



## 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.

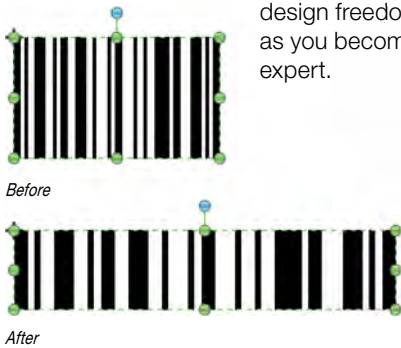


# You Can Always Trust Your BarTender™

## 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.



## 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 Tool

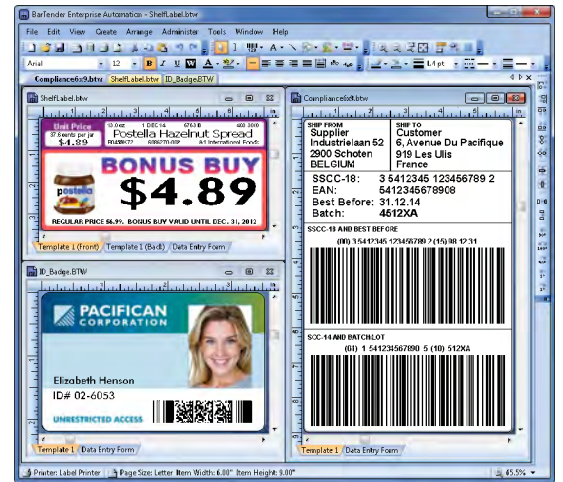
With support for two-sided design, print-time image capture and the encoding of smart cards and magnetic stripes, BarTender is a truly powerful solution for the design and printing of cards. (Please see separate, dedicated card printing brochure.)

## 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, Custom Serialization

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



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

## 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.

## 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.seagullscientific.com](http://www.seagullscientific.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.

## 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.

## 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.



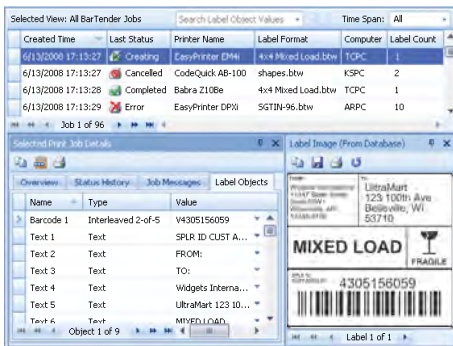
## Integration with Other Software

### Smart "Wizards"

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

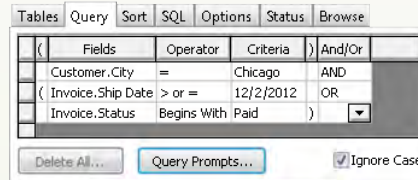
Choose from hundreds of high-quality, scalable symbols from categories such as electrical, hazardous material, packaging, and more.

Symbol	Key	Symbol	Key	Symbol	Key
	a		A		0
	b		B		1
	c		C		2
	d		D		3
	e		E		}

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 Down-Time

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.



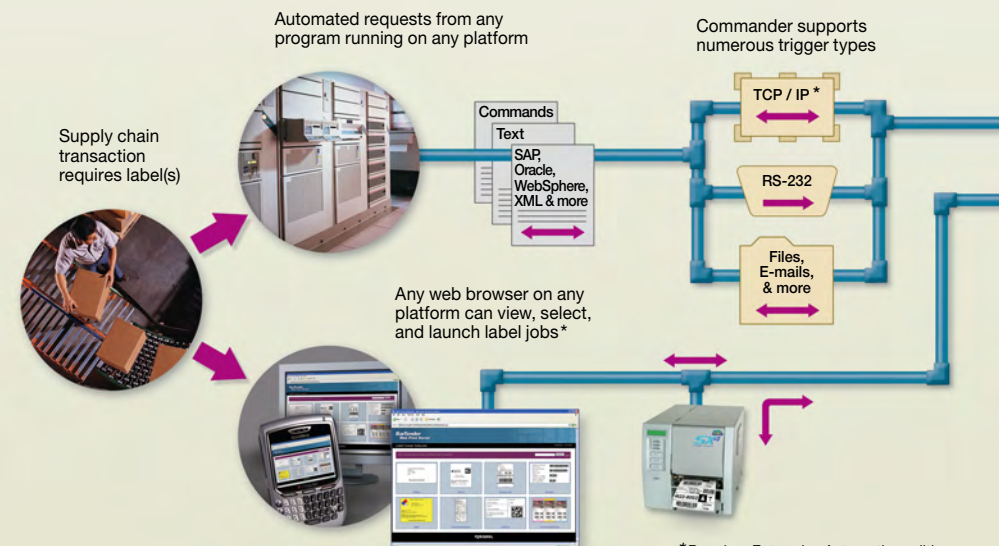
Certified interface to the SAP Auto-ID Infrastructure (All) of the NetWeaver platform. SAP IDocs are also supported.



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.



\*Requires Enterprise Automation edition

## 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.

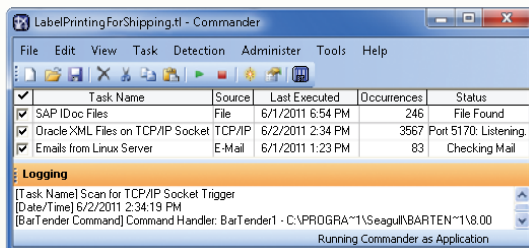
## “.NET” SDKs Simplify Integration

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

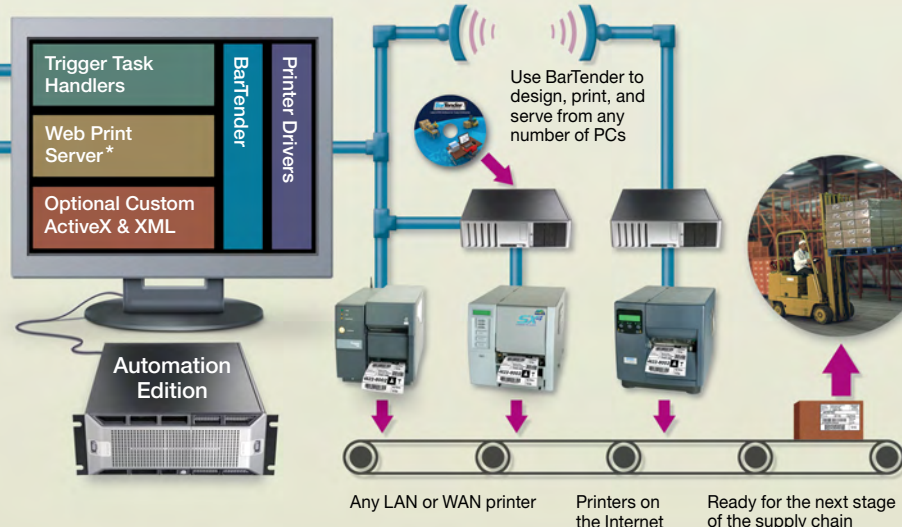
The Enterprise Automation edition lets numerous network users specify, launch and route print jobs for processing by a single copy of BarTender.

## 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)

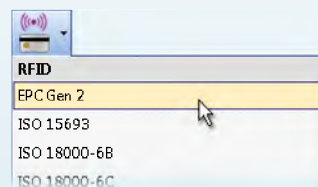
Trigger and browser requests are processed and submitted to BarTender



## RFID Support

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

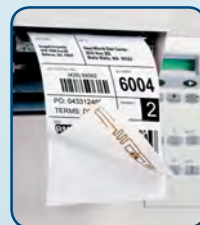
All editions except for “Basic” let you add RFID objects to your template designs as easily as you create barcodes and other objects.



### 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.



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

## Free Tech Support

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

To select the right BarTender, please see feature comparison grid.

# Get Carded by Your BarTender®!

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 two-sided 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:

[BarTenderPrinters.com/Card](http://BarTenderPrinters.com/Card)

## Works Integrated or Stand-Alone

BarTender’s powerful set of integration features let 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

**EA** 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

**A** BarTender's most powerful label design features, plus our standard integration features for automated control by other software. No enhanced server functions. Supports RFID. All card printing functions, but only encodes magnetic stripes. 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

**P** 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

**B** BarTender's most important design features, but no database access and no automation. Print Station is the only included companion application. Most card printing functions, but only encodes magnetic stripes.

EDITIONS	EA	A	P	B
<b>GENERAL</b>				
Licensed based on number of printers	•	•	•	•
Licensed based on number of PCs	•	•	•	•
Free phone and e-mail support	•	•	•	•
<b>TEMPLATE DESIGN</b>				
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	•	•	•	•
<b>TEXT</b>				
On-screen text editing & sizing	•	•	•	•
Powerful Rich Text formatting editor	•	•	•	•
Auto-size text to fit in rectangle	•	•	•	•
Support for RTF, HTML, and XAML	•	•	•	•
<b>BARCODES &amp; RFID</b>				
Numerous 1D & 2D symbologies	•	•	•	•
GS1 Application Identifier Data Source Wizard	•	•	•	•
Automatic check digit capability	•	•	•	•
Full-featured native RFID objects	•	•	•	•
<b>PRINTING</b>				
More than 2,800 printers supported	•	•	•	•
True Windows drivers, can use Windows spooler	•	•	•	•
<b>Batch Maker</b> defines and prints "batches" of multiple BarTender Documents	•	•	•	•
<b>Print Station</b> 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	•	•	•	•
<b>DATA SOURCING</b>				
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	•	•	•	•
Databased graphics	•	•	•	•
Query wizard & SQL assistant	•	•	•	•
Print time record-picking	•	•	•	•
<b>DATA PROCESSING</b>				
Basic Serialization	•	•	•	•
Advanced Serialization	•	•	•	•
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	•	•	•	•
Concatenate data sources	•	•	•	•

EDITIONS	EA	A	P	B
<b>CARD PRINTING &amp; ENCODING</b>				
Print-time image capture	•	•	•	•
Automatic face detection and cropping	•	•	•	•
Magnetic stripe encoding	•	•	•	•
Smart-card encoding	•	•	•	•
<b>STANDARD INTEGRATION</b>				
Control from other programs using ActiveX	•	•	•	•
<b>Commander</b> Integration Utility: Senses incoming data, then starts print jobs and logs results	•	•	•	•
Log to file: Errors and events	•	•	•	•
Log to database: Errors and events, plus BarTender print job details	♦	♦	•	•
Custom error and event e-mails	•	•	•	•
Generation of printer code templates	•	•	•	•
<b>SYSTEM ADMINISTRATION AND SECURITY</b>				
<b>Security Center</b> manages user permissions and encrypts documents	•	•	•	•
<b>Security Center</b> 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	♦	♦	•	•
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	•	•	•	•
<b>ADVANCED INTEGRATION</b>				
SAP certified for All	•	•	•	•
Read data from SAP IDocs	•	•	•	•
Oracle certified for WMS and MSCA	•	•	•	•
Supports IBM WebSphere Sensor Events	•	•	•	•
<b>Commander</b> processes file, e-mail and serial port triggers	•	•	•	•
Enhanced version of <b>Commander</b> processes TCP/IP triggers and data	•	•	•	•
<b>Commander</b> optimized to control multiple print jobs at the same time	•	•	•	•
.NET SDK to control one BarTender at a time	•	•	•	•
.NET SDK allows multiple BarTenders	•	•	•	•
.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	•	•	•	•
<b>ENTERPRISE PRINT MANAGEMENT</b>				
Supports printing requests from numerous network users to a centralized server	•	•	•	•
Browser-based network and internet printing	•	•	•	•
Windows Cluster Server supported	•	•	•	•
<b>Reprint Console</b> reprints lost or damaged jobs	♦	♦	•	•
Configure selected driver settings for multiple printers at once	▲	▲	•	•
<b>Printer Maestro</b> displays status of all Windows print jobs in one window	▲	▲	•	•
<b>Printer Maestro</b> tracks printer media usage and inventory of printer parts. Generates custom alerts	•	•	•	•

♦ 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

For expanded details, please visit our web site.

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

Visit the link for details.

**“Symbologies” vs. “Standards”:** Many barcode symbologies are used in more than one barcode and/or label standard. Some 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](http://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.



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Integration with SAP Applications



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080312 English

## 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

**Drivers**  
by Seagull™