BarTender ®

LABEL & RFID SOFTWARE

RFID Available

Enterprise Power...

Windows Simplicity

SEAGULL
S C I E N T I F I C

Thank you for your interest in BarTender!

I'll never forget the pride I felt when I delivered my first auto ID product way back in 1985. But, on that day, I also took off my engineering hat and put on my first business suit. Since then, competing in the high-tech world has often meant adding new features to existing software, rather than the thrill of creating brand new products. That's why I am so excited about BarTender 9.0, our biggest release in more than 10 years! The addition of *three* brand new software applications really makes the engineering geek in me smile again. I am particularly excited about Printer Maestro, because its innovative new print management capabilities are available for use not only with BarTender, but with *all* Windows applications. There is also the new History Explorer application, for reviewing the details of past print jobs, and the Reprint Console, for replacing lost or damaged labels. And, as usual, our core BarTender label software has once again been outfitted with a variety of new features, especially for integration with other software.

Besides this "Full Details" brochure, we hope that you will also take a look at the extremely detailed "What's New in BarTender 9.0" white paper on our web site. A more condensed "Quick Summary" brochure is also available in 23 languages, in both printed and on-line form.

With everything that has changed, one thing that remains steadfast is our industry-leading free technical support. You can test it and our software today, just by downloading our free Trial Edition!

Thank you for giving Seagull Scientific the opportunity to satisfy 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 qual-ity labels. You can even encode RFID tags. Incredibly careful attention to the "look and feel" means that, if you've used even one other Windows program, you're ready to start designing labels today.

Exceptional Design Flexibility

BarTender gives you total control over your labels. Place objects exactly where you want and control rotation as precisely as 1/10th of a degree.
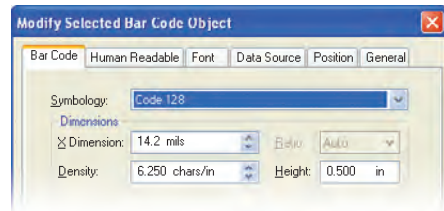
Smartly organized dialogs offer numerous options, while keeping things simple.

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.
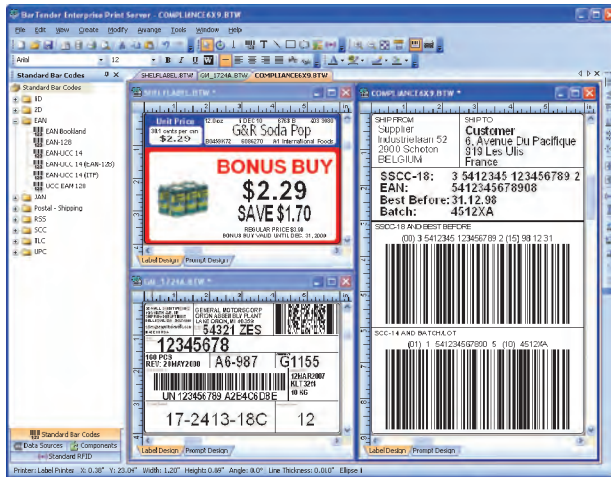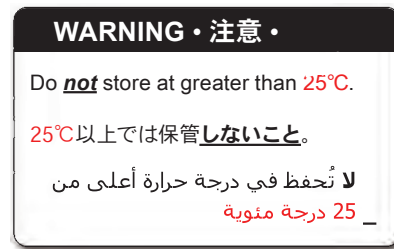

Precision display and print preview let you design quickly without wasting labels.

Free Technical Support

Tech support is free for all registered users.

Full-system Unicode Architecture for Superior Language Support

Combine and print text from almost any language without the data corruption caused by "code page" swapping. BarTender's "full-system" Unicode sup-port not only handles label data, but also servers, databases, tables, and fields with any combination of international characters in their names.

WARNING • 注意 •

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 labels using a single, quick mouse motion. Use "as is" or customize.
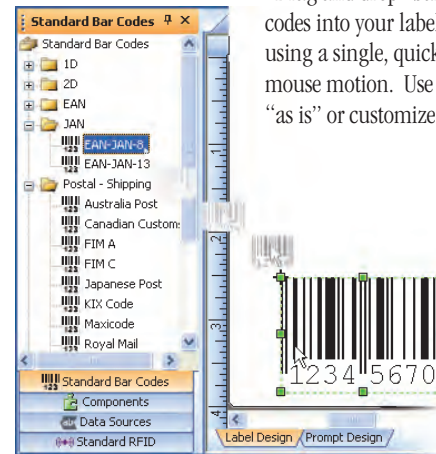
Create bar codes with a quick "drag and drop" motion. (See page 21 for a current list of supported bar codes.)

High Precision On-Screen Display

A remarkably accurate design-time view and a "live data" Print Preview let you see *exactly* how your designs 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. You can also export bar codes for use in other programs. (Supports most graphic formats.)
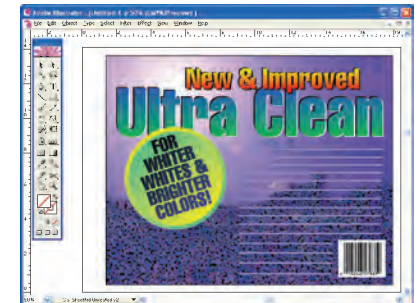
Bar code exported from BarTender into Adobe Illustrator.®

Advanced, Customizable Serialization

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

Smart "Wizards"

Numerous "Wizards" walk you step-by-step through critical design decisions that affect your printing performance and compliance with important label standards.
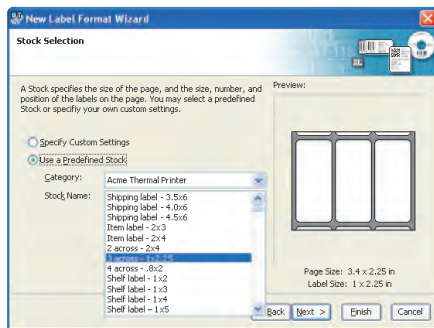
Choose from more than 5,000 label stock sizes, or define your own.

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. The Enterprise Print Server edition can even convert your prompts to HTML for use in any web browser.

Design custom data-entry screens to match your workflow.

Password Security

Even the slightest alteration of a label can take it out of compliance. Fortunately, it's easy to lock BarTender into a "print only" mode that prevents unauthorized changes.

Industrial Symbol Libraries

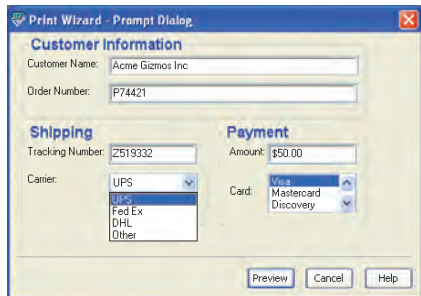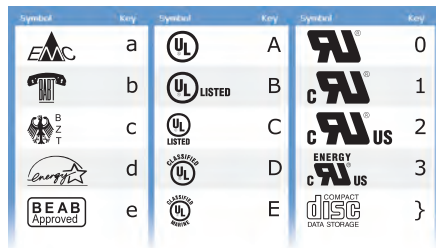BarTender includes hundreds of high-quality, scalable symbols, saving you the trouble of researching and drawing them yourself. Choose from categories such as electrical, hazardous material, packaging, and more.

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

Custom Features using VB Script

Special data-processing requirements sometimes arise, such as equations and conditional actions. BarTender's Visual Basic "Script Assistant" helps even non-programmers meet a wide variety of advanced and custom challenges.
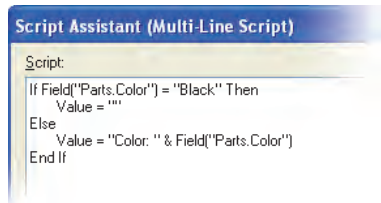
The Benefits of Time Travel

Print Job and Event Logging

The Enterprise editions of BarTender version 9 take a giant leap in the level of print job and event message detail that can be logged. What's more, to support the highest possible performance and the most flexible review of past print jobs, logs are now stored in a SQL database.
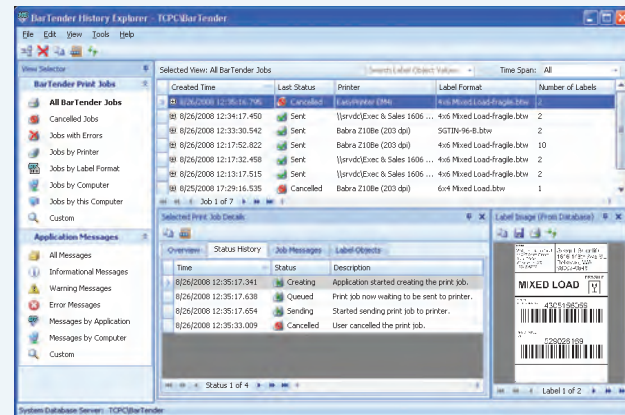
Ready for High-Security Audits

BarTender's new History Explorer application makes it incredibly easy to navigate through your past print jobs and visually inspect simulated images of the labels that were generated. View detailed reports of exactly when each label job was printed, who printed it, what label data was used, and any special events, such as the suspension and restart of a label job.

Reprint Lost or Damaged Labels

Sometimes, one or more labels may get damaged, peel off a box, or simply just get lost. Fortunately, the new Reprint Console offers the closest thing to time travel you are ever likely to experience.

You can quickly retrieve old label jobs from the log database and exactly regenerate the original label(s):

- Even if the original data sources have been modified or deleted.
- Even if the values of "serialized" data fields have changed.
- Even if some label data was simply typed into the label format and never saved.
- Even if the BarTender label format has been modified, deleted, or was never saved in the first place.

And, the Enterprise Print Server edition has the added flexibility of assigning execution of label reprint jobs to any copy of BarTender running on any network computer, without regard for which computer and printer originally output the labels.

For more details on version 9 of BarTender, please see the "What's New in 9.0" white paper on our web site.

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. The available RFID encoding features uphold that 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

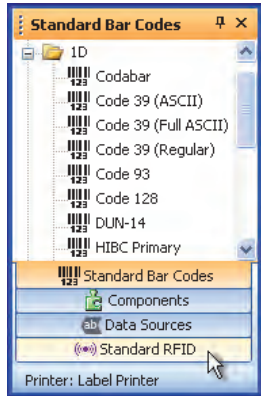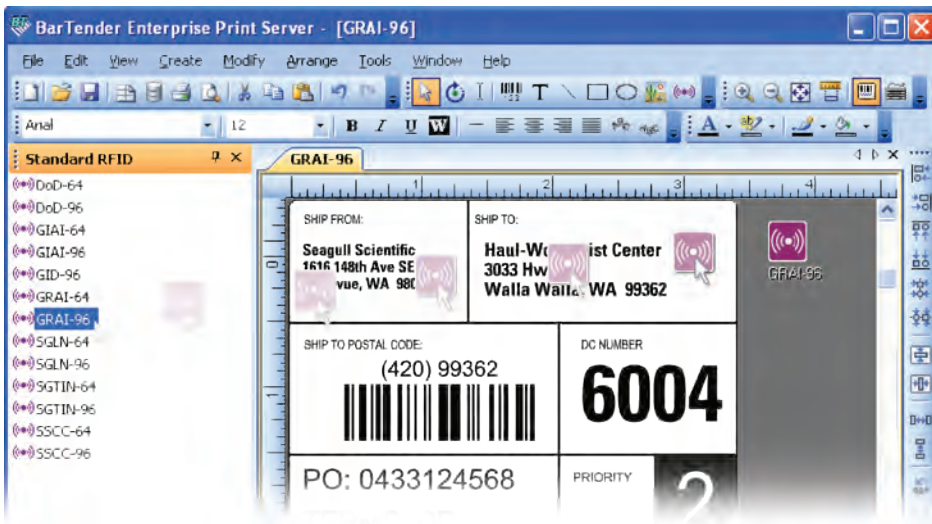The RFID and Enterprise Print Server editions support most of the tag types available in today's RFID-capable printers. This includes EPC Class 1, Gen2, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, and Picotag. (Because new tag types get introduced from time to time, please check with us regarding 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 huge variety of data sources.

Read from Most Databases Using OLE DB and ODBC

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.

Numerous database drivers are available for AS/400, Linux, Oracle, Btrieve, Informix, Interbase, MySQL, Paradox, Pervasive.SQL, PostgreSQL, Progress, Sybase and much more.

Linked and Embedded Graphics

For graphics that change on each label, you can read graphics embedded right into your database, or just reference links to external-graphics.

SAP® Certified
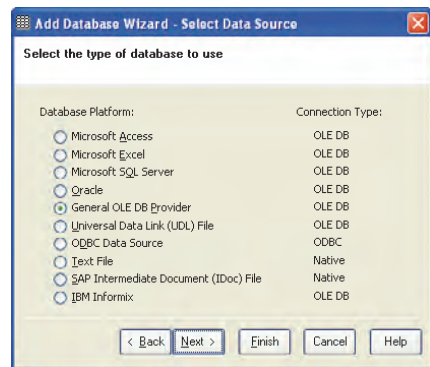### Integration with SAP Applications

BarTender offers an SAP-certified interface to the SAP Auto-ID Infrastructure (AII) of the NetWeaver platform. SAP IDocs are also supported. (See Features List.)

Validated Integration

Oracle E-Business Suite

BarTender can parse Oracle XML "label requests," automatically load the specified label format, merge in the appropriate label data, and print. (See Features list.)

Delimited Text Files

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

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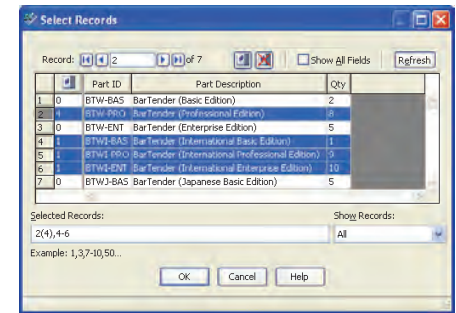
The Select Records feature lets you view your database and specify how many of each record to print.

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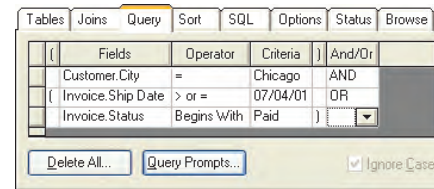
The Query screen offers a simple way to define complex searches.

Supports Any Database Relationship

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

- Oracle tables on a LINUX 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.
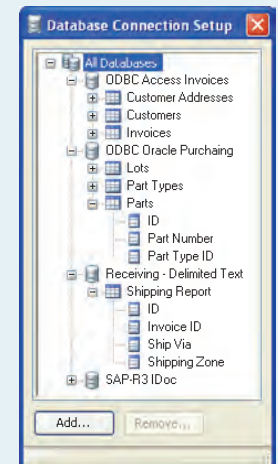
Web Printing

With the BarTender Web Print Server module, you can print labels from just about anywhere. Part of the Enterprise Print Server edition, this web application lets you use any web browser to control a copy of BarTender running on a centralized server.

Easy Preview and Selection

Enter the appropriate address (URL) into your web browser, scroll through the displayed preview images, and "click" to select the desired label.

Versatile Printing Options

Select any printer available on your network and even the internet. Print-time data prompts designed in BarTender are automatically converted into HTML for display and data entry in your web browser. Then, preview your label image, or simply print.

Perfect for Portable Devices

Using any Windows or non-Windows. browser, view and control BarTender Web Print Server from just about any computer, big or small.

Or, Design Your Own Web Apps

The prewritten VB.NET and C# procedures in the BarTender Web Print Server SDK simplify the design of BarTender-based web printing applications.

Advanced Integration

The Enterprise Print Server edition includes on-based integration, load handling, and management capabilities designed to meet the demands of high-volume centralized printing. Process numerous label jobs using one copy of BarTender running on a single "label printing server."

TCP/IP Socket Connectivity Improves Remote Automation

The enhanced version of [illegible] comes with the Enterprise [illegible] edition of BarTender supports TCP/socket "triggers." This allows other programs to establish a remote connection, transmit label data, and launch BarTender print jobs from just about anywhere using a standard, interactive networking protocol.

High Performance XML Scripting

Applications that control BarTender now have an alternative to ActiveX. BarTender can accept numerous [illegible] commands in a single message [illegible] code them in sequence.

XML Data Transforms Using XSL

The Print Server edition of Commander can convert from any XML into almost any format, including script that can be used to control BarTender.

Multi-Threading Optimizations

The new, multi-threaded architecture of the Print Server edition of Commander allows it to receive, prepare, launch, and monitor new print jobs without having to wait for existing jobs to finish.

Any web browser on any platform can view, select, and launch label jobs

Browser requests are processed and submitted to BarTender

BarTender Web Print Server Application

BarTender

Printer Drivers

Microsoft IIS Server

Enterprise Print Server

Use BarTender to design, print, and serve from any number of PCs

Supply chain transaction requires label(s)

Any LAN or WAN printer

Printers on the Internet

Ready for next stage of the supply chain

Easy Integration with Other Applications

Efficient manufacturing, inventory, shipping and other supply chain operations depend heavily on the automatic generation of labels. That's why the Enterprise editions of BarTender offer so many advanced features for integration with other software.

ActiveX Automation

Use ActiveX Automation from within your other programs to load BarTender, specify label formats, select data sources, choose network printers, view job status, and much more.

Transparent Operation

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.

Integration with SAP, Oracle and other ERP Applications

BarTender offers an SAP-certified interface to the SAP Auto-ID Infrastructure (AII) of the NetWeaver platform. SAP IDocs are also supported. Seagull is also an approved Oracle partner. Highly flexible XML capabilities are available for a variety of other ERP applications. (See Features list.)

No Cost for Additional Computers

Licensing for the Enterprise editions is based on the number of printers used. You can therefore install a single license of BarTender on any combination of servers and workstations on the network.

"Trigger" Based Integrations

The Enterprise editions' Commander utility lets other programs control BarTender just by creating a file, sending an e-mail, or establishing a TCP/IP connection. Commander then detects the trigger and "wakes up" BarTender, which reads your label data and prints your labels. This is 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.

Easy Control from non-Windows Systems

Although Commander and BarTender run on Windows, they don't care where the triggers originate. This simplifies integration on large enterprise networks where a non-Windows system may be generating your label data but does not have direct access to your Windows applications.

Commander lets you integrate BarTender with data generated from almost any system (Linux/UNIX, AS/400, AIX, etc.) without any extra programming.

Three 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.

Event Handling and Job Logging

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

Alerts Reduce Down-Time

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

Exporting Printer Code

In addition to directly printing labels, the Enterprise editions can also export specially formatted Printer Code Templates for modification and output by other programs, as well as download 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, including CE, PocketPC, Palm, and Linux

Advanced Integration

Centralized Printing

The Enterprise Print Server edition includes enhanced integration, load handling, and management capabilities to meet the demands of high-volume centralized printing. Process numerous label jobs using one copy of BarTender running on a single "label printing server."

TCP/IP Socket Connectivity Improves Remote Automation

The enhanced version of "Commander" that comes with the Enterprise Print Server edition of BarTender supports TCP/IP socket "triggers." This allows other programs to establish a remote connection, transmit label data, and launch BarTender print jobs from just about anywhere using a standard, interactive networking protocol.

High Performance XML Scripting

Applications that control BarTender can use a single ActiveX Automation command to send BarTender a large block of XML script commands to execute in sequence.

XML Data Transforms Using XSL

The Print Server edition of Commander can convert from any XML into almost any format, including script that can control BarTender.
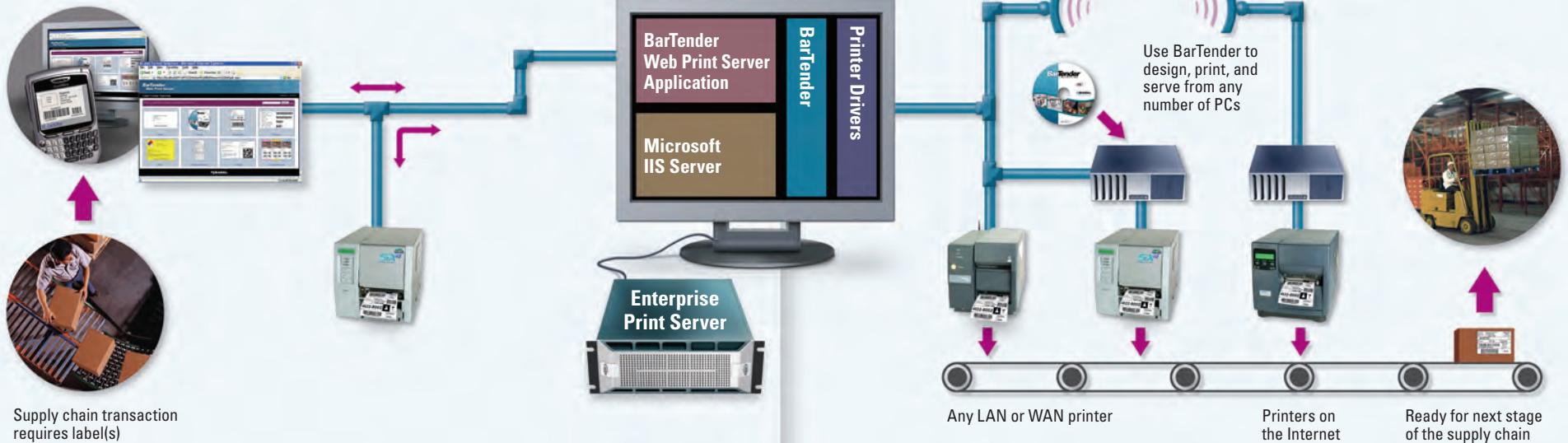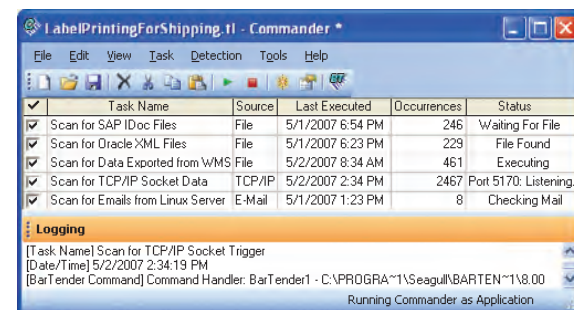
Multi-Threading Optimizations

The multi-threaded architecture of the Print Server edition of Commander allows it to receive, prepare, launch, and monitor new print jobs without having to wait for existing jobs to finish.

Automated requests from any program running on any platform

Commander supports three types of triggers

Trigger requests are processed and submitted to BarTender

Commands / Text / SAP / Oracle / XML & Other Data Formats

TCP / IP

E-mail

File in Network Folder

Commander™

BarTender

Printer Drivers

Optional Custom ActiveX & XML

Any Enterprise Edition

Use BarTender to design, print, and serve from any number of PCs

Supply chain transaction requires label(s)

Any LAN or WAN printer

Printers on the Internet

Ready for next stage of the supply chain

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 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

Many label programs still use the old DOS approach of locking (or "embedding") the printer support inside the main program for its use only. In contrast, most professional business software has for years used Windows drivers, such as our world-famous "Drivers by Seagull," that can be shared by multiple programs. Our drivers deliver industry-leading performance on a huge variety of printers *and* full compatibility with other Windows programs.

Problems with "Embedded" Drivers

Label software that uses "embedded" drivers often depends on proprietary alternatives to the Windows spooler and Print Manager, and sometimes requires a dedicated server. In contrast, with Drivers by Seagull, you can use standard Windows functions to manage printers and print jobs. There's nothing new to learn and you don't need extra computers.

The "True Windows" Advantage

Use of Microsoft's driver standards delivers:

- 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

The Seagull Performance Advantage

To maximize speed, label printers include numerous features to reduce the required amount of print data. However, these features cannot be accessed by regular Windows programs using standard Windows drivers. In contrast, when you use BarTender with Drivers by Seagull, you get:

- Printer-based bar codes and serial numbers.
- Printer-based label formats
- Downloadable fonts and graphics
- Storage in printer and reuse of non-changing label parts
- Status displayed in the standard Printers folder and Queue windows.

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

True Enterprise Print Management
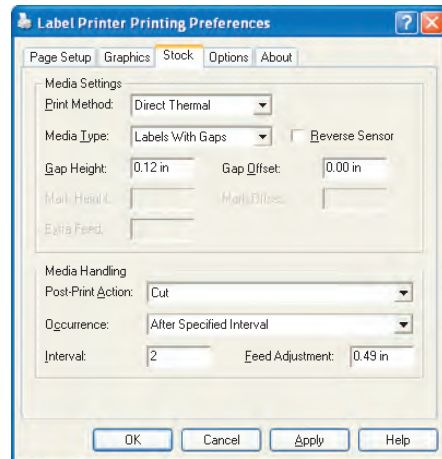
The **Printer Maestro** utility, first available with BarTender 9.0, provides a level of control over printers and print jobs well beyond that provided by the standard features of Windows. Printer Maestro is not required to use BarTender, but once you see how much more information it provides and how much easier it is to use, you'll never use the regular Windows print management tools again!

- **One window** allows you to view and manage your entire printer network and *every* print job (not just BarTender's).
- **Fully compatible** with Windows' existing print management functions.
- **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.
- **Easier remote administration** of printers on other computers.
- **Track in-printer usage** of ribbons, label stock, and other consumables.
- **Track inventory** levels of your consumable and non-consumable printer parts.
- **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.
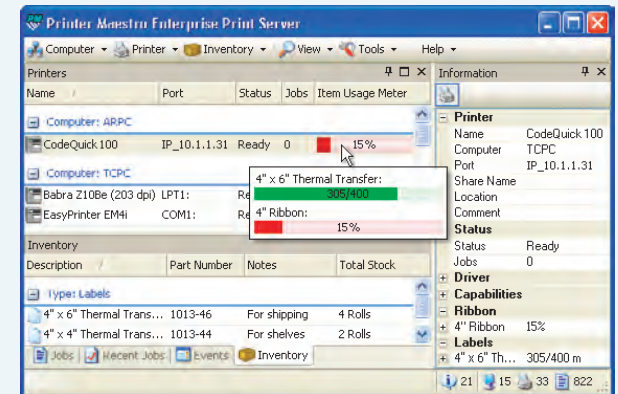
Printer Maestro can manage print jobs and track media usage across your entire network.

Easier to Upgrade

When Seagull releases new Windows printer drivers, they can be downloaded *for free* from our web site. In contrast, with embedded drivers, you have to upgrade your entire label program to support a new printer, even if you don't need the other new features.

International Language Support

Seagull's drivers let you view and set your printer options in your preferred language.

For more printer driver details, please see

www.seagullscientific.com/aspx/whitepapers.aspx.
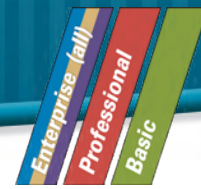
Comparing the Five Editions

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

Enterprise Print Server

Our most powerful edition. Includes all of the label design, printing, and software integration features of the Enterprise and RFID Enterprise editions, plus advanced server functions for centralized printing and administration. Includes BarTender Web Print Server to print labels from any browser. Contains our most advanced integration features, including TCP/IP triggers, XML transforms, and XML scripting. 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.

RFID Enterprise Edition

All features of the base Enterprise edition (see below), plus all available RFID design and encoding capabilities.

Enterprise Edition

Includes – All the label design features of Professional, plus numerous software integration tools, such as ActiveX Automation, enterprise messaging and Seagull's Commander utility for cross-platform integration. Powerful data sourcing, including ODBC, OLE-DB, SAP, Oracle, and more. Job Logging, History Explorer and Reprint Console are included, but logging is only supported to a local database. Includes Printer Maestro, but it only manages network printers visible to the local PC.

Omits – No RFID. Does not offer the enhanced server functions, advanced integration, and web printing capabilities of Enterprise Print Server (see above). No inventory control of printer supplies.

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

Professional Edition

Includes – All of BarTender's most powerful label design features. Most of the advanced data access capabilities, including OLE DB and ODBC. Includes Printer Maestro, but it only manages network printers visible to the local PC. Fully network compatible.

Omits – No control from within other software. (No ActiveX, Commander or command lines.). No SAP, Oracle XML or other XML support. No job logging or e-mailed error alerts. Cannot export printer code templates. No History Explorer, no Reprint, and no inventory control of printer supplies.

Basic Edition

Includes – The most frequently used label design features. Includes all text, graphics, bar code, and most serializing capabilities. Useful for keyboard and scanner-supplied label data only.

Omits – No access to external data. No password protection, no VB Script customization, no string concatenation, and only limited text filtering. No custom-base serialization. Excludes all features omitted from the Professional Edition. No Printer Maestro..

FEATURES LIST	Enterprise (all)	Professional	Basic
GENERAL			
Licensed based on the number of printers used	•		
Licensed based on the number of PCs used		•	•
Free phone and e-mail technical support for properly-registered users	•	•	•
HTML-based context-sensitive help	•	•	•
LABEL DESIGN			
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	•	•	•
Unlimited undo / redo command	•	•	•
Resize and reposition objects using a choice of methods: mouse, arrow keys, typed in values	•	•	•
Functions for automatic alignment of multiple objects	•	•	•
One-tenth degree rotation of lines, boxes, text, and graphics	•	•	•
"Move to Front" and "Send to Back"	•	•	•
Group and Ungroup multiple objects	•	•	•
Export bar codes and labels for use in other programs	•	•	
Full color support (including text backgrounds and shape fills)	•	•	•
Customizable print-time prompts for keyboard and scanner data	•	•	•
Enhance print-time prompts with lines, boxes, custom text, and multiple choice list boxes	•	•	
Customizable library of reusable components	•	•	
Library of "ready-to-print" label formats	•	•	•
Thumbnail previews of saved label formats, viewable in BarTender and Windows explorer	•	•	•
Metric and US measurement systems	•	•	•
LABEL STOCK			
Any label size	•	•	•
Any number of label rows and columns per sheet	•	•	•
Automatic computation of label size from number of rows and columns	•	•	•
Database of thousands of name brand label sizes	•	•	•
Rectangular label outline	•	•	•
Circular and elliptical label outline	•	•	
TEXT			
Versatile font support: TrueType, Adobe, PostScript, downloadable, and built-in printer fonts	•	•	•
On-screen text editing and sizing	•	•	•
Rich text formatting	•	•	
Automatic on-the-fly resizing of text to fit within predefined height and width	•	•	
Basic paragraph support: aligning and spacing	•	•	•
Advanced paragraph support: justifying and indenting	•	•	
Arc and circular text	•	•	
User-definable tab stops	•	•	
GRAPHICS, IMAGES AND SYMBOLS			
Draw lines, circles, ellipses, rectangles, rounded rectangles and filled rectangles	•	•	•
Import more than 70 graphic formats, including BMP, DCX, DIB, DXF, EPS, GIF, IMG, JPG, PCX, PNG, TGA, TIF, WMF, WPG, and more	•	•	•
Industry-specific graphic symbol font libraries	•	•	•
Specify background images and colors to appear "behind" label designs	•	•	•
SERIALIZATION			
Numeric, Alphabetic, and Alphanumeric Increment / Decrement by any interval	•	•	•
Base 36 and Custom Base serialization	•	•	
Separate Rollover / Rollunder and Reset value options	•	•	

FEATURES LIST — EDITIONS

Editions columns: Print Server* | RFID Enterprise | Enterprise | Professional | Basic

BAR CODES

Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
Numerous 1 and 2 dimensional symbologies	•	•	•	•	•
Extensive library of industry-standard bar code formats	•	•	•	•	•
Option to display start / stop characters	•	•	•	•	•
Variable and unlimited width and height	•	•	•	•	•
Minimum width limited only by printer resolution	•	•	•	•	•
GS1 (formerly UCC/EAN) Application Identifier setup wizard	•	•	•	•	•
Automatic check digit capability	•	•	•	•	•
Sequentially numbered bar codes	•	•	•	•	•
Place "human readable" text anywhere in relation to bar codes	•	•	•	•	•
Customizable "human readable" character template	•	•	•	•	•
Independently suppress or display characters from different sub-fields	•	•	•	•	

PRINTING

Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
Over 1,700 industrial label printers supported	•	•	•	•	•
True Windows drivers, can be used by other programs	•	•	•	•	•
Seagull drivers with status monitor display printer status in the standard Windows spooler	•	•	•	•	
Export printer code templates to 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	•	•	•	•	
Local and network printer support	•	•	•	•	•

SHARED, CENTRALIZED PRINTING

Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
Optimized to handle high-volume printing requests using a single copy of BarTender running on a server	•				
Browser-based network and internet printing	•				
ASP.NET sample application for customizable web browser printing	•				

DATABASE OPTIONS

Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
Microsoft OLE DB and ODBC support, including drivers for: Access, AS/400, Btrieve, dBase, Excel, Informix, Interbase, MySQL, Oracle database, Pervasive. SQL, PostgreSQL, Progress, SQL Server, Sybase, and more	•	•	•	•	
Read Excel files	•	•	•	•	
Read ASCII and Unicode text files (quote & comma, fixed width, and user-defined delimitation)	•	•	•	•	
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	•	•	•	•	

RFID SUPPORT

| Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
Able to duplicate RFID data in text and bar code form	•	•			
Segment and Start Block support, including writing to multiple blocks	•	•			
Able to configure printer's RFID options (e.g., Transponder Offset and Maximum Retries)	•	•			

Print Server = Enterprise Print Server

DATA PROCESSING

Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
Full-system Unicode support (data fields, field names, files, servers, printers, etc.)	•	•	•	•	•
Visual Basic scripting for custom data processing	•	•	•	•	
Customizable data-entry filters and error checking	•	•	•	•	
Custom configure the handling of individual messages and alerts	•	•	•	•	
Multiple sub-fields concatenated per label object	•	•	•	•	
Source data with keyboard, time and date (from PC or printer)	•	•	•	•	•
Easy entry of special and "unprintable" control characters	•	•	•	•	

STANDARD INTEGRATION

Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
Can be run as a "background" application	•	•	•		
Control from other programs using ActiveX	•	•	•		
Logs errors and events to a file	•	•	•	•	
Log BarTender print job details to a database	♦	◊	◊		
Log application errors and events to a database	♦	◊	◊		
Custom error, event and status e-mails	•	•	•		
"Commander" Integration Utility: Senses incoming data, then starts print jobs and logs results.	•	•	•		
Generate & export printer code templates for SAPscript-ITF, Oracle XML, and more	•	•	•		

LABEL SYSTEM SECURITY

Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
"Security Center" manages user permissions and encrypts label formats	•	•	•		
"Security Center" supports electronic signatures and logs permission requests	•				
Encrypted passwords lock down individual label formats	•	•	•	•	
Audit past label jobs and other events using History Explorer	♦	◊	◊		
Include label images when logging BarTender print jobs	•				

ADVANCED INTEGRATION

Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
SAP-certified interface to AII (Auto ID Infrastructure) XML documents	•				
Read data from SAP IDocs	•	•	•		
Oracle-certified interface to XML label requests	•				
Oracle XML integration using a TCP/IP socket	•				
Enhanced version of Commander supports TCP/IP triggers and data transmission	•				
Commander optimized to receive, launch, and monitor new print jobs without waiting for existing jobs to finish	•				
Automated conversion of different XML formats using XSL style sheets	•				
BarTender XML command scripts speed up automation and simplify remote control	•				
Detailed print job status available to other programs using ActiveX	•				
.NET SDK to control one BarTender at a time. (All SDKs provide C# & VB.NET.)	•	•	•		
.NET SDK to control multiple instances of BarTender at once	•				

ENTERPRISE PRINT MANAGEMENT

Feature	Print Server*	RFID Enterprise	Enterprise	Professional	Basic
Windows Cluster Server supported	•				
Reprint function lets you search for and replace lost and damaged labels	♦	◊	◊		
Configure 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*
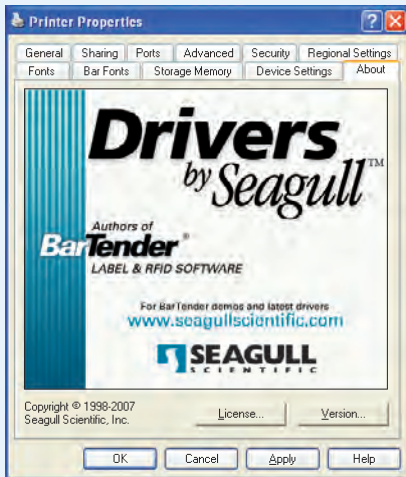
Supports Thousands of Printers

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 1,700 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 14 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.

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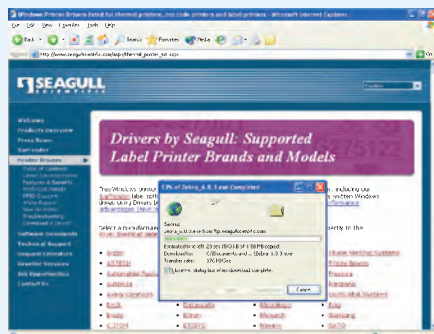
Easily download new and updated printer drivers for free.

Linear Bar Codes:

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

Two-Dimensional Bar Codes:

Aztec	EAN.UCC (GS1) Composite	PDF417 *(Micro & Standard)*	TLC39
Data Matrix	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 History of Innovation and Reliability

Since our first sale in 1985, Seagull Scientific has been first to market with a variety of new technologies. But our success over the years has been more about dependability than our many innovative features. Dependability is why so much of our sales comes from word of mouth and why BarTender has many hundreds of thousands of users in more than 110 countries. It's also why our Windows printer drivers are in use by well over a million people!

A Fanatical Commitment to Software Quality

We start with a Windows architecture based on proven, flexible standards. Then 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. Finally, we test exhaustively to give you:

- 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 quick access to the latest software trends.

Excellence through Dedicated Research and Development

We have patiently assembled a world-class team of product managers, programmers, quality assurance engineers and technical writers. BarTender currently represents hundreds of thousands of hours and millions of dollars in software development.

Our Best Ideas Come From You!

Year after year, our best suggestions come from the people that use 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

We are proud to offer 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.

Our Successful Growth Philosophy

Seagull has grown every year since 1992 and more than tripled just since 2000. However, we've grown the old-fashioned way: By building quality products and reinvesting the profits. We have never borrowed money or grown by buying struggling competitors. Being debt-free gives us a strength and stability our employees and customers both appreciate. It's a cautious approach, but it works for us.

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 discounts for resellers, free brochures for you to distribute (in multiple languages), and digital artwork on CD. Come join the Seagull team and grow with us!

BarTender System Requirements

Supported Operating Systems: Supported Operating Systems: Windows 2000, 2000 Server, Server 2003, Server 2008, XP, Vista, and Windows 7. Includes 32-bit and 64-bit (x64) editions.

Hard Disk:

• Minimum 60 MB free space required for English-only version of BarTender.

• 450 MB maximum required for full BarTender Suite in all languages.

• Additional disk space required to enable optional logging of print jobs and event messages to a database.

CPU: 1 GHz or higher

Memory: 512 MB or higher

Display Resolution: 800 x 600 (1024 x 768 or higher recommended)

.NET Framework: The .NET Framework 2.0 is copied automatically from the BarTender CD or from the internet. (If you are installing a downloaded BarTender and do not already have .NET Framework 2.0 installed, then you will need an active internet connection during the install.)

Web Browser: Microsoft Internet Explorer v6 or higher required for History Explorer and BarTender help system.

Note: *TCP/IP network protocol is required for all Enterprise editions and by the Professional edition when Printer Maestro is used.*

How to Buy

If your existing software reseller does not offer BarTender, please contact Seagull for the name of a BarTender reseller near you.

Worldwide Offices

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Same Day Shipping from 3 Locations

USA: Orders received by 1PM (USA Pacific Time)

Spain: Orders received by 3PM (Madrid) (2PM GMT)

Taiwan: Orders received by 1PM (Taiwan)

www.seagullscientific.com