Professional

P All the design features of Automation and most of the data access, but no automation from other software. Supports RFID. All card printing functions, but only encodes magnetic stripes. Includes the Print Station and Batch Maker companion applications.

### Basic

B BarTender's most important design features, but no database access and no automation. Most card printing functions, but only encodes magnetic stripes. Print Station is the only included companion application.

**For expanded details, please visit our web site.**

| EDITIONS | EA | A | P | B |
|---|---|---|---|---|
| **GENERAL** | | | | |
| Licensed based on number of printers | • | • | | |
| Licensed based on number of PCs | | | • | • |
| Free phone and e-mail support | • | • | • | • |
| **TEMPLATE DESIGN** | | | | |
| True WYSIWYG template design | • | • | • | • |
| Import numerous graphic formats | • | • | • | • |
| Twain & WIA support for image scanners | • | • | • | |
| Two-sided design and printing | • | • | • | • |
| Industrial symbol font libraries | • | • | • | • |
| Programmatically modify template objects during print jobs | • | • | | |
| One-tenth degree rotation of objects | • | • | • | • |
| Export barcodes to other programs | • | • | • | |
| Unlimited undo / redo | • | • | • | • |
| Full color support for all template objects | • | • | • | • |
| Library of "ready-to-print" templates | • | • | • | • |
| Combine multiple template objects into reusable components | • | • | • | • |
| Metric and English measurements | • | • | • | • |
| **TEXT** | | | | |
| On-screen text editing & sizing | • | • | • | • |
| Powerful Rich Text formatting editor | • | • | • | |
| Auto-size text to fit in rectangle | • | • | • | |
| Support for RTF, HTML, and XAML | • | • | • | |
| **BARCODES & RFID** | | | | |
| Numerous 1D & 2D symbologies | • | • | • | • |
| GS1 Application Identifier Data Source Wizard | • | • | • | • |
| Automatic check digit capability | • | • | • | • |
| Full-featured native RFID objects | • | • | • | |
| **PRINTING** | | | | |
| 3,200+ industrial printers supported | • | • | • | • |
| True Windows drivers, can use Windows spooler | • | • | • | • |
| **Batch Maker** defines and prints "batches" of multiple BarTender documents | • | • | • | |
| **Print Station** supports "single-click" document selection and printing | • | • | • | • |
| Conditional printing of templates | • | • | | |
| Support for XML-enabled printers | • | • | | |
| Supports printer-based barcodes, serial numbers & copies | • | • | • | • |
| Print quantity can be set from keyboard or data source | • | • | • | |
| **DATA SOURCING** | | | | |
| Design print-time data-entry forms for keyboard and barcode scanner data | • | • | • | • |
| Data from weighing scales supported by data-entry forms | • | • | | |
| Reads text files, databases, spreadsheets, etc. | • | • | • | |
| Multiple-table data access | • | • | • | |
| Data-based graphics | • | • | • | |
| Query wizard & SQL assistant | • | • | • | |
| Print-time record-picking | • | • | • | |
| **DATA PROCESSING** | | | | |
| Basic serialization | • | • | • | • |
| Advanced serialization | • | • | • | |
| Full-system Unicode support | • | • | • | • |
| Get data from time, date & keyboard | • | • | • | • |
| Easy entry of special & "unprintable" characters | • | • | • | • |
| Customize using VBScript | • | • | • | |
| Customizable data-entry filters and validation | • | • | • | |
| Concatenate data sources | • | • | • | • |

| EDITIONS | EA | A | P | B |
|---|---|---|---|---|
| **CARD PRINTING & ENCODING** | | | | |
| Print-time image capture | • | • | • | • |
| Automatic face detection and cropping | • | | | |
| Magnetic stripe encoding | • | • | • | • |
| Smart-card encoding | • | | | |
| **STANDARD INTEGRATION** | | | | |
| Control from other programs using ActiveX | • | • | | |
| **Commander** Integration Utility: Senses incoming data, then starts print jobs and logs results | • | ○ | | |
| Log to file: Errors and events | • | • | • | |
| Log to database: Errors and events, plus BarTender print job details | ♦ | ◊ | | |
| Custom error and event e-mails | • | • | | |
| Generation of printer code templates | • | • | | |
| **SYSTEM ADMINISTRATION AND SECURITY** | | | | |
| **Security Center** manages user permissions and encrypts documents | • | • | | |
| **Security Center** supports electronic signatures and logs permission requests | • | | | |
| Lock down documents with passwords | • | • | • | |
| Lock BarTender into a password-protected "print-only" mode | • | • | • | |
| **History Explorer** audits past print jobs and other events | ♦ | ◊ | | |
| Log images of all printed output | • | | | |
| Log revision number and change descriptions into the document file | • | • | • | |
| **Librarian** manages document publishing, revision tracking, and rollback within a secure database | • | | | |
| **ADVANCED INTEGRATION** | | | | |
| SAP certified for All | • | | | |
| Read data from SAP IDocs | • | • | | |
| Oracle certified for WMS and MSCA | • | | | |
| Supports IBM WebSphere Sensor Events | • | | | |
| **Commander** processes file, e-mail and serial port triggers | • | • | | |
| Enhanced version of **Commander** processes TCP/IP triggers and data | • | | | |
| **Commander** optimized to control multiple print jobs at the same time | • | | | |
| .NET SDK to control one BarTender at a time | • | • | | |
| .NET SDK allows multiple BarTenders | • | | | |
| .NET SDK for automating use of BarTender System Database | • | • | | |
| .NET SDK for automating use of Librarian | • | | | |
| ASP.NET sample application for customizable web browser printing | • | | | |
| Different XML formats converted using XSL | • | | | |
| BarTender XML Command Scripts speed up automation and simplify remote control | • | | | |
| **ENTERPRISE PRINT MANAGEMENT** | | | | |
| Supports printing requests from numerous network users to a centralized server | • | | | |
| Browser-based network and Internet printing | • | | | |
| Windows Cluster Server supported | • | | | |
| **Reprint Console** reprints lost or damaged jobs | ♦ | ◊ | | |
| Configure selected driver settings for multiple printers at once | ▲ | △ | | |
| **Printer Maestro** displays status of all Windows print jobs in one window | ▲ | △ | | |
| **Printer Maestro** tracks printer media usage and inventory of printer parts. Generates custom alerts | • | | | |

♦ *Supports shareable centralized database*
◊ *Supports local database only*
▲ *Supports all printers and print jobs on the network*
△ *Works for local and network printers (and print jobs) that have drivers installed on the local PC*

## Supported Printers and Standards

### Printers

BarTender supports any printer with a Windows driver, including most laser, ink-jet and dot-matrix printers. Seagull has also developed its own enhanced Windows drivers for:

| | | | | | |
|---|---|---|---|---|---|
| 3M | cab | Eltron | KROY | Pressiza | Thermopatch |
| Accumax | Century Systems | ETISYS | Markpoint | Printronix | ThermoTex |
| Argox | Citizen | Evolis | Mectec | Quick Label | Toshiba TEC |
| APS | CognitiveTPG | General Code | Meto | Ring | TSC |
| Autonics | Comtec | Godex | Metrologic | Samsung | Tyco |
| Avery Dennison | Datamax-O'Neil | Graphic Products | Monarch | SATO | Unimark |
| Birch | Datasouth | GSK | Novexx | SII | Valentin |
| Bixolon | Dedruma | IBM | Okabe | Sumitomo | Videojet |
| Brady | Domino | Imaje | OPAL | System Wave | VIPColor |
| C.Itoh | | Intermec | Pitney Bowes | TallyGenicom | Wasp |
| | | | Postek | Tharo | Zebra |

### Barcodes

BarTender has the power and flexibility to design just about any barcode or label standard. But why create your own designs from scratch if you don't have to? BarTender comes with:

- Over 400 preformatted, ready-to-use barcode components based on:
  - 59 different barcode symbologies
  - 12 additional barcode standards
- 16 sample compliance label designs

Please visit the link for details.

**"Symbologies" vs. "Standards":** Many barcode symbologies are used in more than one barcode and/or label standard. Some other software companies count these multiple standards as if they are separate barcode symbologies, which is misleading.

For more detail, please visit:

*www.BarTenderSpecs.com/barcodes*

### RFID Tag Types and Data Formats

The Automation and Enterprise Automation editions support the EPC Gen2, EPC Class 1, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, and Picotag tag types. All EPC data formats are supported, including DoD, Wal-Mart, SGTIN, SSCC, GIAI, GID, GRAI, and SGLN, among others.

## International Language Support

BarTender provides on-demand switching of the user interface between:

Chinese (Simplified & Traditional), Czech, Danish, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Korean, Norwegian, Polish, Portuguese (European & Brazilian), Russian, Spanish, Swedish, Thai, and Turkish.

## World-Famous Printer Drivers

Seagull is proud to be the official driver supplier to many well-known printer manufacturers.

### Easier and More Cost-Effective than "Embedded" Drivers

Most other label programs still use the old DOS approach of embedding printing support in the main program. This creates Windows-compatibility problems and degrades network performance. In contrast, Seagull drivers lower training and administration costs, since you don't need to learn and support a proprietary alternative to the Windows Print Manager.

### The "True Windows" Advantage

Basing our print architecture on Microsoft's driver standards delivers the advantages of:

- Superior Windows compatibility
- Windows Spooler for faster printing
- Better network compatibility and speed
- Display printer statuses such as "Offline" and "Needs Ribbon" in Windows Spooler
- Reduced training and easier administration
- Easy upgrades from free driver downloads

### The Seagull Advantage

When Drivers by Seagull are used with BarTender, you benefit from high-speed optimizations and advanced features built into many printers, including:

- Printer-based barcodes & serialization
- Encoding RFID and Smart Cards
- Downloadable fonts and graphics
- Printer-based templates
- Storage in printer and reuse of non-changing template objects

Drivers by Seagull™

SEAGULL SCIENTIFIC

SAP® Certified
Integration with SAP Applications

ORACLE
Validated Integration
Oracle E-Business Suite

Member AIM
Association for Automatic Identification and Mobility

GS1 US Solution Partner

Windows 8 Compatible

*(For full Windows compatibility list, please see website.)*

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150313
English

L-TRONDIRECT

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35 YEARS

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