# BarTender

## The World's Leading Label & RFID Software

Seagull Scientific has been a trend-setting innovator of auto ID technology since 1985. In fact, BarTender was the very first Windows label program to support both laser and thermal printers. Today, we are the world's largest developer of true Windows drivers for label and RFID tag printers. Hundreds of thousands of users in more than 150 countries trust BarTender as the easiest and most reliable software in the label industry.

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



**SEAGULL** SCIENTIFIC

# BarTender® Makes Label Design Simple

## Easy to Learn, Easy to Use

Intuitive mouse motions, helpful "wizards," and our incredibly careful attention to the "look and feel" make BarTender seem familiar the first time you use it. Then, a variety of power features ensure your design freedom as you become expert.



*Create objects with a quick "drag and drop" motion.*

## Compliance Labels and Ready-to-Print Formats

Whether you use our ready-to-print formats or design brand new labels, you get the power and flexibility to satisfy thousands of compliance label standards.

## Exceptional Font Control

"Full-system" Unicode support lets you access a remarkable variety of Windows and printer fonts. Mix text styles within paragraphs and connect them to different database fields.

## Advanced, Custom Serialization

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

## 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 cameras, scanners, and most graphic formats.)
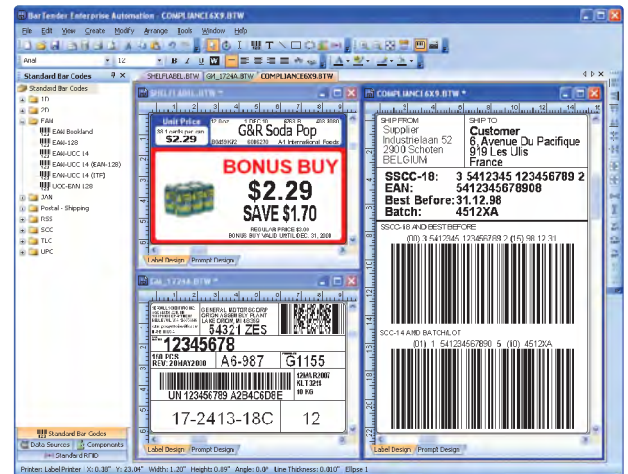


*Precision display and print preview let you design quickly without wasting labels.*

## 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!

## World's Most Powerful Scale Support

Accept weight data from a wide variety of scales into your print-time forms.

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## Powerful Companion Applications

In addition to the main BarTender design and print application, up to eight companion applications help users more easily manage their label operations. (Not all features are available in all editions. Please visit 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 print labels 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 label formats and other files. You can even rollback to old versions of your files.

**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 label jobs, including images of the labels and print job messages. An essential tool for audit preparation.

**Reprint Console** allows you to quickly navigate logs of previous label jobs and reprint all or just some of the labels. Works even if the database from which the original label data was read has changed.

**Print Station** gives non-technical users easy "point and click" selection and printing of labels without ever having to see the inside of a label design program.

**Batch Maker** makes it easy to specify a list of multiple label formats to print as a single "batch." Batches can be printed from within Batch Maker itself, as well as from BarTender, Print Station, and Windows Explorer.



*Design custom data-entry screens to match your workflow.*

## Web Browser Printing Option

The Enterprise Automation edition lets you browse thumbnail previews of your labels from almost anywhere and launch print jobs for processing by a central copy of BarTender.
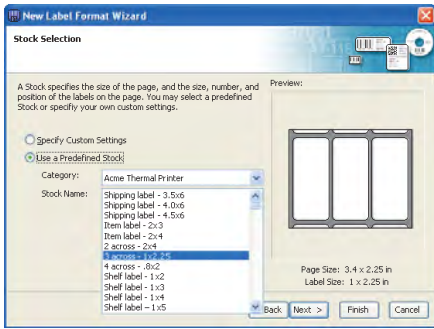
## Add Your Own Features using Visual Basic Script

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

## Smart "Wizards"

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

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

## Multiple-Level Security Protections

Security Center regulates user activity in military, pharmaceutical, chemical, and other high-security environments. Protect individual label formats using passwords and encryption. Use Librarian to manage your publishing process. Audit logged events using History Explorer.
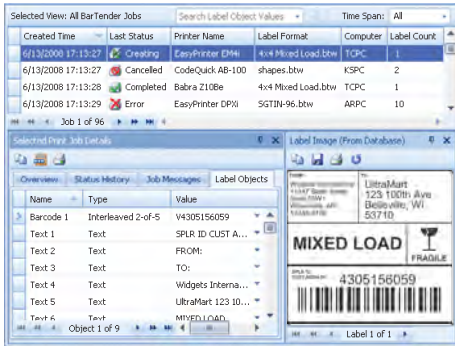
*Use History Explorer to review past print jobs and permission requests.*

## Industrial Symbol Libraries

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

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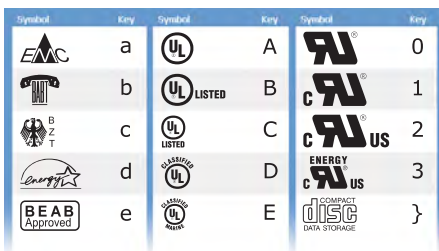
Many of BarTender's most powerful features are dedicated to working with other software.

### Powerful, Flexible Data Retrieval

Select data using the simplest pick list or the most sophisticated SQL query.
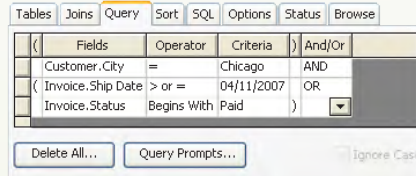
*The Query screen offers a simple way to define complex searches.*

### Read from Most Databases

BarTender makes it easy to access text, spreadsheets, and databases on a network. 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.

### 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, label images, warnings and errors to SQL databases.

### Alert Messages Reduce Down-Time

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

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### Transparent Operation from within Other Software

When you control BarTender from within your other software, your users don't even have to know that it's really BarTender printing the labels.

Automatically parse and process XML "label requests" from Oracle's WMS and MSCA applications.

**ORACLE®**
Validated Integration
Oracle E-Business Suite

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

**SAP® Certified**
Integration with SAP Applications

Process XML print requests from Sensor Events (formerly Premises Server and Premises RFID Server) and return print status.

Ready for
**IBM | WebSphere.**
software

### "Trigger" Based Integrations

The Commander middleware utility allows programs that can't directly control BarTender to launch label jobs anyhow. Trigger Commander using files, e-mails, serial ports, or TCP/IP sockets. Commander then "wakes up" BarTender, which reads your data and prints your labels.

Automated requests from any program running on any platform

Commander supports numerous trigger types

Supply chain transaction requires label(s)

Commands
Text
SAP, Oracle, WebSphere, XML & more

TCP / IP *

RS-232

Files, E-mails, & more

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

*Requires Enterprise Automation edition
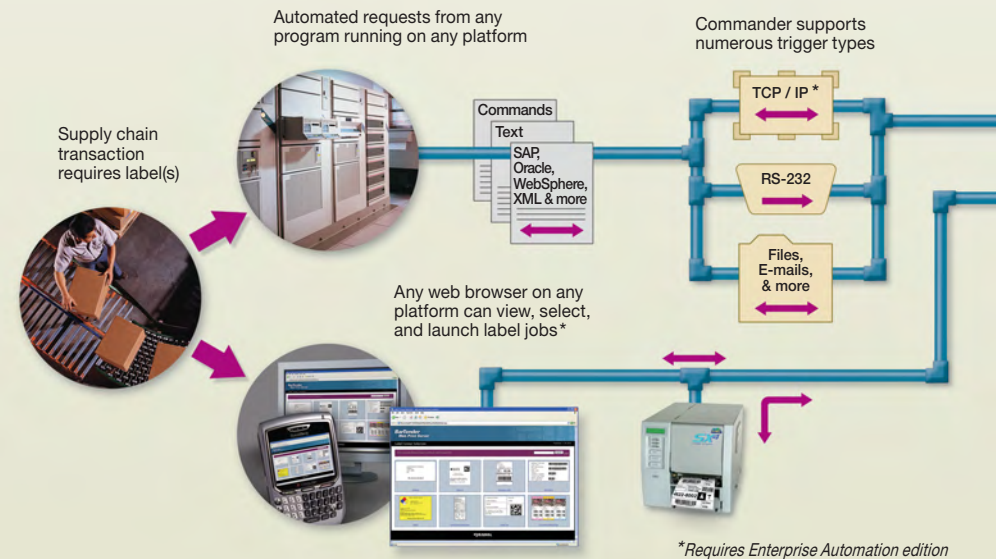
## Easy Control from non-Windows Systems

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.
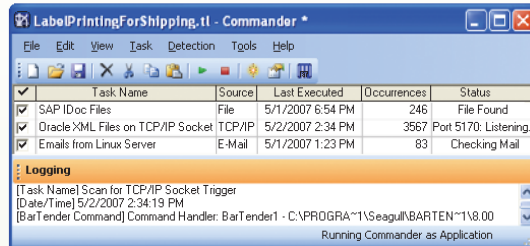
## Bidirectional Print Communications

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 label jobs for processing by a single copy of BarTender.

## Exporting Printer Code

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

► **XML Enabled Printer** configuration and label format download.

► **Key Pad Devices** that attach directly to printers.

► **SAP Integrations** that use SAPscript-ITF.

► **Custom Programs** for any OS (CE, PocketPC, Palm, Linux, etc.)

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

Both Automation editions let you "drag and drop" RFID objects into your label designs the same way you create bar codes and other label objects.



## Support for the Latest Tag Types and Data Formats

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 label design.*

Trigger and browser requests are processed and submitted to BarTender



| Trigger Task Handlers |
| Web Print Server* |
| Optional Custom ActiveX & XML |

BarTender

Printer Drivers

Automation Edition

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

Any LAN or WAN printer

Printers on the Internet

Ready for the next stage of the supply chain
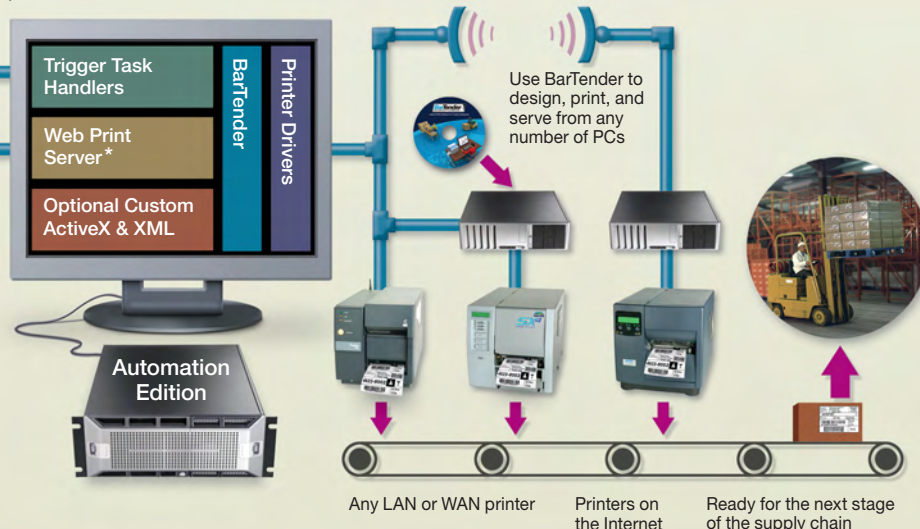
## Free Tech Support

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.*

# New in BarTender 9.4

This extra sheet describes features introduced with version 9.4 of BarTender. Not all features are available in all editions. (For more details, please see the "What's New in BarTender 9.4" white paper on our web site.)

The new user-interfaces shown in English on this page are either already translated or being translated into the 22 additional languages supported by BarTender.

## Two-Sided Printing

BarTender 9.4 lets you create separate designs for the front and back of your labels, so you can take full advantage of the latest "duplex" label printers.

## Embedded Revision Log

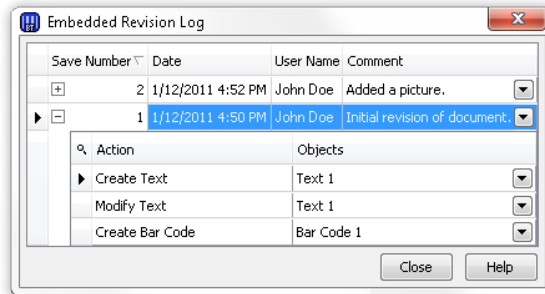When enabled, the new Embedded Revision Log feature saves into the document (BTW File) a detailed history of all label format changes. This includes a list of objects created and changed, when the changes were made (and by whom), and an optional user-supplied comment. The Revision Log can be used by itself or in combination with Librarian's sophisticated workflow management and security functions to create a remarkably powerful document control system. (Revision Log requires Professional edition or better. Librarian requires Enterprise Automation edition.)

## Powerful New "Rich Text" Object

The new WYSIWYG editor gives you truly professional text formatting. Everything shown in the editing window below is actually a *single* Rich Text (RTF) object. (The new Rich Text object also supports HTML and XAML.)

- Different fonts
- Highlighting
- Strikethrough
- <<Merge.Fields>>
- Bulleted Lists
  1. Numbered lists
  2. Indenting
- Multiple columns and paragraphs
- Superscript: $E=mc^2$
- Subscript: Water = $H_2O$
- Line spacing

*The new Rich Text object makes it easier to satisfy complex industrial label requirements.*

## New Database and Librarian SDKs

Two additional SDKs now let developers integrate other programs directly with Librarian and the BarTender System Database. So you can directly access information about past print jobs, document versions, and even reprint past label jobs – all from within your other software.

## Plus More!

Additional enhancements have been made to:

- ► Bar Codes
- ► Prompting
- ► BarTender UI
- ► Batch Maker
- ► Security Center
- ► Access and management of the SDKs
- ► The Online Help System

## Live Database View in Label Design Area

Although BarTender has long provided full "WYSIWYG" display of text, the "Print Preview" function used to be the only way to see live data from your database. Now you can see your live data merged into the correct locations of your labels during your entire design session. The convenient Database Navigator Toolbar lets you easily verify the appearance of any record.

*View any record*

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# New in BarTender 9.3

This extra sheet describes features introduced with version 9.3 of BarTender. (For more details, please see the "What's New in BarTender 9.3" white paper on our web site.)

The new user-interfaces shown in English on this page are either already translated or being translated into the 22 additional languages supported by BarTender.

## RFID Prices Lowered, Names Changed

RFID support is now included in the "Automation" edition (previously called "Enterprise"). RFID also continues to be supported in the "Enterprise Automation" edition (renamed from "Enterprise Print Server").

## More Powerful Print-Time Data Entry Forms

► **New Controls:** Many more data entry objects, including radio buttons, check boxes, weighing scales, and pictures.

► **Drag and Drop:** Create controls and link them to label data sources with simple mouse motions.

► **More Versatile:** Now, optionally design forms without designing your labels first.

► **Automatic Text:** Most form controls are now automatically created with text objects right next to them, which saves you that extra step.
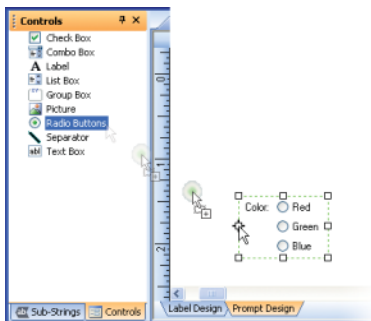
*A new toolbox (similar to that from the label designer) makes it much easier to design data entry forms.*

## "On-the-Fly" Object Automation

Programmatically change the position, size, color, and visibility of label objects right in the middle of a print job. For example, a text object for "Shipping Method" can automatically print in red when the value read from your database is "Over Night."

## Human Readable Support for 2D Bar Codes

Automatic display of the human readable version of 2D bar code data is now supported.

(01) 0 4012345 67890 1 1

## More Powerful Integration

► **Serial Port Triggers:** The Commander middleware application now adds integration support for a wide variety of serial devices, including weighing scales.

► **Bidirectional WebSphere Printing:** Commander's IBM WebSphere support has been improved. It now supports HTTP posting, which allows for bidirectional print communications.

► **Commander Variables:** Now store values into a single location and reference them from multiple Commander commands.

## Font Toolbar Now Displays Sample of Font

Font names in the Font toolbar are now displayed using the appropriate font.
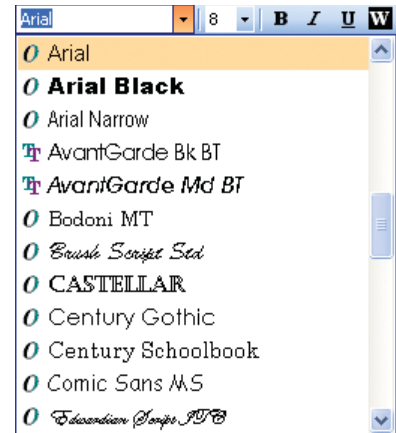
## World's Most Powerful Scale Support

BarTender can now directly accept data from weighing scales. Simply drag the scale control from your toolbox into a data entry form, specify the desired model, and start weighing and printing!

► **Easy Design.** Simply "drag and drop" into forms. (Choose from 8 different scale displays.)

► **Compatible.** Support for numerous models.

► **Tare Support.** Use the value built into the scale or source it from a field in your database.

► **Versatile.** Have either your scale or your PC determine when you have a "stable weight."

*Print-time data entry forms now accept and display scale data.*

*Choose from a variety of scale displays.*

## 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. Provides our most advanced integration features. Includes all 8 companion applications, including the Librarian document management system and our most advanced version of Security Center. Printer Maestro includes support for tracking printer parts inventory and in-printer media usage. Includes RFID support. (This edition was previously named "Enterprise Print Server.")

### Automation

**A**   All of BarTender's most powerful label design features, plus our standard integration features for automated control from within other software. 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. Includes RFID support. (This edition was combined from the previously named "Enterprise" and "RFID Enterprise" editions.)

## 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. 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.

**For expanded details, including System Requirements and Compatibility, please visit our web site.**

| EDITIONS | EA | A | P | B |
|---|---|---|---|---|
| **GENERAL** | | | | |
| Licensed based on number of printers | • | • | | |
| Licensed based on number of PCs | | | • | • |
| Free phone and e-mail support | • | • | • | • |
| **LABEL DESIGN** | | | | |
| True WYSIWYG label design | • | • | • | • |
| Programmatically modify label objects during print jobs | • | • | | |
| Import numerous graphic formats | • | • | • | • |
| Twain & WIA support for image scanners | • | • | • | |
| Industrial symbol font libraries | • | • | • | |
| One-tenth degree rotation of objects | • | • | • | |
| Export bar codes to other programs | • | • | • | |
| Unlimited undo / redo | • | • | • | |
| Full color support for all label objects | • | • | • | |
| Library of "ready-to-print" formats | • | • | • | |
| Combine multiple label objects into reusable components | • | • | • | |
| Huge database of name brand label sizes | • | • | • | • |
| Metric and English measurements | • | • | • | • |
| **TEXT** | | | | |
| On-screen text editing & sizing | • | • | • | • |
| Rich text formatting | • | • | • | |
| Auto-size text to fit in rectangle | • | • | • | |
| Basic paragraph formatting | • | • | • | • |
| Advanced paragraph formatting | • | • | • | |
| **BAR CODES** | | | | |
| Numerous 1D & 2D symbologies | • | • | • | • |
| Unlimited width and height | • | • | • | • |
| GS1 Application Identifier Data Source Wizard | • | • | • | • |
| Automatic check digit capability | • | • | • | • |
| **PRINTING** | | | | |
| More than 2,000 label printers supported | • | • | • | • |
| True Windows drivers, can use Windows spooler | • | • | • | • |
| **Batch Maker** defines and prints "batches" of multiple label formats | • | • | • | |
| **Print Station** supports "single-click" label selection and printing | • | • | • | |
| Support for XML-enabled printers | • | • | | |
| Supports printer-based bar codes, serial numbers & copies | • | • | • | • |
| Label copy count controllable from keyboard and database | • | • | • | |
| **DATA SOURCING** | | | | |
| Design print-time data entry forms for keyboard and bar code 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 | • | • | • | |
| **DATA PROCESSING** | | | | |
| Basic serialization (increment digits) | • | • | • | • |
| 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 | • | • | • | |
| String concatenation | • | • | • | • |

| EDITIONS | EA | A | P | B |
|---|---|---|---|---|
| **RFID SUPPORT** | | | | |
| Full-featured native RFID objects | • | • | | |
| Basic support only using printer fonts | | | • | |
| **STANDARD INTEGRATION** | | | | |
| Control from other programs using ActiveX | • | • | | |
| **Commander** Integration Utility: Senses incoming data, then starts print jobs and logs results. | • | • | | |
| Log errors and events to a file | • | • | | |
| Log BarTender print job details to a database | ♦ | ◊ | | |
| Log application errors and events to a database | ♦ | ◊ | | |
| Custom error and event e-mails | • | • | | |
| Generation of printer code templates | • | • | | |
| **SYSTEM ADMINISTRATION AND SECURITY** | | | | |
| **Security Center** manages user permissions and encrypts label formats | • | • | | |
| **Security Center** supports electronic signatures and logs permission requests | • | | | |
| Lock down individual label formats with passwords | • | • | • | |
| Lock BarTender into a password-protected "print-only" mode | • | • | • | |
| **History Explorer** audits past label jobs and other events | ♦ | ◊ | | |
| Include label images when logging BarTender print jobs | • | | | |
| **Librarian** manages label format 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 | • | | | |
| Oracle XML integration using a TCP/IP socket | • | | | |
| IBM certified for WebSphere XML print requests | • | | | |
| **Commander** processes file, e-mail and serial port triggers | • | • | | |
| Enhanced version of **Commander** 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 to control many BarTenders at once | • | | | |
| 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 labels | ♦ | ◊ | | |
| Configure selected driver settings for multiple printers at once | ▲ | △ | | |
| **Printer Maestro** displays status of all Windows print jobs in one window | ▲ | △ | | |
| **Printer Maestro** tracks printer media usage and inventory of printer parts. Generates custom alerts. | • | | | |
| Log printer events for all Windows print jobs | • | | | |

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

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

### Linear Bar Codes

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

### 2D Bar Codes

Aztec

Data Matrix

EAN.UCC (GS1) Composite

Maxicode

PDF417 (Micro & Standard)

QR Code (Micro & Standard)

TLC39

### RFID Tag Types and Data Formats

The 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 of the world's largest label printer manufacturers.

### Easier and More Cost-Effective than "Embedded" Drivers

Most other label programs still use the old DOS approach of embedding printing support in the main program. This creates Windows-compatibility problems and degrades network performance. In contrast, Seagull drivers lower training and administration costs, since you don't need to learn and support a proprietary alternative to the Windows Print Manager.

### The "True Windows" Advantage

Basing our print architecture on Microsoft's driver standards delivers the advantages of:

► Superior Windows compatibility

► Windows Spooler for faster printing

► Better network compatibility and speed

► Display printer statuses such as "Offline" and "Needs Ribbon" in Windows Spooler

► Reduced training and easier administration

► Easy upgrades from free driver downloads

### The Seagull Advantage

When Drivers by Seagull are used with BarTender, you get superior performance from the high-speed features built into most label printers, including:

► Printer-based bar codes & serialization

► Downloadable fonts and graphics

► Printer-based label formats

► Storage in printer and reuse of non-changing label parts

*Drivers* *by* Seagull™

## SEAGULL SCIENTIFIC

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