



## Label & RFID Software for Today's Enterprise

### Enterprise Power, Windows Simplicity

Printing high quality labels is just part of managing supply chain functions such as manufacturing, warehousing, and distribution. That's why BarTender has the intelligence to run both stand-alone and as a part of your other software applications. Advanced integration, advanced printer management, and advanced security functions are just some of what you get with the world's most advanced label software package.

### 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. Hundreds of thousands of users in more than 110 countries trust BarTender as the easiest and most reliable software in the label industry. Choosing the right Windows label software is easy – we've done it the longest and do it the best.



# BarTender® Makes Label Design Simple

## 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.



"Instant" Bar Codes! Create objects with a quick "drag and drop" motion.

## 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.

## Full-System Unicode

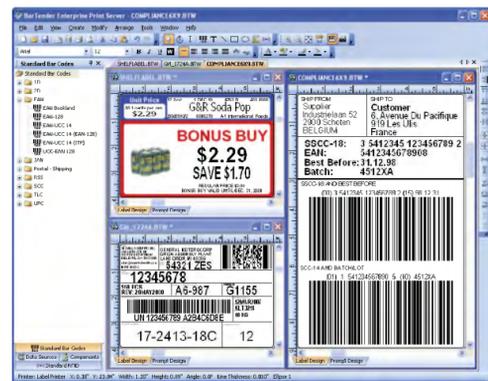
Combine characters from almost any language on Earth into a single label. "Full-system" Unicode support for names of files, printers, servers, fields, etc.

## Password Protection

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

## 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.



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

## Easily Reprint Lost or Damaged Labels

If some labels get lost or damaged, you can quickly navigate to the appropriate print job records using History Explorer or Reprint Console and reprint exact duplicates.

## 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.

## Web Browser Printing Option

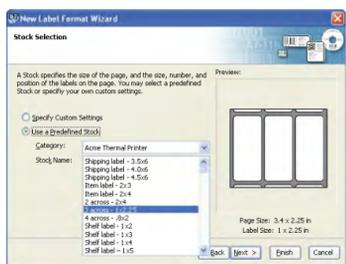
The Enterprise Print Server edition lets you browse thumbnail previews of your labels from almost anywhere and launch print jobs for processing by a central copy of BarTender.

## 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"

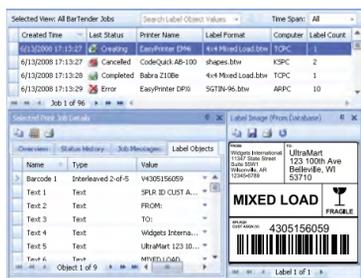
Numerous "Wizards" walk you step-by-step through critical design decisions that affect your printing performance and compliance with important label standards.



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

## Ready for High-Security Audits

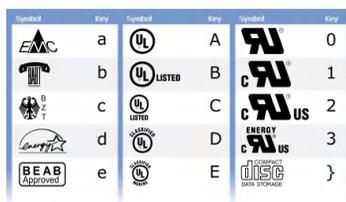
Log almost every print job detail into a secure SQL database to satisfy military, pharmaceutical, chemical, and other high-security requirements. Even store images of the labels as they print. Then use our "History Explorer" to inspect past jobs, verify the data, confirm the operator, and more.



Use History Explorer to find and review digital records of past print jobs.

## Industrial Symbol Libraries

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

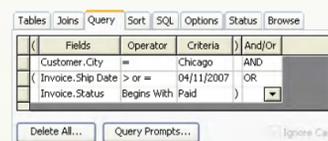


# Integration with Other Software

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.

## SAP® Certified

Integration with SAP Applications  
BarTender offers an SAP-certified interface to the SAP Auto-ID Infrastructure (All) of the NetWeaver platform. SAP IDocs are also supported.

## 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 a number of more advanced XML integration options.

## 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.

## "Trigger" Based Integrations

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.

## Three ".NET" SDKs Simplify Integration

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

► **Print SDK:** Prewritten VB.NET and C# procedures for controlling one BarTender at a time.

► **Print Server SDK:** Adds the higher-performance option of controlling multiple BarTenders at once.

► **Web Print Server SDK:** Create ASP.NET applications for web browser printing.

## Sophisticated Event Handling and Job Logging

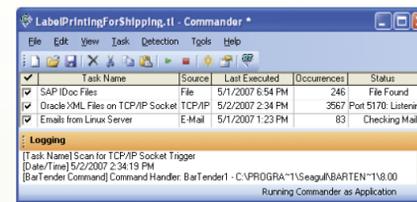
To support security audits and ensure that automated print jobs succeeded, the Enterprise editions of BarTender provide extremely detailed logging of print job information, label images, warnings and errors to SQL databases.

## Alert Messages Reduce Down-Time

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

## Centralized Printing Options

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



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

## 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.)

# RFID Label Support

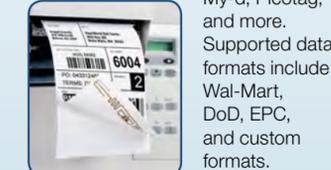
## Power and Flexibility for the Next Generation of Auto ID Technology

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

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 label design.

# True Enterprise Print Management

The **Printer Maestro** utility, first available with BarTender 9.0, provides a level of control over printers and print jobs beyond that provided by Windows.

► **One window** allows you to view and manage your entire printer network and every print job in progress (not just BarTender's).

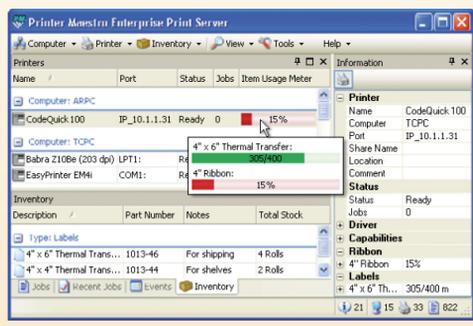
► **Alerts:** Warnings and errors such as "ribbon low" and other conditions can be sent to your computer or cell phone by e-mail or text message.

► **Log printer** events from BarTender and non-BarTender print jobs to a database for later review.

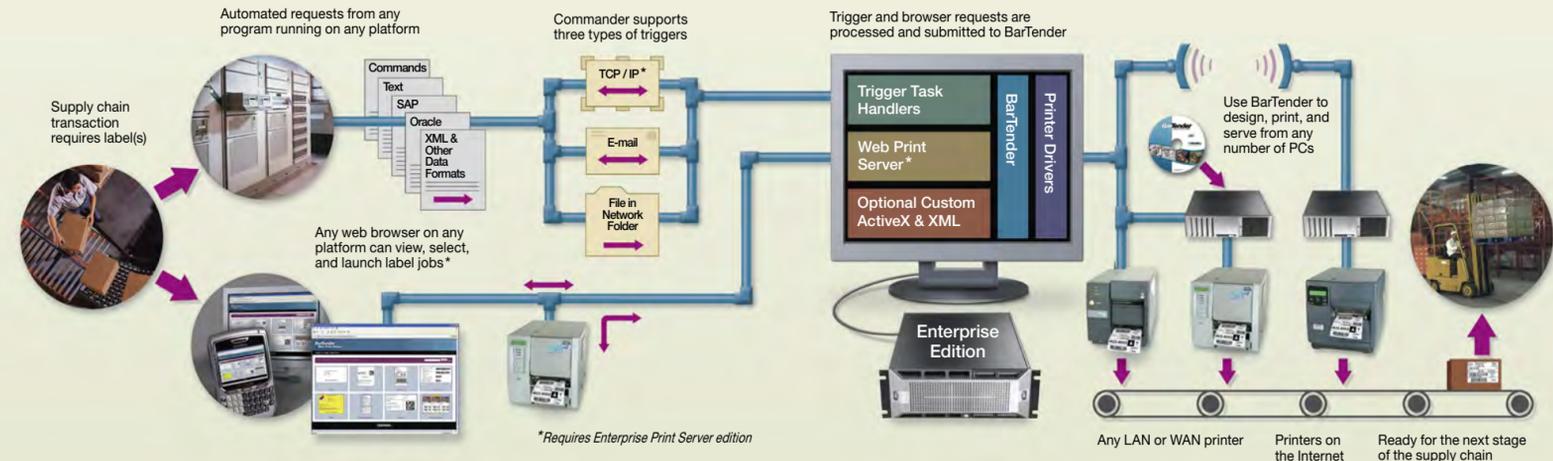
► **Group select** and configure basic driver settings for multiple printers at once, including security, schedule, and spooler settings.

► **Track in-printer** usage of ribbons, label stock, and other consumables.

► **Track inventory** levels of your consumable and non-consumable printer parts.



Printer Maestro can manage print jobs and track media usage across your entire network.



# 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.

# 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.

### All Three Enterprise Editions

**3E** The “3E” column in the first table shows features supported by all three Enterprise editions.

### Enterprise Print Server

**EP** Our most powerful edition, with advanced server functions for centralized printing and administration. Provides our most advanced integration features. Printer Maestro manages entire printer network. Job logging, History Explorer, and Reprint support local or central database. Track printer parts inventory and in-printer media usage. Includes all features of RFID Enterprise.

### RFID Enterprise

**RE** All of the features of Enterprise, plus RFID support.

### Enterprise

**E** All of BarTender’s most powerful label design features, plus our standard integration features for automated control from within other software. No RFID, no enhanced server functions, and no inventory control of printer supplies. Printer Maestro only manages network printers visible to the local PC. Job logging, History Explorer, and Reprint support local database only.

## PC 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 Enterprise and most of the data access, but no automation from other software. Printer Maestro only manages network printers visible to the local PC. No job logging, no History Explorer, no Reprint, and no inventory control of printer supplies.

### Basic

**B** BarTender’s most important design features, but no database access, no automation, and no Printer Maestro.

For more information, please see the “Full Details” brochure on our web site. (Available in English only.)

EDITIONS	3E	P	B
<b>GENERAL</b>			
Licensed based on number of printers	•		
Licensed based on number of PCs		•	•
Free phone and e-mail support	•	•	•
HTML-based help system	•	•	•
<b>LABEL DESIGN</b>			
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	•	•	•
<b>TEXT</b>			
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	•	•	•
<b>BAR CODES</b>			
Numerous 1D & 2D symbologies	•	•	•
Unlimited width and height	•	•	•
GS1-128 (UCC/EAN 128) setup wizard	•	•	•
Automatic check digit capability	•	•	•
Sequentially numbered bar codes	•	•	•
Customizable character template	•	•	•
<b>PRINTING</b>			
More than 1,700 label printers supported	•	•	•
True Windows drivers, can use Windows spooler	•	•	•
Seagull drivers display status in the standard Windows spooler	•	•	•
Support for XML-enabled printers	•	•	•
Supports printer-based bar codes, serial numbers & copies	•	•	•
Label copy count controllable from keyboard and database	•	•	•
<b>SERIALIZATION</b>			
Basic serialization (increment digits)	•	•	•
Advanced serialization	•	•	•
<b>DATABASE OPTIONS</b>			
Reads text files, databases, spreadsheets, etc.	•	•	•
SAP IDocs and Oracle XML label requests	•	•	•
Multiple-table data access	•	•	•
Databased graphics	•	•	•
Query wizard & SQL assistant	•	•	•
Print time record-picking	•	•	•
<b>DATA PROCESSING</b>			
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	•	•	•
String concatenation	•	•	•

EDITIONS	EP	RE	E	P	B
<b>STANDARD INTEGRATION</b>					
Control from other programs using ActiveX	•	•	•		
“Commander” Integration Utility: senses incoming data, then starts print jobs and logs results.	•	•	•		
Log errors and events to a file	•	•	•	•	
Log BarTender print job details to a database	◆	◆	◆		
Log application errors and events to a database	◆	◆	◆		
Custom error and event e-mails	•	•	•		
Generation of printer code templates	•	•	•		
<b>HIGH-SECURITY AUDIT COMPLIANCE</b>					
Include label images when logging BarTender print jobs	•				
Inspect logs and confirm label jobs using History Explorer	◆	◆	◆		
<b>RFID SUPPORT</b>					
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	•	•			
Write protect support	•	•			
Segment and Start Block support, including writing to multiple blocks	•	•			
Able to configure printer’s RFID options (e.g., Transponder Offset and Maximum Retries)	•	•			
Display antenna, chip, and substrate on label. Select predefined or specify custom antenna bitmaps	•	•			
<b>ADVANCED INTEGRATION</b>					
SAP Certified for All integration	•				
Oracle XML integration using a TCP/IP socket	•				
Enhanced version of Commander processes TCP/IP triggers and data	•				
Different XML formats converted using XSL	•				
BarTender XML Command Scripts speed up automation and simplify remote control	•				
Commander optimized to receive, launch, and monitor new print jobs without waiting for existing jobs to finish	•				
.NET SDK to control one BarTender at a time	•	•	•		
.NET SDK to control many BarTenders at once	•				
.NET SDK to author web printing applications	•				
<b>SHARED, CENTRALIZED PRINT SERVICES</b>					
Supports printing requests from numerous network users	•				
Easy print job control from any operating system that can run a web browser	•				
<b>ENTERPRISE PRINT MANAGEMENT</b>					
Reprint function lets you search for and replace lost or damaged labels	◆	◆	◆		
Configure security, spooler and other selected driver settings for multiple printers at once	•	•	•		
In one window, see status of all Windows print jobs for all locally accessible printers	•	•	•		
In one window, see status of every Windows print job on the network	•				
Log printer events for all Windows print jobs	•				
Specify custom alerts for printer events and low inventory levels	•				
Track printer media usage and inventory of printer parts	•				

◆ Supports shareable centralized database  
 ◇ Supports local database only

## 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:

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

### Linear Bar Codes



AIAG	EAN-JAN-13	Intelligent Mail	SCC-14
Australia Post	EAN-JAN-8	Interleaved 2-of-5	SSCC-18
Canadian Customs	FIM A	ISBT 128	Telepen
Codabar	FIM C	ITF-14	Tri-Optic
Code 128	GS1-128	Japanese Post	UPC-A
Code 39 (Regular & Full ASCII)	GS1 DataBar (RSS)	KIX Code	UPC-E
Code 93	HIBC Primary	LOGMARS	UPS Tracking
EAN Bookland	HIBC Secondary	MSI Plessey	US Postal
		Royal Mail	

### 2D Bar Codes



Aztec
Data Matrix
EAN.UCC (GS1) Composite
Maxicode
PDF417 (Micro & Standard)
QR Code (Micro & Standard)
TLC39

### RFID Tag Types and Data Formats



The RFID Enterprise and Enterprise Print Server 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 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

**Drivers**  
by Seagull™

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Microsoft  
Microsoft® XP  
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