BarTender®

LABEL & RFID SOFTWARE

RFID *Available*

Enterprise Power...

Windows Simplicity

Drivers *by* *Seagull*™

SEAGULL SCIENTIFIC

Hello,

Recently, I was speaking with a stranger at a social gathering and was startled when she mentioned setting up BarTender at a factory. After speaking a bit more, I could simply no longer resist explaining who I was. At first, she would not believe me! It was not exactly a "rock star" moment, but it made me think about how far Seagull Scientific has come. Still, my real pride is in the more than one hundred thousand satisfied BarTender users in just about every corner of the world.

Part of our success is in understanding that designing and printing labels is just part of a bigger challenge. Whether those labels have bar codes, RFID tags, graphics, or just text, it seems that nothing affects the success of a label project more than quick and easy integration with the other software people use to run their operations. BarTender version 7.7 builds upon a number of our strengths in this area, including enhanced support for XML-enabled printers and Oracle ERP applications.

Another reason Seagull has so many long-standing, loyal clients is our industry-leading support. After working hard to make each new edition of BarTender as powerful and intuitive as possible, we back it with free technical support. Why not try it yourself? We even support our free, down-loadable Trial Edition!

Thank you for giving Seagull Scientific the opportunity to meet your label software needs.

Sincerely,

Jeremy Seigel

Jeremy Seigel
CEO
Seagull Scientific, Inc.

BarTender Topics

Label Design Made Simple

Easy to Learn, Easy to Use

With BarTender, a few quick mouse motions are all it takes to combine bar codes, text, and graphics into professional quality labels. You can even encode RFID tags. A "look and feel" that carefully follows Microsoft's official guidelines means that, if you've used just one other Windows program, you're ready to start designing labels today.
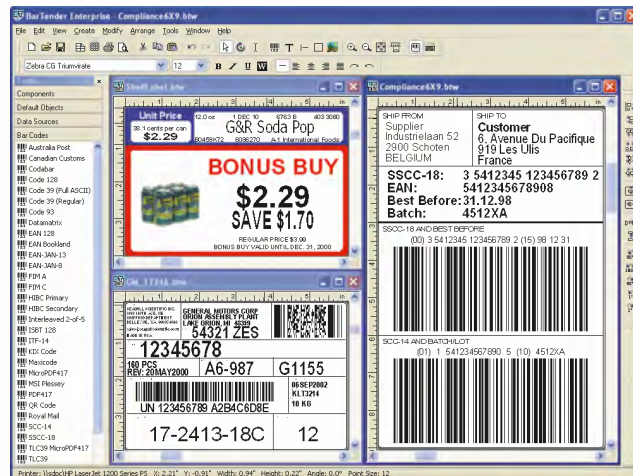
Modify and print multiple label designs.

Exceptional Design Flexibility

BarTender gives you total control over your label's appearance. Place objects exactly where you want and control rotation as precisely as 1/10th of a degree. You're limited only by your imagination.
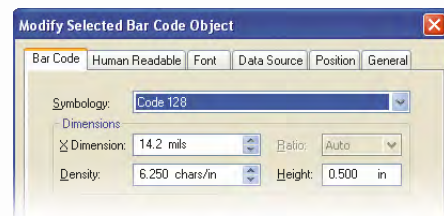
Smartly organized dialogs offer numerous options, while keeping things simple.

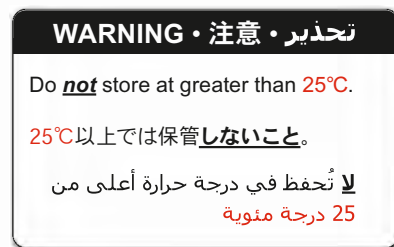## Designer Typefaces and Advanced Text Formatting

Choose from an extraordinary variety of Windows and printer fonts. Benefit from font downloading (depending on printer) for maximum printing speed. Our "Rich Text" supports multiple typefaces, styles, and sizes within a single text block while reading data from multiple sources.

Powerful RFID Capabilities

Please see the dedicated RFID section on page 6.

## Full-system Unicode Architecture for Superior Language Support

Combine and print text from almost any language on Earth without the configuration problems and data corruption associated with "code page" swapping. BarTender's "Full-system" Unicode support not only handles label data, but also servers, databases, tables, and fields containing any combination of international characters in their names.

WARNING・注意・تحذير

Do **not** store at greater than 25℃.

25℃以上では保管**しないこと**。

لا تُحفظ في درجة حرارة أعلى من
25 درجة مئوية

Rich text and Unicode support provide incredible text formatting flexibility, even for externally-sourced data.

"Instant" Bar Codes

BarTender's toolbox gives you instant access to an extensive set of predefined bar code components. "Drag and drop" bar codes into your label designs using a single, quick mouse motion. Use "as is" or customize as desired.
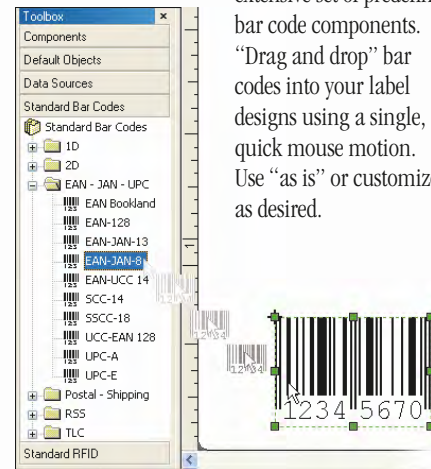
Create bar codes with a quick "drag and drop" motion. (See page 19 for a current list of supported bar codes.)

High Precision On-Screen Display

BarTender gives you a remarkably accurate design-time view of your label. There's also a Print Preview that reads your external data sources, so you can see *exactly* how your labels are going to look without wasting labels.
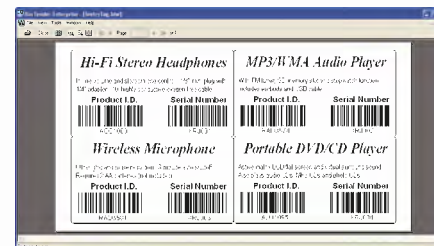
Print Preview with external data sourcing reduces wasted labels.

Import and Export Graphics

It's easy to add company logos and pictures of products. BarTender supports most major graphic formats. You can also export bar codes for use in other programs.
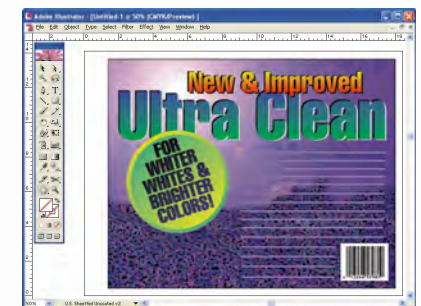
Bar code exported from BarTender into Adobe Illustrator.®

Advanced, Customizable Serialization

Generate anything from the simplest serial numbers to the most advanced, totally custom sequences. Choose from a variety of alphanumeric and even custom character sets. Increment or decrement by any interval and specify rollover and restart values.

Compliance Labels and Ready-to-Print Formats

Sometimes a customer or agency demands a particular label design. Years of expertise with numerous commonly used standards has helped us build BarTender into the most full-featured compliance-labeling tool available. Whether you use our many ready-to-print formats or design from scratch, BarTender has the power and flexibility you need.

Custom Data-Entry Forms

Sometimes you won't know certain label data until the last second, such as when a product comes off an assembly line or is about to ship. Fortunately, BarTender's customizable, pop-up "Prompt Dialogs" make it easy to enter data at print time. Designing prompt dialogs is very similar to designing labels, so they are easy to set up. "Continuous prompting" lets you launch print job after print job just by filling in the empty data fields.

Design custom data-entry screens to match your workflow.

Password Security

Whether the change is accidental, well intentioned, or malicious, even the slightest alteration of bar codes or text objects can take a label out of compliance. Fortunately, password protection makes it easy to lock BarTender into a "print only" mode that prevents unauthorized changes.

Predefined and Reusable "Toolbox" Components

BarTender components combine bar codes, text and graphics into predefined building blocks ready for quick "drag and drop" insertion into your label designs. To reuse portions of your own completed label designs, simply "block select" the desired parts and use a "right-click" option to add them to your list of toolbox components.

Industrial Symbol Libraries

Need one or more special graphics or symbols on your labels? BarTender includes hundreds of high-quality, scalable symbols, saving you the trouble of researching and drawing them yourself. Choose from categories such as electrical, hazardous material, packaging, and more.

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

Add Your Own Features Using Visual Basic Script

Special data-processing requirements sometimes arise, such as evaluating an equation, or conditionally combining fields. BarTender's Visual Basic "Script Assistant" helps even non-programmers meet a wide variety of advanced data-processing and other custom challenges.

VB Script lets you add custom features.

Smart Wizards Get You Started Fast!

No matter how "user friendly" your software, it can't think for you. But we try to come as close as possible. BarTender contains numerous "Wizards" to walk you step-by-step through a variety of critical and sometimes complex design decisions, some of which may affect your printing performance and your labels' adherence to industry standards.

Faster Design and Quicker Printing

Believe it or not, one of the most important decisions for brand new users is what to do first with a blank label on the screen. Do you add a bar code? Change the label size? Choose a printer? These decisions can influence your printing speed and the versatility of your label design in the future. Fortunately, BarTender's "New Label" wizard clearly explains the key decisions and helps you make them in the optimum order. BarTender also helps you match the dimensions of your label to your desired label stock. Our built-in list of literally thousands of label stock sizes in a huge, conveniently organized database makes it easy. In the end, you start your design work with the right size label, on the right stock, with the right printer and the right fonts, all configured to print the fastest possible way.

Choose from more than 2,000 label stocks, or define your own.

Some Other Helpful Wizards

- Page Setup Wizard
- Add Database Wizard
- Data Source Wizards, including:
  - Application Identifier Wizard
  - EAN.UCC Composite Wizard
  - RSS Wizard

The Smarts for "Smart Labels"

RFID Power from the Leaders In Windows Label Printing

BarTender has developed a world-wide reputation for making even advanced label design features intuitive enough for beginners. Now BarTender takes the next step, with RFID encoding features that uphold a tradition of flexibility and ease of use. Use simple mouse motions to "drag and drop" RFID objects into your label design the same way you would create bar codes and other label objects.
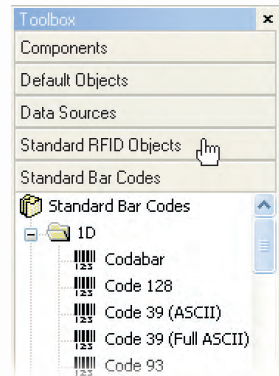
1 One click and BarTender's "Toolbox" is ready to create RFID objects.

2 Simply drag desired RFID objects to anywhere on the label. (Since RFID objects never print, they display next to the label.)

Support for the Latest Tag Types

The RFID Enterprise Edition supports most of the tag types available in today's RFID-capable printers. This includes EPC Class 1, Gen2, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, and Picotag. (Because new tag types are undergoing rapid development, please check with us regarding the most up-to-date compatibility.)

Data Formats for Wal-Mart, DoD, EPC, and more

Most RFID tags allow data to be encoded in a variety of formats. Formats currently supported by BarTender include DoD, SGTIN, SSCC, GIAI, GID, GRAI, and SGLN (for both 64 and 96 bit tags). You can also specify your own custom RFID data formats.

"Gen2" Compliant

The adoption of the UHF Generation 2 standard by the EPCglobal consortium is a key development in the march toward broader adoption of RFID technology. Because BarTender is fully Gen2 compliant, you can use it with RFID-capable printers from a variety of manufacturers. BarTender also supports numerous printers and RFID tags based on established "Generation 1" technology.

Use predefined RFID objects "as is," or customize as desired.

Ability to Print RFID Data in Text and Bar Codes

The same data you encode into your RFID tags can also be printed in text and bar codes. This allows the option of using RFID or bar code scanning hardware and provides data redundancy in the event of a non-functional RFID tag.

Unicode Compliance Simplifies International Use

When encoding text into an RFID tag, you can select from 20 different codepages from around the world, including Unicode (which supports most characters from most of the world's languages).

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

On-Screen RFID Tag Display

With the "ghosted" outline of the RFID antenna, chip and substrate displayed on screen, you understand in advance whether you are placing any label objects in an undesirable location. Our predefined label stocks come with graphic files that show the appropriate outline image, but you can supply your own custom images as well.

Ready for the Future

Because RFID is a new technology undergoing rapid development, additional applications and enhanced capabilities are inevitable. Fortunately, key BarTender functionality is provided by printer driver and component modules that are often upgradeable by free download. This makes it less likely that you will need to purchase upgrades of the full software package in order to comply with minor changes to available RFID tags and standards.

Industry-Leading Data Access

For some labeling projects, you can just type the necessary label data right into BarTender. Often, however, you need to access data created by other programs. Multiple "related" tables may even be distributed across networked computers. Fortunately, BarTender makes it easy to navigate and link to a nearly endless variety of data sources.

- ◆ **OLE DB**
- ◆ **ODBC**
- ◆ **Text Files**
- ◆ **SAP IDocs**
- ◆ **Oracle XML**

Read from Most Database Platforms

Robust support for OLE DB and ODBC combined with BarTender's native data access capabilities let you read from just about any database platform.

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

In addition to the platforms displayed above, numerous OLE DB and ODBC drivers are available for AS/400, Linux, Btrieve, Informix, Interbase, MySQL, Paradox, Pervasive.SQL, PostgreSQL, Progress, Sybase and much more.

Delimited Text Files

Read numerous text formats, including quote, comma, CSV, tab, fixed width and custom delimited.
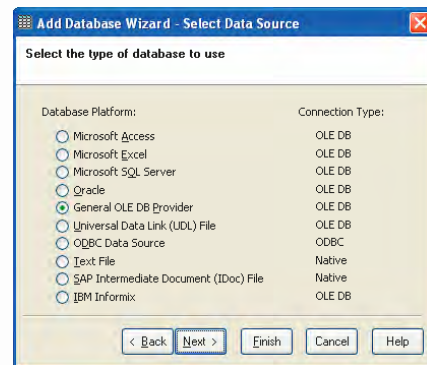
SAP IDoc Files

SAP is the world's largest developer of ERP (Enterprise Resource Planning) software. BarTender (Enterprise editions) is the only label software SAP-certified to read label data directly from IDocs, an SAP export format designed especially for integrations.

Oracle XML Label Requests

Oracle ERP applications can output XML-based "label requests" containing label data and the name of a desired label format. BarTender (Enterprise editions) can parse the XML, automatically load the specified label format, merge in the appropriate label data, and print.

Quickly, Easily Assign Label Data

Whether you're connecting to multiple databases or a single text file, BarTender displays your available data fields in a convenient, easy-to-understand format. Assign the desired fields to your bar codes and text fields using simple "drag and drop" mouse motions.
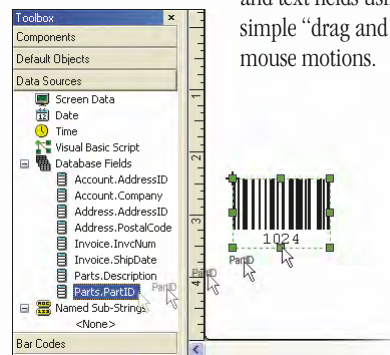
Link data sources with "drag and drop" simplicity.

Powerful, Flexible Record Selection

From the simplest search on a field to the most sophisticated SQL statement, BarTender provides a variety of convenient ways to extract information from your database and text files.

- **Select from a List –** Manually select the database records you want.
- **Record Range –** Specify a numeric range to print.

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

The Select Records feature lets you view your database and specify how many of each record to print.

- **Query –** Search on a single part number or on multiple fields in multiple tables.
- **Custom SQL –** Create your own SQL from scratch, or start with SQL generated by our Query dialog.

Supports Any Database Relationship

BarTender lets you simultaneously access multiple tables and data formats located on different computers. For example:

- Oracle tables on a UNIX server.
- SQL tables on a Windows server.
- Access, Excel or other Windows tables on a local PC.
- A simple text file on your PC in Shipping.
- And much more.

Our Database Setup Manager and wizards make it easy to define the links, set up the appropriate relationships, query the combined database and output your labels.

The Database Setup Manager lets you define almost any data relationship.
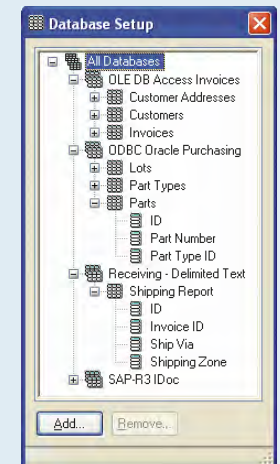
Easy Integration with Other Applications

The Enterprise editions of BarTender have advanced features especially designed for integration with manufacturing, inventory, shipping, accounting and other supply chain management software. Users don't even have to know BarTender is there!

- ◆ **ActiveX**
- ◆ **Commander™**
- ◆ **SAP**
- ◆ **Oracle**
- ◆ **Printer Code Templates**

ActiveX Automation

The Enterprise editions' robust ActiveX Automation support allows for easy control of BarTender by ActiveX-capable programs. Load BarTender, specify label formats, select data sources, choose network printers, perform status inquiries, and more – all automatically.

Predefined ERP Connections

- **SAP**: Read and parse IDoc files. Export ITF printer code templates for use with SAPscript integrations.
- **Oracle**: Parse XML label requests, extract label data, load specified label format, and output desired label quantity to designated printer. Also, export XML printer code templates.
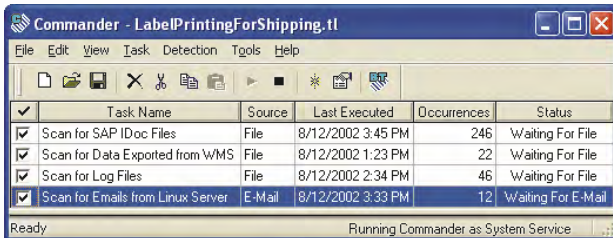
Commander lets you integrate BarTender with data generated from almost any system (Linux/UNIX, AS/400, AIX, etc.) without any extra programming.

Cross-Platform Integration with Commander

1. Supply chain transaction occurs.
2. Main database system generates label data.
3. Label data gets e-mailed or placed in network folder.
4. Commander is triggered and initiates print jobs.
5. BarTender merges data into label format.
6. Windows drivers output printer commands.
7. Jobs are routed by Windows Print Manager.

Any Platform (Linux, AS/400, Windows...)
Any Application (SAP, Oracle, WMS...)

Commander™: The Flexible Middleware Alternative

The Enterprise editions' Commander utility lets other programs control BarTender just by exporting data to a file or sending an e-mail. This is especially useful when:

- You don't have access to your other application's source code.
- You're using a non-Windows platform (Linux, UNIX, AIX, AS/400, etc.) and standard Windows integration methods are not available.
- It is otherwise inconvenient or impossible to issue ActiveX commands from your current application or environment.
- You want to parse and manage an Oracle XML label request.
- You would simply rather export data to text files than use ActiveX.

How Commander Works

Commander waits for specific text files or e-mails from your applications and then "wakes up" BarTender, which reads your data and prints your labels. This can be particularly helpful on large, enterprise networks where a non-Windows system is generating your label data and does not have direct access to your Windows applications.

Exporting Printer Code

When it is not possible to have BarTender be the print engine, you can use an Enterprise edition to design labels and produce Printer Code Templates (PCTs) for later use by other programs and devices. PCTs are specially formatted printer commands with placeholder "tags" that mark empty fields for later replacement with live data. 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, including CE, PocketPC, Palm, or Linux, which replace the tags with live data.

Error and Event Handling

The Professional and Enterprise editions of BarTender offer a variety of message handling features for errors and other events, including support for log files, automation exceptions, and Windows event logs. The Enterprise editions can even e-mail event messages.

Print Job Logging

The Enterprise editions can track a variety of print job information useful for record keeping. Attractively formatted reports can document which label formats were used, job start and stop times, and even the label data printed.

The Advantages of Drivers by Seagull™

Seagull Scientific was the first company to design true Windows drivers for label printers. Today, we are the world's largest developer of such drivers and proud to be the official driver supplier to many of the world's largest label printer manufacturers.

Designed for compatibility with *all* Windows programs, Drivers by Seagull deliver maximum performance when teamed with our BarTender® label software.

Understanding "True Windows" vs. "Embedded" Drivers

Before Microsoft created open driver standards for Windows, most of a program's software functions were combined inside a single, often large program. Therefore, the printer drivers locked (or "embedded") inside could only work with that one program. Although most professional business software long ago embraced the convenience of true Windows drivers as separate *shareable* modules, most label programs still use the embedded printing technology

Use standard Windows functions to configure label printers as quickly and easily as you would any Windows printer.

originally introduced with their old DOS versions. In contrast, BarTender comes with true Windows printer drivers that deliver industry leading performance on a huge variety of label printers *and* full compatibility with your other Windows programs.
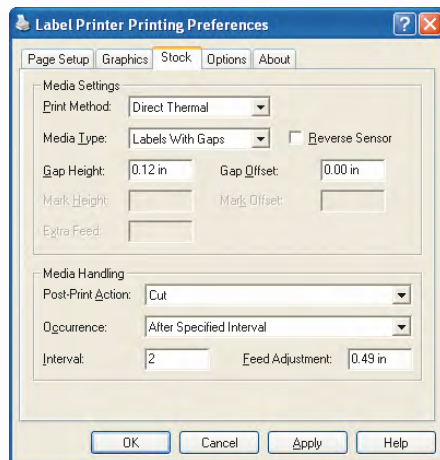
The Problems with "Embedded" Drivers

Because it is much harder for "embedded" drivers to buffer print jobs using the Windows spooler, some companies provide proprietary alternatives to the Windows spooler and Print Manager. Besides their having to compete with a huge team of Microsoft programmers, this saddles you with a second set of administration utilities and may even require an extra, dedicated server. In contrast, with Drivers by Seagull, you use standard Windows functions to set access rights, add, remove and configure printers, monitor job queues and delete print jobs. There's nothing new to learn and you don't need extra computers.

The "True Windows" Advantage

By basing our printing architecture on Microsoft's driver standards, we deliver the advantages of:

- Superior Windows compatibility
- Use of Windows spooler for Faster Printing
- Better Network Compatibility and Speed
- Reduced Training and Easier Administration
- Easier, More Cost-Effective Upgradeability

Status Monitor Support Maximizes Printer Utilization

Support for bidirectional printer communication ("bi-di") allows many Drivers by Seagull to report the real-time status of your printer to the Windows spooler. So, if a printer is offline, you know why right away.

- Status displayed in the Printers folder, Print Queue windows, and system tray.
- Status viewable on any client PC on the network.
- Options to pause for success verification for each printed page or job. (Helpful in heavily regulated environments such as medical and pharmaceutical industries.)

Superiority Across the Enterprise

BarTender's performance advantages, already enhanced by the Windows spooler, increase significantly when printing multiple jobs at the same time to different locations on your network.

The Seagull Performance Advantage

To maximize speed, label printers include numerous features to reduce the required amount of print data. However, when regular Windows programs use standard Windows drivers, they are limited to the basic printing features common to laser printers. In contrast, when you use BarTender with Drivers by Seagull, you benefit from:

- Printer-based bar codes
- Printer-based serialization
- Downloadable fonts and graphics
- Printer-based label formats
- Storage in printer and reuse of non-changing label parts
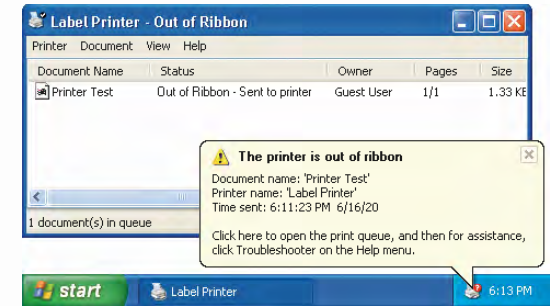
Seagull drivers with "bi-di" support report real-time printer status for display by standard Windows dialogs.

Easier to Upgrade

With embedded drivers, if you add a new printer model or brand, you typically have to upgrade your entire label program, even if you don't need any other new features. When Seagull releases new Windows printer drivers, they can be downloaded *for free* from our web site!

International Language Support

The user-interface of Seagull's Windows drivers supports a variety of languages (see list on page 19). This lets you view and set your printer options using a familiar language.

The Convenience of Windows and the Full Power of Your Label Printer

BarTender works with any true Windows printer driver. However, BarTender automatically recognizes Seagull drivers and takes advantage of any available high speed features. Yet, because Seagull drivers are 100% Windows-compatible, you can still use them with other Windows programs. For more technical details, please see

www.seagullscientific.com/aspx/whitepapers.aspx.

Editions Summary & Features

BarTender is available in four editions that address a wide range of features and user requirements.

RFID Enterprise Edition

Our most powerful edition. Provides the full range of all available BarTender features.

Includes – All of the label design, software integration, and other features of the Enterprise Edition, plus all available RFID design and encoding capabilities.

Printer-based Licensing – Licensing is based on the maximum number of printers used.

FEATURES	RFID Enterprise
TAG TYPES	
Select from EPC Gen2, EPC Class 1, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, and Picotag	•
DATA FORMATTING	
Support for DoD, Wal-Mart, and Other EPC Data Formats, including:	•
• SGTIN, SSCC, GIAI, GID, GRAI, SGLN	•
Selectable Numeric Input: Decimal, Hexadecimal, Binary	•
Codepage selection for text encoding	•
• Many single and double-byte codepages (includes Asian languages)	•
• Unicode: UTF-8 and UTF-16	•
Able to print the EPC number (or any other RFID data) in text and bar code form	•
DATA ENCODING	
Write Protect support	•
Segment and Start Block support	•
Able to write to multiple storage locations on an RFID tag	•
PRINTER CONTROL	
Able to configure printer's RFID options (e.g., Transponder Offset and Maximum Retries)	•
DESIGN AIDS	
Accurately display antenna, chip, and substrate position on label	•
• Allows users to avoid design conflicts	•
• Select standard antenna bitmaps	•
• Specify custom antenna bitmaps	•

Enterprise Edition

Provides all of BarTender's most powerful features except for RFID design and encoding. Especially designed to allow automation control by other programs. Contains our complete set of external data access capabilities.

Includes – Our most powerful software integration tools, such as ActiveX Automation, Enterprise messaging and Seagull's own Commander utility for cross-platform integration. Advanced data sourcing, including the industry's only SAP-certified direct IDoc interface. Intelligent network Install can set up a single copy of BarTender to run on unlimited workstations.

Printer-based Licensing – Licensing is based on the maximum number of printers used.

Professional Edition

All of the label design and most of the data access of the Enterprise Edition. Network compatible, but not optimized for control by other software.

Includes – All of the label design and printing features of the Enterprise Edition and most of the advanced data access capabilities, including OLE DB and ODBC. Fully network compatible.

Omits – Does not offer ActiveX Automation, Commander or command line integration. No SAP IDoc interface. No job logging or e-mailed error alerts. Cannot export printer code templates. Although otherwise network-compatible, Install program will not setup a single BarTender as shareable from multiple workstations.

User-based Licensing – Licensing based on the number of workstations running BarTender, regardless of whether or not they are on a common network.

Basic Edition

For users who just need BarTender's essential label design and printing features.

Includes – The most frequently used label design features. Includes all text, graphics, bar code, and most of the serialization design capabilities. Useful for keyboard-supplied label data only.
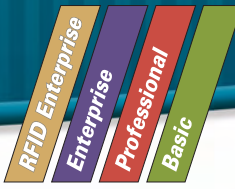
Omits – Does not offer software integration, enterprise message handling, or access to external data. No password protection, VB Script customization, string concatenation, and offers only limited text filtering. No custom-base serialization. Excludes all features omitted from the Professional Edition.

User-based Licensing – Same as Professional.

FEATURES — EDITIONS (page 16)

Feature	RFID Enterprise	Enterprise	Professional	Basic
GENERAL				
Printer-Based Licensing	•	•		
User-Based Licensing			•	•
Free Phone and E-mail Technical Support	•	•	•	•
HTML-Based Context-Sensitive Help	•	•	•	•
User Interface Translated into 20+ Languages (see page 19)	•	•	•	•
Full-System Unicode Support (Field Names, Files, Servers, Printers, etc.)	•	•	•	•
Password Protection	•	•	•	
LABEL DESIGN				
RFID Label Design and Encoding (features on previous page)	•			
True WYSIWYG Label Design	•	•	•	•
"New Label" Wizard Ensures Proper Label Setup and Optimizes Performance	•	•	•	•
Drag and Drop Creation of all Objects, Including Lines, Boxes, Ellipses, and Graphic Images	•	•	•	•
Built-in Printer Font Support	•	•	•	•
Import Graphics in BMP, DCX, DIB, DXF, EPS, IMG, JPG, PCX, PNG, TGA, TIF, WMF, WPG	•	•	•	•
Industry-Specific Graphic Symbol Font Libraries	•	•	•	•
One-Tenth Degree Rotation of Lines, Boxes, Text, and Graphics	•	•	•	•
Export Bar Codes and Labels for Use in Other Programs	•	•	•	
Rectangular Label Outline	•	•	•	•
Circular and Elliptical Label Outline	•	•	•	
Unlimited Undo / Redo Command	•	•	•	
Full Color Support (including text backgrounds and shape fills)	•	•	•	•
Specify Background Images and Colors to Appear "Behind" Label Designs	•	•	•	•
Customizable Print-Time Prompts for Keyboard / Scanner Data	•	•	•	
Library of "Ready-to-Print" Formats	•	•	•	•
Customizable Library of Reusable Components	•	•	•	•
Computation of Label Size from Number of Rows and Columns	•	•	•	•
Database of Thousands of Common Industry Label Stock Dimensions	•	•	•	•
Thumbnail Previews of Saved Label Formats, viewable in BarTender and Windows Explorer	•	•	•	•
Metric and US Measurement Systems	•	•	•	•
TEXT				
On-Screen Text Editing	•	•	•	•
Rich Text Formatting	•	•	•	
Scale Text Horizontally or Vertically	•	•	•	
Auto-Size Text to Fit Preset Heights and Widths	•	•	•	
Basic Paragraph Support: Aligning and Spacing	•	•	•	•
Advanced Paragraph Support: Justifying and Indenting	•	•	•	
User-Definable Tab Stops	•	•	•	
Windows TrueType Fonts	•	•	•	•
BAR CODES				
Numerous 1 and 2 Dimensional Symbologies (see page 19)	•	•	•	•
Extensive Library of Industry-Standard Bar Code Formats	•	•	•	•
Option to Display Start / Stop Characters	•	•	•	•
Variable and Unlimited Width and Height	•	•	•	•
UCC / EAN 128 Application Identifier Setup Wizard	•	•	•	•
Automatic Check Digit Capability	•	•	•	•
Sequentially Numbered Bar Codes	•	•	•	•
Place Text Anywhere in Relation to Bar Codes	•	•	•	•
Customizable Character Template	•	•	•	•
Independently Suppress or Display Characters from Different Sub-Fields	•	•	•	

FEATURES — EDITIONS (page 17)

| Feature	RFID Enterprise	Enterprise	Professional	Basic
PRINTING				
Support for XML Enabled Printers	•	•		
Advanced On-Screen Print Preview	•	•	•	•
Advanced Cutter Control	•	•	•	•
Set Starting Position on Pages of Partially Used Labels	•	•	•	•
Supports Printer-Based Bar Codes, Serial Numbers, Time, Date, and Copies	•	•	•	•
Speed Optimization Reuses Repeating Data Instead of Resending it	•	•	•	•
True Windows Drivers, Can Use Windows Spooler	•	•	•	•
Local and Network Printer Support	•	•	•	•
Identical and/or Serialized Copies Controllable from Database	•	•	•	
Job Logging	•	•		
SERIALIZATION				
Numeric, Alphabetic, and Alphanumeric Increment / Decrement by Any Interval	•	•	•	•
Base 36 and Custom Base Serialization	•	•	•	
Separate Rollover / Rollunder and Value Reset Options	•	•	•	
Preserve or Expand Field Length When Rolling Over	•	•	•	•
DATABASE OPTIONS				
Microsoft OLE DB and ODBC Support, Including Drivers for: Access, AS/400, Btrieve, dBase, Excel, FoxPro, Informix, Interbase, Linux, MySQL, Oracle, Paradox, Pervasive.SQL, PostgreSQL, Progress, SQL Server, Sybase, and More	•	•		
Read Excel Files	•	•	•	
Read ASCII & Unicode Text Files (Quote & Comma, Fixed Width, & User-Defined Delimitation)	•	•	•	
SAP Certified Interface to IDocs	•			
Oracle XML Label Requests Automatically Parsed	•			
Drag and Drop Data Linking	•	•	•	
Versatile Multiple-Table Data Access	•	•	•	
Import Variable Graphics from Databases	•	•	•	
Data Query Wizard and Custom SQL Assistant	•	•	•	
Individual Record-Picking at Print Time	•	•	•	
DATA PROCESSING				
Visual Basic Scripting for Custom Data Processing	•	•	•	
User-Definable Min and Max Field Lengths	•	•	•	•
Use and/or Exclude Select Portions of Database Fields	•	•	•	
Customizable Data-Entry Filters and Error Checking	•	•	•	
Multiple Sub-Fields Concatenated Per Label Object	•	•	•	
Source Data with Keyboard, Time & Date (From PC or Printer)	•	•	•	
Shareable Data Fields	•	•		
INTEGRATION				
Can Be Run as "Background" Application	•	•		
Programmatically Selectable Label Formats and Data Sources	•	•		
Automated Printer Selection	•	•		
Logs Errors and Events to a File	•	•	•	
Logs Errors and Events via E-mail	•	•		
E-mail User-Defined Messages Using VB Script	•	•	•	
Command Line Control from other Programs	•	•		
ActiveX Automation	•	•		
"Commander" Integration Software Utility	•	•		
• Runs as Application or 2000/2003/XP Service	•	•		
• Looks for Incoming Data Files and/or E-mails and Initiates Print Jobs	•	•		
• Logs Errors and Events to a File and/or via E-mail	•	•		
Generate and Export Printer Code Templates, Including Oracle XML & SAPscript-ITF	•	•		

Supports Thousands of Printers

BarTender supports all printers for which a Windows printer driver is available. In addition to the numerous laser, ink-jet and dot-matrix printers that already have Windows drivers, Seagull produces its own enhanced Windows drivers for more than 1,500 label printer models. Although Drivers by Seagull™ can be used with any true Windows program, they offer a variety of special high-speed features when used with BarTender. (See page 12 for details.)

Seagull Scientific is the largest developer of true Windows drivers for industrial label printers and the official driver supplier to many label printer manufacturers.
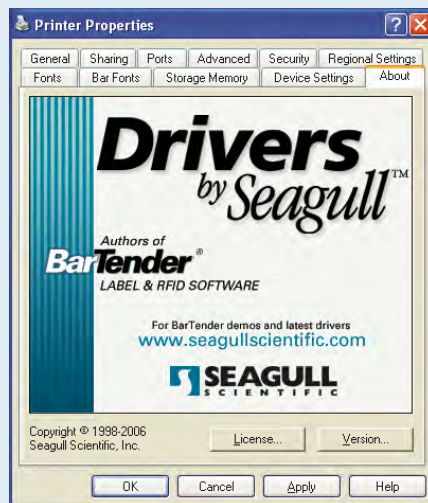
Argox	ETISYS	Printronix	TEC	UBI
ASTECH	Godex	Quick Label	Tharo	Unimark
APS	IBM	Ring	Thermopatch	Valentin
Autonics	Imaje	Samsung	ThermoTex	VIPColor
Avery Dennison	Intermec	SATO	TSC	Wedderburn
Birch	Markpoint	System Wave	Tyco	Zebra
Brady	Meto			
C.Itoh	Metrologic			
cab	MICROPLEX			
Century Systems	Monarch			
Citizen	Novexx			
Cognitive	Okabe			
Comtec	OPAL			
Datamax	Paxar			
Datasouth	Pitney Bowes			
Eltron	Pressiza			
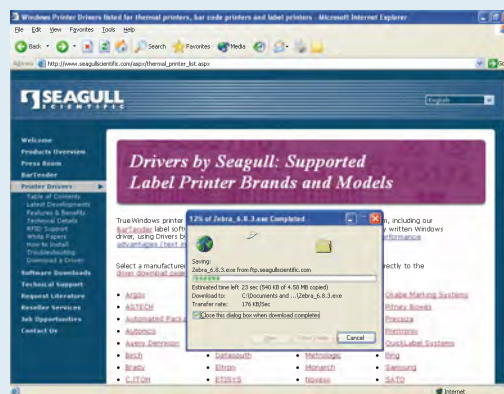
Easily download new and updated printer drivers for free.

Linear Bar Codes:

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

Two-Dimensional Bar Codes:

Aztec	EAN.UCC Composite	PDF417 *(Micro & Standard)*	TLC39
Datamatrix	Maxicode	QR Code *(Micro & Standard)*	

International Language Support

BarTender's user-interface can run in more than 20 languages. On-demand switching is supported, so you don't have to restart Windows after a language change. For details on support for Unicode data processing and printing, see first section of this brochure.

Chinese *(Simplified & Traditional)*	Finnish	Korean	Swedish
	French	Norwegian	Thai
Czech	German	Polish	Turkish
Danish	Greek	Portuguese *(Portugal & Brazil)*	
Dutch	Hungarian	Russian	
English	Italian	Spanish	
	Japanese		

Inside Seagull Scientific

A Commitment to Software Quality

Although reliable, high quality software has many benefits to our customers, the reduced support and positive word-of-mouth benefit us too. That's why we strive for excellence through every step of the development process. We build upon an underlying software architecture based on proven, flexible standards. And we painstakingly craft the industry's most intuitive user-interfaces – adapting familiar standards when possible, but carefully forging our own path when new technology demands it. Add to this a fanatical commitment to testing and you get:

- Fast, stable, reliable performance
- Truly intuitive user-interface
- Scalable, easily networkable design
- Reduced implementation time and cost
- Minimal training and support requirements

Based in the USA Software Capital

We are proud to be part of the Seattle-area software industry, home to many of history's greatest software innovations. Outstanding universities and a community focus on software technology provide us with some of the world's best-trained developers and ready access to the latest software trends.

Excellence through Dedicated Research and Development

During more than twenty years of software development, we have assembled a world-class team of product managers, programmers, quality assurance technicians and technical writers. BarTender currently represents well over 100,000 hours and millions of dollars in software development.

Our Best Ideas Come From You!

Year after year, our best suggestions come from those using our products every day. That's why our managers use a dedicated database system to catalogue and prioritize the best and most frequent suggestions from our end-users and resellers.

Free Technical Support

In addition to our strenuous commitment to reliability and ease-of-use, our context-sensitive Help system provides quick look up of every feature in our software. That's why we feel so comfortable committing to free support by phone and e-mail from multiple worldwide offices. Most incoming calls are handled as they arrive. Even during peak loads, we strive to make any required return calls within 30 minutes.

A Proven, Successful Growth Philosophy

At Seagull, we've grown the old-fashioned way: By focusing on product quality and support and then reinvesting the profits. We have never had to borrow money and we don't acquire customers by buying struggling competitors and then only pretending to support their out-of-date products. Being debt-free has given us a strength and stability our employees and customers both appreciate. Maybe that's why, when the "tech bubble" burst a few years ago and many companies just disappeared, we kept growing. In fact, we've added staff every year for over fourteen years and have increased in size by more than 2.5 times since the year 2000.

A Company You Can Grow With Too

We have an easy upgrade process for users expanding their software usage. We also have generous, multi-level quantity incentives for resellers, free brochures to give you (in multiple languages), and digital artwork on CD. Come join the Seagull team and grow with us!

BarTender®

SEAGULL
SCIENTIFIC
www.seagullscientific.com

System Requirements

Supported Operating Systems: Windows 98, Me, 2000, 2000 Server, 2003 Server, and XP.
Hard Disk: 50 MB free space required
Web Browser: Microsoft Internet Explorer v6 or higher required for BarTender help system.

Drivers *by Seagull*™

For Windows 98/ME
CPU: 300 MHz Pentium (450 MHz or higher recommended)
Memory: 128 MB RAM (256 MB or higher recommended)
Display Resolution: 640 x 480 (800 x 600 or higher recommended)
Web Browser: Microsoft Internet Explorer v6 required when running on Windows 98

SOFTWARE
SAP™
PARTNER

For Other Supported Windows Editions (see list above)
CPU: 450 MHz Pentium (1 GHz or higher recommended)
Memory: 256 MB RAM (512 MB or higher recommended)
Display Resolution: 800 x 600 (1024 x 768 or higher recommended)

Member
AIM
GLOBAL
Association for Automatic
Identification and Mobility

Note: Enterprise editions require TCP/IP Network Protocol.

Revision: 0270/0606

Microsoft®
C E R T I F I E D
Partner

Designed for
Microsoft®
Windows® XP,
2000, ME, 98 ™

Seagull Scientific, Inc. (World Headquarters) - Bellevue, WA, USA
Sales: 1 800 758 2001 (USA & Canada) • 1 425 641 1408 (International)
sales@seagullscientific.com • Fax: 1 425 641 1599

Seagull Scientific Europe, Inc. - Madrid, Spain
Sales: +34 91 435 25 25 (Main) • +44 1926 428746 (UK Branch)
eurosales@seagullscientific.com • Fax: +34 91 578 05 06

Seagull Scientific Asia-Pacific, Inc. - Taipei, Taiwan
Sales: +886 2 3765 2440 (Main) • +81 3 5847 5780 (Japan Branch)
asiasales@seagullscientific.com • Fax: +886 2 3765 2467

www.seagullscientific.com

How to Buy

If your existing software reseller does not
offer BarTender, please contact Seagull for
the name of a BarTender reseller near you.
Qualified Seagull resellers can order on-line.

Same Day Shipping
from 3 Locations

USA: Orders received by 1PM (PST)
Spain: Orders received by 3PM (Madrid) (2PM GMT)
Taiwan: Orders received by 1PM (Taiwan)