BarTender®

LABEL & RFID SOFTWARE

RFID
Available
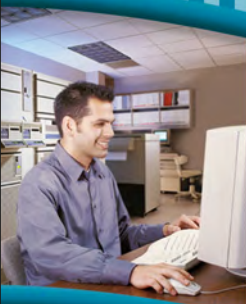
Enterprise Power...

Windows Simplicity

Drivers
by Seagull™

SEAGULL
**SCIENTIFIC**

Label Design Made Simple

The Clear Leader

Seagull Scientific is the world leader in true Windows label printing. In fact, BarTender was the very first Windows label program to support both laser and thermal printers. Today, we are the world's largest developer of true Windows drivers for label and RFID tag printers. Choosing the right Windows label software is easy – we've done it the longest and do it the best.

Easy to Learn, Easy to Use

Intuitive mouse motions, careful attention to Microsoft standards for the "look and feel" of software, and helpful "wizards" get beginners started right away. A variety of power features guarantee experts the design freedom they need.
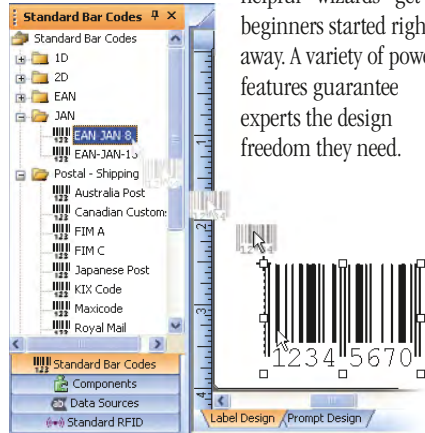
"Instant" Bar Codes! Create objects with a quick "drag and drop" motion.

Superior Reliability

Hundreds of thousands of users in more than 110 countries trust BarTender as the best tested and most reliable software in the label industry.
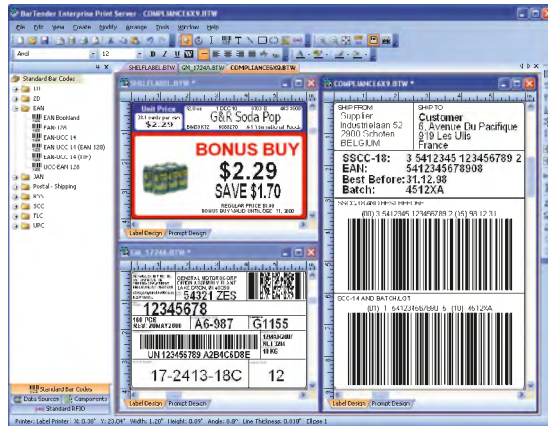
Precision display and print preview let you design quickly without wasting labels.

Free Technical Support

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

Exceptional Font Control

Access a remarkable variety of Windows and printer fonts. Mix text styles within paragraphs and connect them to different database fields.

Advanced, Custom Serialization

Generate anything from the simplest serial numbers to the most advanced custom sequences.

Compliance Labels and Ready-to-Print Formats

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

Full-System Unicode Support

Combine characters from almost any language on Earth into a single label. "Full-system" Unicode support for names of files, printers, servers, fields, etc.

Native and HTML-Compatible Data-Entry Forms

Easily design custom forms for data entry at print time. The Enterprise Print Server edition even displays the dialogs in your web browser!
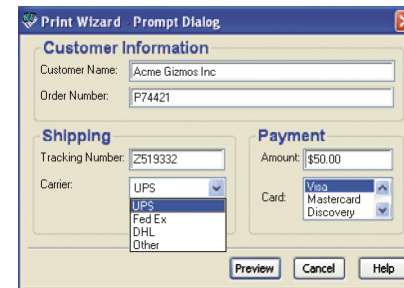
Design custom data-entry screens to match your workflow.

Centralized Print Management Functions Available

The Enterprise Print Server edition lets numerous network users specify, launch and route label jobs for processing by a single copy of BarTender running on one "label printing server."

Web Browser Printing Option

The Enterprise Print Server edition lets you browse thumbnail previews of your labels from almost anywhere and launch print jobs for processing by a central copy of BarTender.
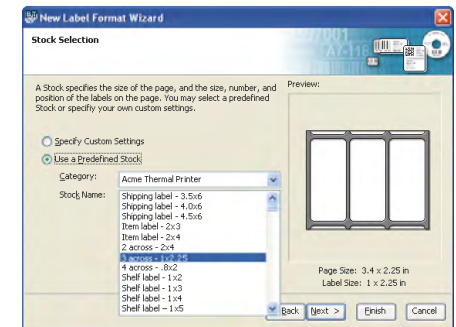
Add Your Own Features Using Visual Basic Script

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

Smart "Wizards"

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

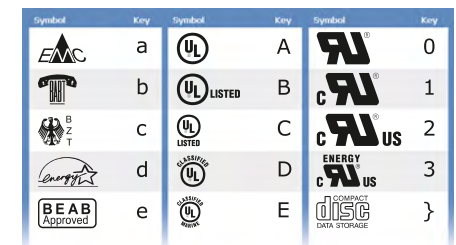*Choose from more than 5,000 label stock sizes, or define your own.*

Password Protection

Lock BarTender into a "print-only" mode to prevent unauthorized label changes.

Industrial Symbol Libraries

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

BarTender comes with hundreds of ready-to-use symbols.

Integration with Other Software

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

Powerful, Flexible Data Retrieval

Use a variety of convenient data selection methods, from the simplest pick list to 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 on a network. This includes Microsoft ODBC and OLE DB support for dozens of industry-standard and proprietary data formats – even non-Windows platforms such as LINUX, AS/400, Oracle, and more.

Use a preconfigured data connection or configure any OLE DB or ODBC driver.

SAP IDocs

The Enterprise editions of BarTender are the only label programs certified by SAP (the largest ERP software developer) to directly access SAP IDoc files "as is," without file conversion.

Oracle and other XML

All Enterprise editions can automatically parse and process XML "label requests" from Oracle's WMS and MSCA applications. The Enterprise Print Server edition also offers some more advanced integration options. This includes XML "transforms," for data conversion from any XML format, as well as XML Script -- an alternative to controlling BarTender using ActiveX.

ActiveX Automation

The Enterprise editions provide Microsoft ActiveX support for even the most advanced integration challenges. Numerous control functions are supported, including job status inquiries.

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 printing the labels.

Sophisticated Event Handling and Job Logging

Versatile message handling features include support for log files, automation exceptions, Windows event logs, and e-mail messages. The Enterprise editions can also generate attractively formatted reports completely detailing each print job.

"Trigger" Based Integration Support Includes TCP/IP Connectivity

The Commander utility that comes with the Enterprise editions allows programs that can't directly control BarTender to launch label jobs anyhow, just by writing data to a "trigger" file or e-mail. The Print Server edition can also process TCP/IP socket communications. Commander detects these triggers and "wakes up" BarTender, which reads your data and prints your labels.

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.

Exporting Printer Code

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

- **XML Enabled Printer** configuration and label format download.
- **Key Pad Devices** that attach directly to printers.
- **SAP Integrations** that use SAPscript-ITF.
- **Custom Programs** for any OS (CE, PocketPC, Palm, Linux, etc.)

Drivers by Seagull™

Seagull is proud to be the official driver supplier to many of the world's largest label 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 get superior performance from the high-speed features built into most label printers, including:

- Printer-based bar codes & serialization
- Downloadable fonts and graphics
- Printer-based label formats
- Storage in printer and reuse of non-changing label parts

RFID Label Support

Power and Flexibility for the Next Generation of Auto ID Technology

The RFID Enterprise edition lets you "drag and drop" RFID objects into your label designs the same way you create bar codes and other label objects.
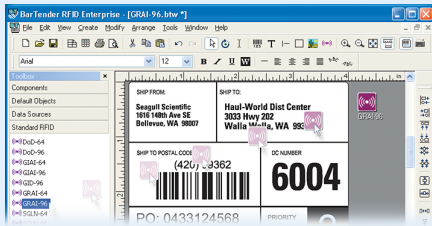
Support for the Latest Tag Types and Data Formats

The RFID Enterprise edition supports most available tag types, including 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 lets you optimize your label design.

On-Screen RFID Tag Display

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

Enterprise Editions

Enterprise Print Server Our most powerful edition, with advanced server functions for centralized printing and administration. Provides our most advanced integration features. Includes all features of RFID Enterprise.

FEATURES
SHARED, CENTRALIZED PRINT SERVICES
Supports printing requests from numerous network users.
WEB-BASED PRINTING
Easy print job control from any operating system that can run a web browser.
TCP/IP SOCKET-BASED INTEGRATION
Enhanced version of Commander supports triggers and data transmission using TCP/IP.
ADVANCED INTEGRATION FEATURES
Different XML formats converted using XSL
BarTender XML Command Scripts speed up automation and simplify remote control
Detailed print job status available
MULTI-THREADING FOR OPTIMIZED THROUGHPUT
Commander optimized to receive, launch, and monitor new print jobs without waiting for existing jobs to finish.

RFID Enterprise All of the label design, printing and integration features of Enterprise, plus RFID support. No enhanced server functions or advanced integration (see above).

FEATURES
TAG TYPES
EPC Gen2, EPC Class 1, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, and Picotag
DATA FORMATTING
DoD, Wal-Mart, and Other EPC data formats, including SGTIN, SSCC, GIAI, GID, GRAI, SGLN
Support for many single and double-byte codepages, including Asian languages, UTF-8 and UTF-16
Able to duplicate RFID data in text and bar code form
DATA ENCODING
Write protect support
Segment and Start Block support, including writing to multiple blocks
PRINTER CONTROL
Able to configure printer's RFID options (e.g., Transponder Offset and Maximum Retries)
DESIGN AIDS
Display antenna, chip, and substrate on label. Select predefined or specify custom antenna bitmaps

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Comparing the Five Editions

Enterprise Licensing: All three Enterprise editions allow unlimited network users. Licensing is based on the number of printers to be used by BarTender on the network.

Enterprise Print Server and **RFID Enterprise** Contain all base Enterprise features listed below, plus the enhanced features in the "Enterprise Editions" column on the previous page to the left.

Enterprise All of BarTender's most powerful label design features, plus automated control from within other software. No RFID or enhanced server functions.

PC Licensing: The Professional and Basic editions are licensed based on the number of PCs.

Professional All the design features of Enterprise and most of the data access, but no automation from other software.

Basic BarTender's most important design features, but no external data sourcing or automation.

EDITIONS	E	P	B
GENERAL			
Licensed based on Number of Printers used by BarTender on the network	•		
Licensed based on Number of PCs		•	•
Free Phone and E-mail Support	•	•	•
HTML-Based Help System	•	•	•
LABEL DESIGN			
True WYSIWYG Label Design	•	•	•
"Drag and Drop" Object Creation	•	•	•
Import Numerous Graphic Formats	•	•	•
Industrial Symbol Font Libraries	•	•	•
One-Tenth Degree Rotation of Objects	•	•	•
Export Bar Codes to Other Programs	•		
Unlimited Undo / Redo	•	•	•
Full Color Support	•	•	•
Print-Time Data Prompting	•	•	•
Library of "Ready-to-Print" Formats	•	•	•
Build Reusable Components	•	•	•
Huge Database of Name Brand Label Sizes	•	•	•
Metric and English Measurements	•	•	•
Password Protection	•	•	
TEXT			
On-Screen Text Editing & Sizing	•	•	•
Use Windows & Printer-based Fonts	•	•	•
Rich Text Formatting	•	•	
Auto-Size Text to Fit in Rectangle	•	•	
Paragraph Aligning & Spacing	•	•	•
Paragraph Justifying & Indenting	•	•	
User-Definable Tab Stops	•	•	
BAR CODES			
Numerous 1D & 2D Symbologies	•	•	•
Unlimited Width and Height	•	•	•
UCC/EAN 128 Setup Wizard	•	•	•
Automatic Check Digit Capability	•	•	•
Sequentially Numbered Bar Codes	•	•	•
Customizable Character Template	•	•	•

EDITIONS:	E	P	B
PRINTING			
More than 1,500 Printers Supported	•	•	•
True Windows Drivers, Can Use Windows Spooler	•	•	•
Supports Printer-based Bar Codes, Serial Numbers & Copies	•	•	•
Label Copy Count Controllable from Keyboard and Database	•	•	
Job Logging	•		
SERIALIZATION			
Basic Serialization (increment digits)	•	•	•
Advanced Serialization	•	•	
DATABASE OPTIONS			
Reads Text Files, Databases, Spreadsheets, etc.	•	•	
SAP IDocs and Oracle XML Label Requests	•		
Drag and Drop Data Linking	•	•	
Multiple-table Data Access	•	•	
Databased Graphics	•	•	
Query Wizard & SQL Assistant	•	•	
Print Time Record-Picking	•	•	
DATA PROCESSING			
Get Data from Time, Date & Keyboard	•	•	•
Easy Entry of Special & "Unprintable" Characters	•	•	•
Customize using VB Script	•	•	
Customizable Field Length Limits, Data-Entry Filters and Error Checking	•	•	
String Concatenation	•	•	
INTEGRATION			
Control Print Jobs from other Programs	•		
Automated Printer Selection	•		
Logs Errors and Events to a File	•	•	
Logs Errors and Events via E-Mail	•		
Command Line Control from other Programs	•		
ActiveX Automation	•		
"Commander" Integration Utility: Senses incoming data, then starts print jobs and logs results.	•		
Generation of Printer Code Templates	•		

Supported 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:

Accumax	C.Itoh	Eltron	K-SUN	Okabe	Samsung	TSC
Argox	cab	ETISYS	KROY	OPAL	SATO	Tyco
ASTECH	Century Systems	General Code	Markpoint	Paxar	SII	UBI
APS		Godex	Meto	Pitney Bowes	Sumitomo	Unimark
Autonics	Citizen	Graphic Products	Metrologic	Postek	System Wave	Valentin
Avery Dennison	Cognitive	IBM	MICROPLEX	Pressiza	TEC	VIPColor
	Comtec		Monarch	Printronix	Tharo	Wasp
Birch	Datamax	Imaje	Novexx	Quick Label	Thermopatch	Wedderburn
Brady	Datasouth	Intermec	O'Neil	Ring	ThermoTex	Zebra

Linear Bar Codes

AIAG	EAN 128	ISBT 128	SSCC-18
Australia Post	EAN Bookland	ITF-14	Telepen
Canadian Customs	EAN-JAN-13	Japanese Post	Tri-Optic
Codabar	EAN-JAN-8	KIX Code	UCC-EAN 128
Code 128	FIM A	LOGMARS	UPC-A
Code 39 *(Regular & Full ASCII)*	FIM C	MSI Plessey	UPC-E
	HIBC Primary	Royal Mail	UPS Tracking
	HIBC Secondary	RSS	US Postal
Code 93	Interleaved 2-of-5	SCC-14	

2D Bar Codes

Aztec

Datamatrix

EAN.UCC Composite

Maxicode

PDF417 *(Micro & Standard)*

QR Code *(Micro & Standard)*

TLC39

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.

SEAGULL
S C I E N T I F I C

www.seagullscientific.com

Headquarters (USA): sales@seagullscientific.com
425 641 1408 • 800 758 2001 (USA & Canada)
Asia-Pacific: asiasales@seagullscientific.com
Japan: japansales@seagullscientific.com
Europe: eurosales@seagullscientific.com

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