

# 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.



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.)

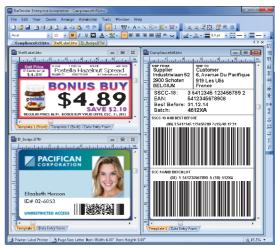
### **Exceptional Font Control**

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





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**

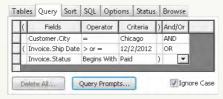
Our Visual Basic "Script Assistant" lets you customize BarTender to tackle a wide variety of advanced data-processing challenges.

## 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.



Integration with SAP Applications

Certified interface to the SAP Auto-ID Infrastructure SAP® Certified

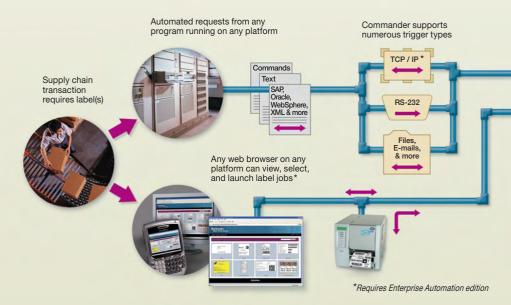
(All) of the NetWeaver

platform. SAP IDocs are also supported.

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.



## 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.

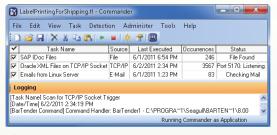
### .NET SDKs Simplify Integration

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**

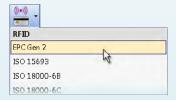
In addition to printing directly, the BarTender Automation editions can also export specially formatted Printer Code Templates for modification and output by other programs. This code can also be downloaded to various hardware devices. Uses include:

- 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).

## **RFID Support**

## 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.

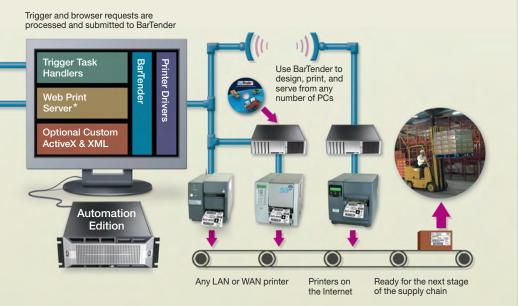
## **On-Screen RFID Tag Display**

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



## Free Tech Support

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



## **New in BarTender 10.0**

Coming 25 years after the very first version of BarTender, version 10 is the biggest and most exciting software release in our history. Introducing card printing, truly professional drawing functions and major user-interface improvements, BarTender now expands its industry leadership way beyond just label design and printing.

## **Card Printing and Encoding!**

BarTender version 10 adds powerful features dedicated to the design, printing, and encoding of ID cards, employee security badges, membership cards and just

about any other plastic

imagine.
(Please see separate brochure.)



PACIFICAN CORPORATION

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ID# 02-6053

Encoding of data into RFID tags and labels was previously only provided in the two Automation editions. It is now available in Professional as well.

#### Powerful, High-End Drawing

BarTender now offers many high-end drawing functions previously only seen in software packages such as Adobe Illustrator. This includes:

- Many new shapes, including diamonds, trapezoids, parallelograms, arcs, stars, banners and polygons
- Versatile shape fill options, including gradients, patterns, pictures and textures
- Arrows in numerous styles
- Customizable corners for rectangles
- Improved line drawing, including dashed lines, compound lines, and resizable end caps



3 seconds — Another 25 seconds

## **Brand New Properties Dialog**

The Properties dialog (previously called Modify) is much faster and easier to use, including:

- Instant changes without having to click OK
- Quicker access to object properties
- New "Transforms" pane makes it easier to modify imported data
- New Data Source wizards

## **Data Type Support**

BarTender no longer treats all data as just "text." Powerful support for data types (including decimals, integers, fractions, dates and more) lets you perform advanced validation and data conversion functions usually only seen in spreadsheets and database systems.

## **Easier Object Creation**

It's now also easier to create text and import graphics. And, if you have an RFID or "smart card" capable printer, it's easier to select the right encoding technology and standard.

#### **Better Text Formatting**

Powerful new font formatting capabilities include:

- Kerning and spacing
- Font outlines
- ► More line spacing options
- More advanced "Word Processor" objects, including table support
- Effects for mirror, transparency and negative



### **Improved Graphic Support**

- ▶ PDFs now supported
- ► New clip art search engine and browser

## New "Select Barcode" Browser

Now it's easier than ever to select exactly the barcode you need. Quickly preview more than 400 preformatted, ready-to-use barcode components. Choose from numerous "Common Barcodes" or drill down into folders of different application-specific barcodes.



## **More Flexible Document Format**

You can now save multiple template designs into a single BarTender document and automatically switch between them at print-time.

## **Additional New Features**

BarTender version 10.0 also introduces:

- New simplified Installer
- Expanded Librarian integration
- New print-time "Search and Replace" functions
- Available automatic borders for barcodes, text and graphics
- Export and print logs from History Explorer
- Improved weighing scale options
- Expanded printer function in the Print SDK
- Shell Extension now supports x64
- Support for Print Quantity commands beyond four billion

For more details please visit: www.WhatsNewInBarTender.com/details

## BarTender® is Also Card Printing Software!

It has never been this easy to get "carded." That's because the world's leading software for labels, barcodes and RFID can now also design, print and encode cards.

## Launching at Full Power!

This is no light-weight "first step."

BarTender version 10 delivers a rich set of card printing features more than two years in the making. This includes twosided design, print-time image capture, and numerous "smart card" features.

#### True "One-Stop Shopping"

You no longer need one software package to design and print labels and another one for plastic cards. The main difference is simply the type of printer. So why bother learning two different software packages when BarTender can do it all?

## **Magnetic Stripe Encoding**

With capable printers, BarTender also supports print-time encoding of the ISO and JIS II magnetic stripe standards.



## Ready-to-Use Print-Time Image Capture

To do it yourself, integrating the various hardware and software components required to add photo capture to the production of ID cards is a tedious and time-consuming process. Fortunately, BarTender has already done this hard work for you, including:

- Compatible with most cameras
- ► Live on-screen preview
- On-command image capture
- Data entry forms to accept keyboarded user data
- Versatile database connectivity
- Works stand-alone or from within your other software



## More Than 25 Years of Graphic Design and Print Expertise

With BarTender, your cards are sure to look great. Based on more than 25 years of award-winning desktop publishing experience, BarTender gives you industry-leading graphic design power and the world's most advanced barcode functionality. And it keeps getting better, with new features like two-sided design and print-time image capture.

## **Automatic Template Switching**

BarTender 10.0 now supports automatic switching between multiple templates in a single document. So, for example, if you offer separate gold, silver and bronze membership cards, the right one can be automatically output at print time.

### **Support for Major Card Printers**

BarTender can print using just about any card printer's existing Windows drivers. But that won't help you access advanced card features, such as magnetic stripes and onboard memory. Fortunately, BarTender also comes with "Drivers by Seagull"," long recognized as the fastest and most reliable drivers available for industrial and special application printers. For an up-to-date list of supported card printers, please visit:

www.BarTenderPrinters.com/Card

## **Works Integrated or Stand-Alone**

BarTender's powerful set of integration features lets you produce the world's most advanced cards both stand-alone from within BarTender and under the control of your existing software.

## Powerful "Smart Card" Support

Today's "smart cards" show off some of the most exciting technology seen in automatic identification today. And BarTender 10 already has the advanced capabilities you need, including support for two types of onboard memory:\*

- Contactless (RFID)
- ► Contact ("touch")



\* Feature available with capable printers.

## 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**

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**

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

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**

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	EΑ	Α	Р	В
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	•	•	•	ľ
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	•	•	•	

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

EDITIONS	EΑ	Α		В
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	•	•		
<b>Commander</b> Integration Utility: Senses incoming data, then starts print jobs and logs results	•	0		
Log to file: Errors and events	•	•	•	
Log to database: Errors and events, plus BarTender print job details	•	<b>\$</b>		
Custom error and event e-mails	•	•		
Generation of printer code templates	•	•		
SYSTEM ADMINISTRATION AND SECU	JRIT	Υ		
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	•	•	•	
<b>History Explorer</b> audits past print jobs and other events	+	<b>♦</b>		
Log images of all printed output	•			
Log revision number and change descriptions into the document file	•	•	•	
<b>Librarian</b> manages document publishing, revision tracking, and rollback within a secure database	•			
ADVANCED INTEGRATION				
SAP certified for AII	•			
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 <b>Commander</b> 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	٠			
.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	•	<b>♦</b>		
Configure selected driver settings for multiple printers at once	<b>A</b>	Δ		
Printer Maestro displays status of all Windows print jobs in one window	<b>A</b>	Δ		
Printer Maestro tracks printer media usage and inventory of printer parts. Generates custom alerts	•			

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





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