

# BarTender®

LABEL & RFID SOFTWARE



*Enterprise Power...*

*Windows Simplicity*



Drivers  
by Seagull™

**SEAGULL**  
SCIENTIFIC



Hello,

When I designed my first bar code product in 1985, it wasn't even my idea but the suggestion of a friend that needed something built. I didn't know it then, but I was most definitely in the right place at the right time! Now that I've been working with labels and bar codes for twenty two years, I feel as lucky as ever. I've hired some of the smartest people that I could ever hope to find and Seagull Scientific has hundreds of thousands of users in more than 110 countries!

One important lesson I've learned is that designing and printing labels is just part of a bigger challenge. Whether those labels have bar codes, RFID tags, graphics, or just text, it seems that nothing affects the success of a label project more than quick and easy integration with the other software people use to run their operations. BarTender version 8.0 takes this philosophy to a whole new level with numerous advanced integration features designed to make centralized printing truly easy and cost-effective. Our new Enterprise Print Server edition also brings to market the industry's first web-based label printing capabilities.

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

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

Sincerely,

*Jeremy Seigel*  
Jeremy Seigel  
CEO

Seagull Scientific, Inc.

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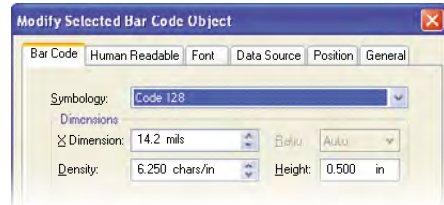
# Label Design Made Simple

## Easy to Learn, Easy to Use

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

## Exceptional Design Flexibility

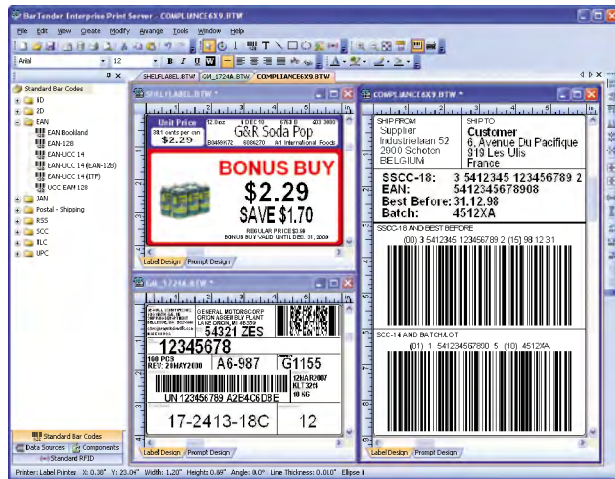
BarTender gives you total control over your label’s appearance. Place objects exactly where you want and control rotation as precisely as 1/10<sup>th</sup> of a degree. You’re limited only by your imagination.



Smartly organized dialogs offer numerous options, while keeping things simple.

## Designer Typefaces and Advanced Text Formatting

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



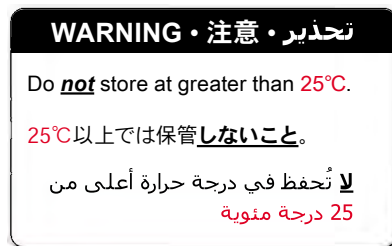
Precision display and print preview let you design quickly without wasting labels.

## Powerful RFID Capabilities

Please see the dedicated RFID section on page 6.

## Full-system Unicode Architecture for Superior Language Support

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

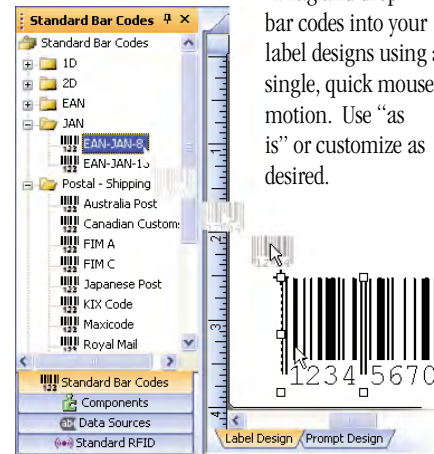


Rich text and Unicode support provide incredible text formatting flexibility, even for externally-sourced data.

## “Instant” Bar Codes

BarTender’s toolbox gives you instant access to an extensive set of predefined bar code components.

“Drag and drop” bar codes into your label designs using a single, quick mouse motion. Use “as is” or customize as desired.



Create bar codes with a quick “drag and drop” motion. (See page 19 for a current list of supported bar codes.)

## High Precision On-Screen Display

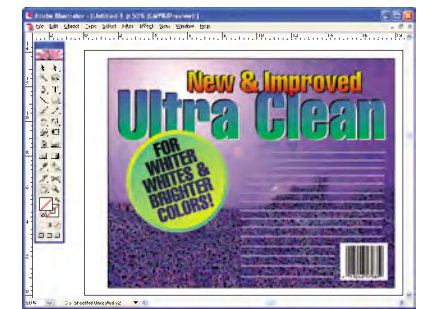
BarTender gives you a remarkably accurate design-time view of your label. There’s also a Print Preview that reads your external data sources, so you can see exactly how your labels are going to look without wasting labels.



Print Preview with external data sourcing reduces wasted labels.

## Import and Export Graphics

It’s easy to add company logos and pictures of products. BarTender supports most major graphic formats. You can also export bar codes for use in other programs.



Bar code exported from BarTender into Adobe Illustrator.®

## Advanced, Customizable Serialization

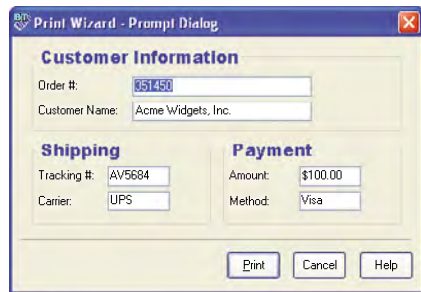
Generate anything from the simplest serial numbers to the most advanced, totally custom sequences. Choose from a variety of alphanumeric and even custom character sets. Increment or decrement by any interval and specify rollover and restart values.

## Compliance Labels and Ready-to-Print Formats

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

## Custom Data-Entry Forms

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



Design custom data-entry screens to match your workflow.

## Password Security

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

## Predefined and Reusable "Toolbox" Components

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

## Industrial Symbol Libraries

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

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

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

## Add Your Own Features Using Visual Basic Script

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

```
Script Assistant (Multi-Line Script)
Script
If Field("Parts.Color") = "Black" Then
    Value = ""
Else
    Value = "Color: " & Field("Parts.Color")
End If
```

VB Script lets you add custom features.

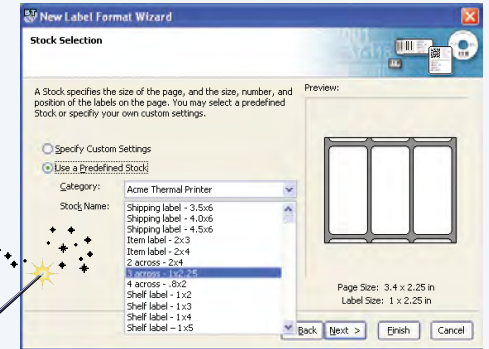
# Smart Wizards Get You Started Fast!

No matter how "user friendly" your software, it can't think for you.

But we try to come as close as possible. BarTender contains numerous "Wizards" to walk you step-by-step through a variety of critical and sometimes complex design decisions, some of which may affect your printing performance and your labels' adherence to industry standards.

## Faster Design and Quicker Printing

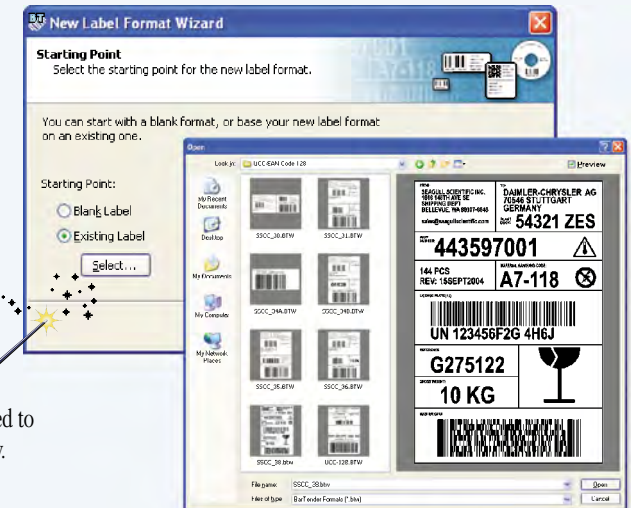
Believe it or not, one of the most important decisions for brand new users is what to do first with a blank label on the screen. Do you add a bar code? Change the label size? Choose a printer? These decisions can influence your printing speed and the versatility of your label design in the future. Fortunately,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



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

## Some Other Helpful Wizards

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



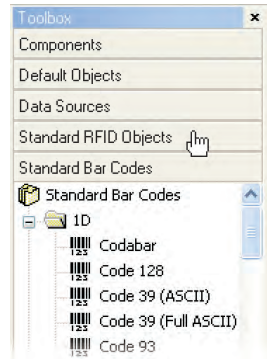


# The Smarts for "Smart Labels"

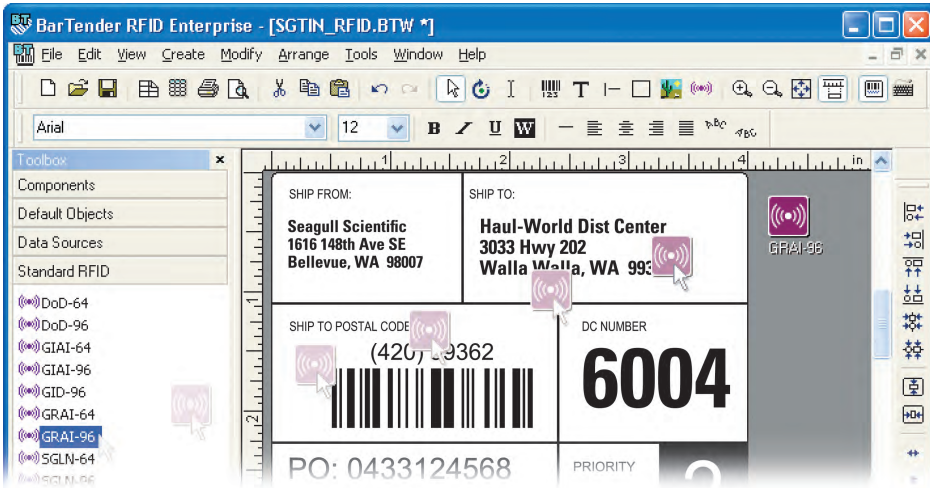
## RFID Power from the Leaders In Windows Label Printing

BarTender has developed a world-wide reputation for making even advanced label design features intuitive enough for beginners. Now BarTender takes the

next step, with RFID encoding features that uphold a tradition of flexibility and ease of use. Use simple mouse motions to "drag and drop" RFID objects into your label design the same way you would create bar codes and other label objects.



1 One click and BarTender's "Toolbox" is ready to create RFID objects.



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

## Support for the Latest Tag Types

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

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

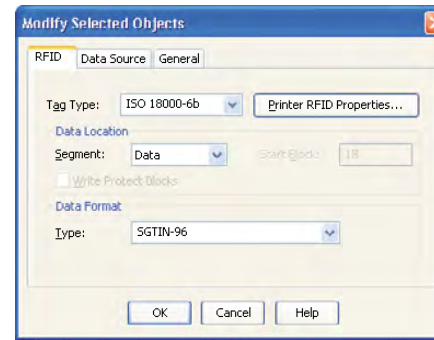
Most RFID tags allow data to be encoded in a variety of formats. Formats currently supported by BarTender include DoD, SGTIN, SSCC, GIAI, GID, GRAI, and SGLN (for both 64 and 96 bit tags). You can also specify your own custom RFID data formats.

## "Gen2" Compliant

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



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



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

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

## Ready for the Future

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

# Industry-Leading Data Access

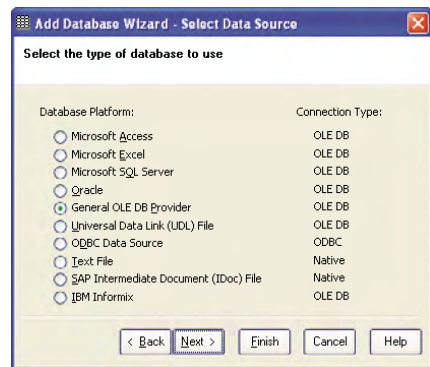
For some labeling projects, you can just type the necessary label data right into BarTender. Often, however, you need to access data created by other programs. Multiple “related” tables may even

be distributed across networked computers. Fortunately, BarTender makes it easy to navigate and link to a nearly endless variety of data sources.

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

## Read from Most Database Platforms

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



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

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

## Delimited Text Files

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

## SAP IDoc Files

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

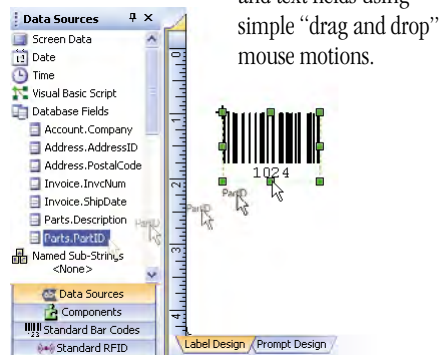


## Oracle XML Label Requests

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

## Quickly, Easily Assign Label Data

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

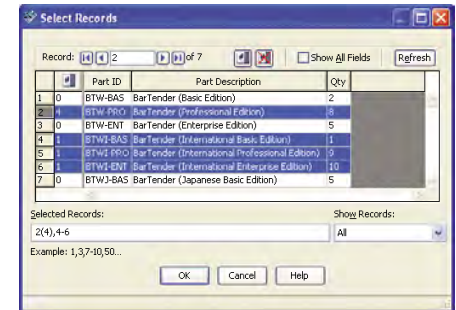


Link data sources with “drag and drop” simplicity.

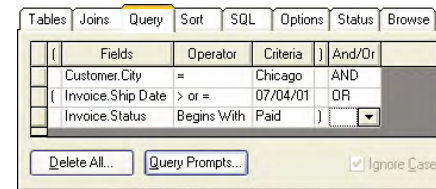
## Powerful, Flexible Record Selection

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

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



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



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

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

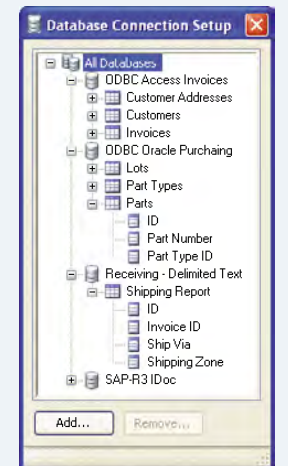
## Supports Any Database Relationship

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

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

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

The Database Setup Manager lets you define almost any data relationship.





## 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

Simply enter the appropriate address (URL) into your web browser to load the Label Format Selection page. 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. Finally, you can preview your label image, or simply print.

### Perfect for Portable Devices

Although the Web Print Server application runs on a Windows PC, you view and control the web pages from any browser. That means you can bring the full printing power of BarTender to just about any computer, big or small, Windows or non-Windows.

## Advanced Integration

The Enterprise Print Server edition includes advanced 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 “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 now have an alternative to batch control. BarTender can accept numerous XML script commands in a single run-up block and execute them in sequence.

### XML Data Transforms Using XSL

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

### Multi-Threading Optimizations

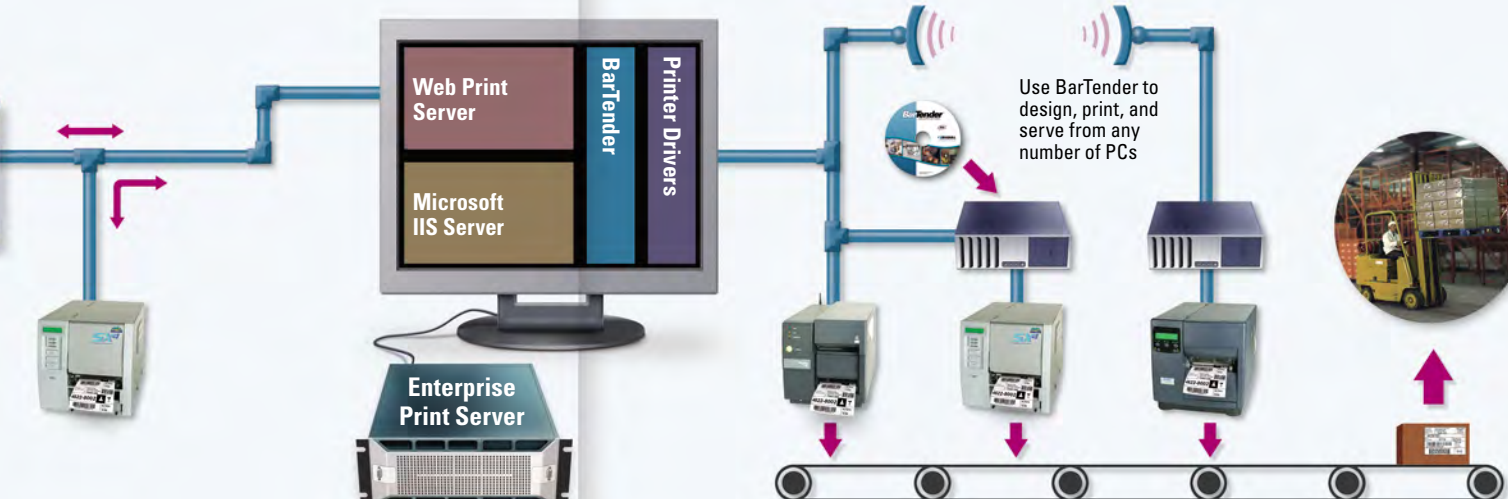
The new, multi-threaded architecture of the Print Server edition of Commander allows it to receive, process, launch, and monitor new print jobs without having to wait for existing jobs to finish.

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



Supply chain transaction requires label(s)

Browser requests are processed and submitted to BarTender



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

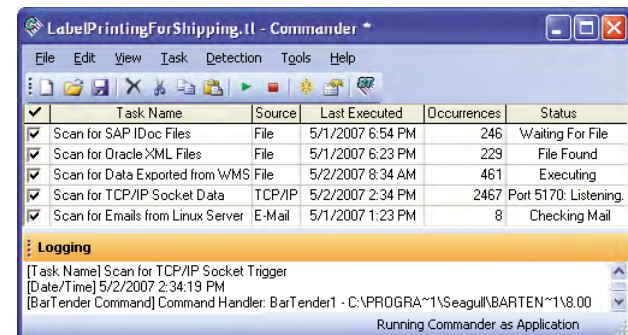
The Enterprise editions' robust support for ActiveX Automation allows for easy control of BarTender by ActiveX-capable programs. Load BarTender, specify label formats, select data sources, choose network printers, perform job status inquiries, and more – all under the full control of your other software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

### 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.

### Predefined ERP Connections

The Enterprise editions offer a number of integration methods especially designed to work with specific ERP applications, such as **SAP** and **Oracle**. Highly flexible **XML** capabilities are available for a variety of other applications



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

### "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 (Print Server edition only). This is useful in many situations:

- 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.

### How Commander Works

Commander waits for specific "triggers" from your applications, such as text files, E-mail messages, and TCP/IP communications (Print Server edition only). Commander then "wakes up" BarTender, which reads your data and prints your labels.

### Easy Control from non-Windows Systems

Although Commander and BarTender run on Windows, they don't care about the operating system from which the triggering events originate. This simplifies integration on large enterprise networks where a non-Windows system is generating your label data but does not have direct access to your Windows applications.

### Use on any Number of Computers at no Additional Cost

Licensing for the Enterprise editions is based on the number of printers used, not the number of PCs. Therefore, with a single license, you can optionally install BarTender on any combination of servers and workstations on the network.

### Print Job Logging

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

### Exporting Printer Code

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

- **XML Enabled Printer** configuration and label format download.
- **Key Pad Devices** that attach directly to printers.
- **SAP Integrations** that use SAPscript-ITF.
- **Custom Programs** for any OS, including CE, PocketPC, Palm, or Linux, which replace the tags with live data.

## Advanced Integration

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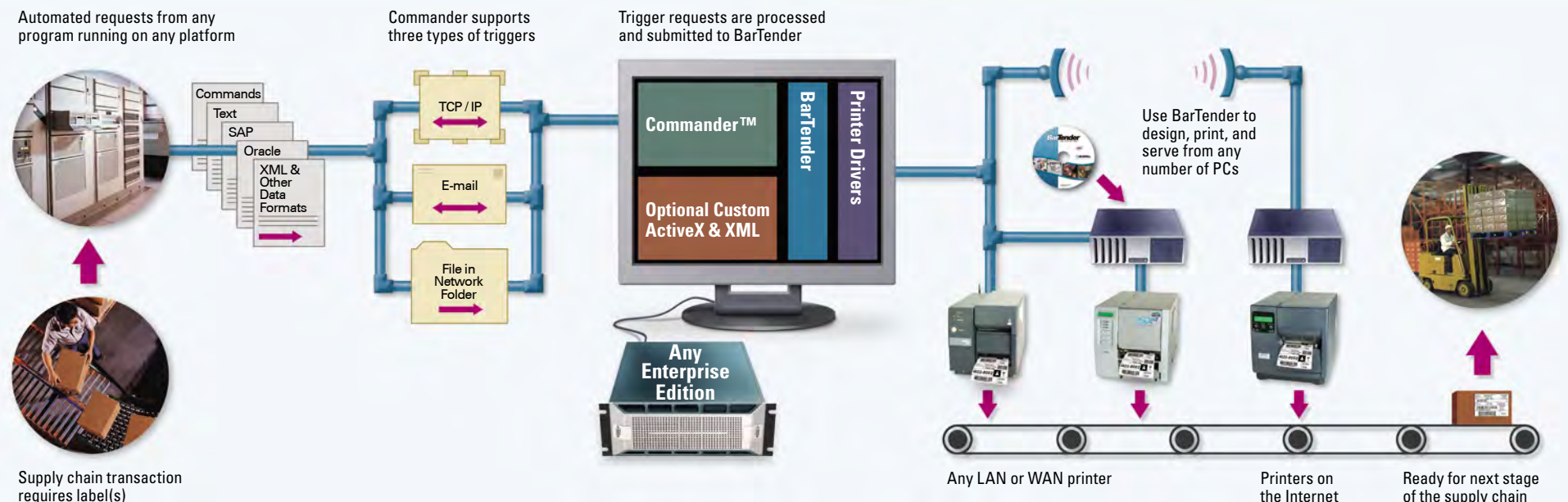
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The new, multi-threaded architecture of the Print Server edition of Commander allows it to receive, prepare, launch, and monitor new print jobs without having to wait for existing jobs to finish.





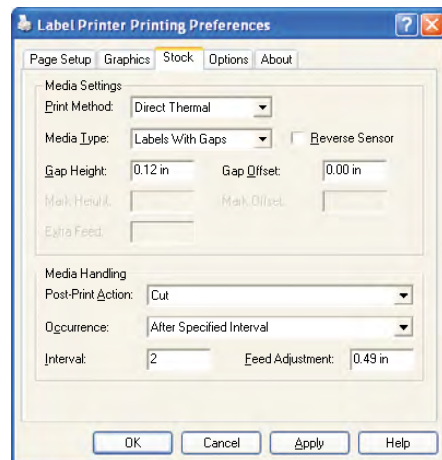
## The Advantages of Drivers by Seagull™

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

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

### Understanding "True Windows" vs. "Embedded" Drivers

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



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



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

### The Problems with "Embedded" Drivers

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

### The "True Windows" Advantage

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

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

### Status Monitor Support Maximizes Printer Utilization

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

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

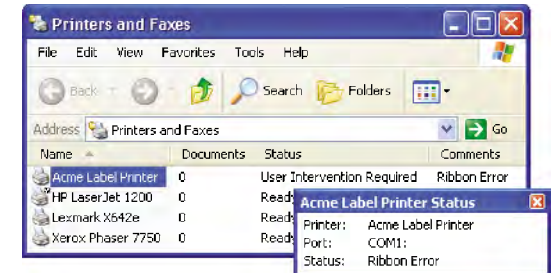
### Superiority Across the Enterprise

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

### The Seagull Performance Advantage

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

- Printer-based bar codes
- Printer-based serialization
- Downloadable fonts and graphics
- Printer-based label formats
- Storage in printer and reuse of non-changing label parts



With all BarTender editions, printer status from Drivers by Seagull™ displays in standard Windows dialogs.

### Easier to Upgrade

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

### International Language Support

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

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

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

[www.seagullscientific.com/asp/whitepapers.aspx](http://www.seagullscientific.com/asp/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.

### RFID Enterprise Edition

**Includes** – All of the label design, printing and integration features of the base Enterprise edition (see below), plus all available RFID design and encoding capabilities.

**Omits** – Does not offer the enhanced server functions, advanced integration, and web printing capabilities of Enterprise Print Server (see above).

### Enterprise Edition

**Includes** – Numerous software integration tools, such as ActiveX Automation, enterprise messaging and Seagull's own Commander utility for cross-platform integration. Powerful data sourcing, including ODBC, OLE-DB, and the industry's only SAP-certified direct IDoc interface. Support for Oracle XML label requests.

**Omits** – No RFID. Excludes all server and integration features omitted from the RFID Enterprise edition.

**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. Fully network compatible.

**Omits** – Not designed for control from within other software. Does not offer ActiveX Automation, Commander or command line integration. No SAP IDoc or XML support. No job logging or e-mailed error alerts. Cannot export printer code templates.

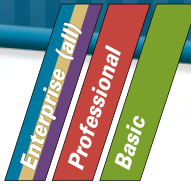
### Basic Edition

**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, VB Script customization, or string concatenation, and only limited text filtering. No custom-base serialization. Excludes all features omitted from the Professional Edition.

FEATURES	EDITIONS		
<b>GENERAL</b>			
Printer-based licensing	•	•	•
User-based licensing	•	•	•
Free phone and e-mail technical support	•	•	•
Html-based context-sensitive help	•	•	•
User interface translated into 20+ languages	•	•	•
Full-system unicode support (data fields, field names, files, servers, printers, etc.)	•	•	•
Password protection	•	•	•
<b>LABEL DESIGN</b>			
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 / scanner data	•	•	•
Enhance print-time prompts with lines, boxes and custom text	•	•	•
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	•	•	•
<b>LABEL STOCK</b>			
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 common industry label stock dimensions	•	•	•
Rectangular label outline	•	•	•
Circular and elliptical label outline	•	•	•
<b>TEXT</b>			
Versatile font support: truetype, adobe, postscript, downloadable, and built-in printer fonts	•	•	•
On-screen text editing	•	•	•
Rich text formatting	•	•	•
Stretch text horizontally or vertically	•	•	•
Auto-size 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	•	•	•
White-on-black text printing (specified with a single mouse click)	•	•	•





FEATURES	EDITIONS		
<b>BAR CODES</b>			
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	•	•	•
UCC / EAN 128 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	•	•	•
<b>GRAPHICS, IMAGES AND SYMBOLS</b>			
Draw lines, 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	•	•	•
<b>PRINTING</b>			
Over fifteen hundred 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	•	•	•
Support for XML Enabled Printers	•	•	•
Advanced On-Screen Print Preview	•	•	•
Advanced Cutter Control	•	•	•
Set Starting Position on Pages of Partially Used Labels	•	•	•
Supports Printer-Based Bar Codes, Serial Numbers, Time, Date, and Copies	•	•	•
Speed Optimization Reuses Repeating Data Instead of Resending it	•	•	•
Local and Network Printer Support	•	•	•
Identical and/or Serialized Copies Controllable from Database	•	•	•
Job Logging	•	•	•
<b>SERIALIZATION</b>			
Numeric, Alphabetic, and Alphanumeric Increment / Decrement by Any Interval	•	•	•
Base 36 and Custom Base Serialization	•	•	•
Separate Rollover / Rollunder and Value Reset Options	•	•	•
Preserve or Expand Field Length When Rolling Over	•	•	•
<b>DATABASE OPTIONS</b>			
Microsoft OLE DB and ODBC Support, Including Drivers for: Access, AS/400, Btrieve, dBase, Excel, FoxPro, Informix, Interbase, Linux, MySQL, Oracle, Paradox, Pervasive.SQL, PostgreSQL, Progress, SQL Server, Sybase, and More	•	•	•
Read Excel Files	•	•	•
Read ASCII & Unicode Text Files (Quote & Comma, Fixed Width, & User-Defined Delimitation)	•	•	•
SAP Certified Interface to IDocs	•	•	•
Oracle XML Label Requests Automatically Parsed	•	•	•
Drag and Drop Data Linking	•	•	•
Versatile Multiple-Table Data Access	•	•	•
Import Variable Graphics from Databases	•	•	•
Data Query Wizard and Custom SQL Assistant	•	•	•
Individual Record-Picking at Print Time	•	•	•



FEATURES	EDITIONS				
<b>DATA PROCESSING</b>					
Visual basic scripting for custom data processing	•	•	•	•	•
User-definable min and max field lengths	•	•	•	•	•
Use and/or exclude select portions of database fields	•	•	•	•	•
Customizable data-entry filters and error checking	•	•	•	•	•
Custom configure the handling of individual messages and alerts	•	•	•	•	•
Multiple sub-fields concatenated per label object	•	•	•	•	•
Source data with keyboard, time & date (from pc or printer)	•	•	•	•	•
Easy entry of special and "unprintable" control characters	•	•	•	•	•
Shareable data fields	•	•	•	•	•
<b>INTEGRATION</b>					
Can be run as a "background" application	•	•	•	•	•
ActiveX Automation	•	•	•	•	•
Command line control from other programs	•	•	•	•	•
Specify label formats and data sources from within other programs	•	•	•	•	•
Automated printer selection	•	•	•	•	•
Logs errors and events to a file	•	•	•	•	•
Logs errors and events via e-mail	•	•	•	•	•
Can e-mail user-defined status messages	•	•	•	•	•
"Commander" integration software utility	•	•	•	•	•
• Runs as application or 2000/2003/XP service	•	•	•	•	•
• Looks for incoming data files and/or e-mails and initiates print jobs	•	•	•	•	•
• Logs errors and events to a file and/or via e-mail	•	•	•	•	•
Generate and export printer code templates, including Oracle XML & SAPscript-ITF	•	•	•	•	•
<b>SHARED, CENTRALIZED PRINT SERVICES</b>					
Optimized to handle high-volume printing requests using a single copy of BarTender running on a server	•	•	•	•	•
Available web application allows selection and launch of label jobs from any operating system that can run a web browser	•	•	•	•	•
<b>ADVANCED INTEGRATION</b>					
Enhanced version of Commander supports triggers and data transmission using TCP/IP	•	•	•	•	•
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 using ActiveX	•	•	•	•	•
<b>RFID SUPPORT</b>					
Encode EPC Gen2, EPC Class 1, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, and Picotag tag types	•	•	•	•	•
Supports DoD, Wal-Mart, and other EPC data formats, including SGTIN, SSCC, GIAI, GID, GRAI, SGLN	•	•	•	•	•
Support for many single and double-byte codepages, including Asian languages, UTF-8 and UTF-16	•	•	•	•	•
Able to duplicate RFID data in text and bar code form	•	•	•	•	•
Supports optional write protection	•	•	•	•	•
Segment and Start Block support, including writing to multiple blocks	•	•	•	•	•
Able to configure printer's RFID options (e.g., Transponder Offset and Maximum Retries)	•	•	•	•	•
Display antenna, chip, and substrate on label. (Images specified by predefined or custom antenna bitmaps.)	•	•	•	•	•

## Supports Thousands of Printers

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

Seagull Scientific is the largest developer of true Windows drivers for industrial label printers and the official driver supplier to many label printer manufacturers.



Easily download new and updated printer drivers for free.

Accumax	Birch	Cognitive	Markpoint	Printronix	Valentin
Argox	Brady	Comtec	Marschall	Quick Label	VIPColor
ASTECH	C.Itoh	Datamax	MAX	Ring	Wasp
APS	cab	Datasouth	Meto	Samsung	Wedderburn
Autonics	Century Systems	Eltron	Metrologic	SATO	Zebra
Avery Dennison	Citizen	ETISYS	MICROPLEX	SII	

General Code	Monarch	Sumitomo
Godex	Novexx	System Wave
Graphic Products	O'Neil	TEC
IBM	Okabe	Tharo
Imaje	OPAL	Thermopatch
Intermec	Paxar	ThermoTex
K-SUN	Pitney Bowes	TSC
KROY	Postek	Tyco
	Pressiza	UBI
		Unimark

## Linear Bar Codes:



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

## Two-Dimensional Bar Codes:



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

## International Language Support

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

Chinese (Simplified & Traditional)	Finnish	Korean	Swedish
Czech	French	Norwegian	Thai
Danish	German	Polish	Turkish
Dutch	Greek	Portuguese (Portugal & Brazil)	
English	Hungarian	Russian	
	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 the many features we have developed. Dependability is why so many of our sales come from word of mouth and why BarTender now has hundreds of thousands users in more than 110 countries. And why our printer drivers are used 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 prior 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 technicians and technical writers. BarTender currently represents hundreds of thousands 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

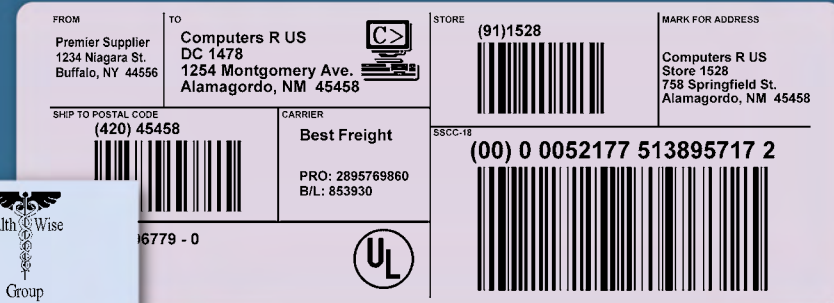
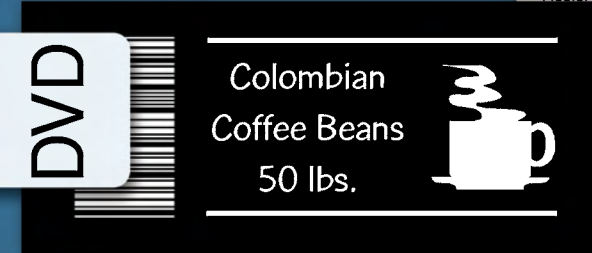
We are proud to offer free support by phone and e-mail from multiple worldwide offices. Most incoming calls are handled as they arrive. Even during peak loads, we strive to make any required return calls within 30 minutes.

### Our Successful Growth Philosophy

Seagull has grown every year since 1992 and more than tripled in size 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!



## System Requirements

**Supported Operating Systems:** Windows 2000, 2000 Server, 2003 Server, and XP.

**Hard Disk:** 50 MB free space required

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

**CPU:** 450 MHz Pentium (1 GHz or higher recommended)

**Memory:** 256 MB RAM (512 MB or higher recommended)

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

**Note:** Enterprise editions require TCP/IP Network Protocol.

Revision: 0270/0507

**Drivers**  
by Seagull<sup>™</sup>



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**Microsoft<sup>®</sup>**  
**CERTIFIED**  
Partner

## How to Buy

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

## Same Day Shipping from 3 Locations

USA: Orders received by 1PM (PST)

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

Taiwan: Orders received by 1PM (Taiwan)