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 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.
BarTender® Makes Label Design Simple

Easy to Learn, Easy to Use
Intuitive mouse actions, helpful “wizards,” and our incredibly useful tutorial are the first reasons the first time user becomes expert. Then, a variety of powerful tools and services ensure your design skills improve as you become expert.

Exceptional Font Control
Supports Unicod®, Unicode-aware TrueType® and many other font formats. Mix text styles with CE/EPc standards and connect them to different databases, fields.

Advanced Customization
Generates multiple custom page layouts from the same master page for the most advanced custom applications.

Multiple-Level Security Protections
Security-center user administrator allows you to manage users, groups, and permissions, and to quickly manage access privileges for publishing processes. Audit logged events with History Explorer.

Event Handling and Job Logging
Status and error messages are logged. These events include SQL errors to an SQL database.

centralized Printing Options
The Enterprise Automation edition supports multiple users, and can be used in almost any environment. The templates can also be downloaded to various platforms. The templates can also be downloaded to various platforms, such as Windows and printer management software.

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, and more. Support for the Latest Tag Types and Data Formats

Web Browser Printing Option
The Automation edition lets you print labels to almost any location. You can print on-labels and pre-defined job continuations, including images of the labels and job messages. An essential tool for web preparation.

Report/Design Center
Design files can be quickly translated to job continuations by using the “wizard” system.

Print Station
Events such as print jobs, jobs, print jobs, and reports are processed in a single window. This makes it easy to manage complex label processes.

Batch Maker
Utilizes easy to specify a list of multiple label formats to print as a single job. This makes it easy to manage large label printing processes.

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

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

EPM Lifecycle
EPM lifecycle management tools allow you to manage and control print jobs for processing by a central copy of BarTender. Instead of writing custom integrations, this “trigger” based automation lets you control BarTender to launch a script or job directly from an event. The Enterprise Automation edition supports multiple users, and can be used in almost any environment. The templates can also be downloaded to various platforms. The templates can also be downloaded to various platforms, such as Windows and printer management software.

Additional Options
Many of BarTender’s most powerful features are dedicated to working with other BarTender versions.

Powerful, Flexible Data Retrieval Options
Select data using the wizard or the most sophisticated SQL query.

Transparent Operation from within Other Applications
When you control BarTender from another application, your users won’t know that it is really BarTender doing the printing. BarTender even supports printing from mobile devices like tablets and smartphones.

Easy Control from Non-Windows Systems
All major Print Station and BarTender Editions can print to almost any system, including Linux, Apple, and other non-Windows platforms. We also support FreeBSD, Solaris, Linux, and more.

Centralized Printing Options
The Enterprise Automation edition supports multiple users, and can be used in almost any environment. The templates can also be downloaded to various platforms. The templates can also be downloaded to various platforms, such as Windows and printer management software.

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, and more. Support for the Latest Tag Types and Data Formats

Power and Flexibility for the Next Generation of AutoID Technology
Both BarTender and Print Station Editions support the most recent technologies, and a powerful API and SDK to help you integrate BarTender into your existing applications.

Free Tech Support
Our USA, Canada, and UK customer support is available for 24 hours a day, 7 days a week, and is available by phone, fax, and e-mail. This technical support is available to all BarTender customers, including those who purchase Basic or Standard Editions.

On-Screen RFID Tag Display
On-screen “ghosted” output of RFID tags, which attached to the RFID scanner, helps you avoid printing to undesirable locations.

RFID Label Support
Powerful and flexible RFID management.

Smart “Wizards”
Harnesses “wizards” walk you step-by-step through critical applications helping users more easily manage their label operations. (Not all features are available in all editions. Please visit www.seagullscientific.com for details.)

Compliance Labels and Ready-to-Print Formats
Whether you are a small edit-only format, or a design expert, BarTender has the tools to help you meet all compliance standards. BarTender is available in all editions. Please visit www.seagullscientific.com for details.

References
*  Requires Enterprise Automation edition

BarTender, Print Station, and Windows Explorer.

Encryption. Use Librarian to manage your security center regulates user activity in other high-security environments. Protect military, pharmaceutical, chemical, and security environments.

Multiple-Level Security Protections
Security-center user administrator allows you to manage users, groups, and permissions, and to quickly manage access privileges for publishing processes. Audit logged events with History Explorer.

Native and HTML-Compatible Data-Entry Forms
Easy design custom forms for data entry at print time. The Enterprise Automation edition even displays the dialogue in your web browser.

World’s Most Powerful Scale Support
Accept weight data from a wide variety of scales in your print-time flows.

World’s Most Powerful Scale Support
Accept weight data from a wide variety of scales in your print-time flows.

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

Web Browser Printing Option
The Automation edition lets you print labels to almost any location. You can print on-labels and pre-defined job continuations, including images of the labels and job messages. An essential tool for web preparation.
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.

Human Readable Support for 2D Bar Codes
Automatic display of the human readable version of 2D bar code data is now supported.

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.

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.”

“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.”

Font Toolbar Now Displays Sample of Font
Font names in the Font toolbar are now displayed using the appropriate font.
Comparing the Four Editions

Printer-based Licensing

Both Automation editions allow unlimited network users. Licensing is based on the number of printers to be used by BarTender on the network.

Enterprise Automation

Our most powerful edition, with advanced server functions for centralized printing and administration. 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

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 included 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

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

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.

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<tr>
<th>EDITIONS</th>
<th>EA</th>
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<tbody>
<tr>
<td>GENERAL</td>
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<td>Licensed based on number of printers</td>
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<td>Licensed based on number of PCs</td>
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<td>Free phone and e-mail support</td>
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<td>LABEL DESIGN</td>
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<td>True WYSIWYG label design</td>
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<td>Programatically modify label objects during print jobs</td>
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<td>Import numerous graphic formats</td>
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<td>Twain &amp; WIA support for image scanners</td>
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<td>Industrial symbol font libraries</td>
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<td>One-tenth degree rotation of objects</td>
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<td>Export bar codes to other programs</td>
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<td>Unlimited undo / redo</td>
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<td>Full color support for all label objects</td>
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<td>Library of “ready-to-print” formats</td>
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<td>Combine multiple label objects into reusable components</td>
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<td>Huge database of name brand label sizes</td>
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<td>Metric and English measurements</td>
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<td>TEXT</td>
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<td>On-screen text editing &amp; sizing</td>
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<td>Rich text formatting</td>
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<td>Auto-size text to fit in rectangle</td>
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<td>Basic paragraph formatting</td>
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<td>Advanced paragraph formatting</td>
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<tr>
<td>BAR CODES</td>
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<tr>
<td>Numerous 1D &amp; 2D symbologies</td>
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<td>Unlimited width and height</td>
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<td>GS1 Application Identifier Data Source Wizard</td>
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<td>Automatic check digit capability</td>
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<tr>
<td>PRINTING</td>
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<td>More than 2,000 label printers supported</td>
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<td>True Windows drivers, can use Windows spooler</td>
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<td>Batch Maker defines and prints “batches” of multiple label formats</td>
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<tr>
<td>Print Station supports “single-click” label selection and printing</td>
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<td>Support for XML-enabled printers</td>
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<tr>
<td>Supports printer-based bar codes, serial numbers &amp; copies</td>
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<td>Label copy count controllable from keyboard and database</td>
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<tr>
<td>DATA SOURCING</td>
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<tr>
<td>Design print-time data entry forms for keyboard and barcode scanner data</td>
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<tr>
<td>Data from weighing scales supported by data entry forms</td>
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<tr>
<td>Reads text files, databases, spreadsheets, etc.</td>
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<td>Multiple-table data access</td>
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<td>Database graphics</td>
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<td>Query wizard &amp; SQL assistant</td>
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<td>Print time record-picking</td>
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<tr>
<td>DATA PROCESSING</td>
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<td>Basic serialization (increment digits)</td>
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<td>Advanced serialization</td>
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<td>Full-system Unicode support</td>
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<td>Get data from time, date &amp; keyboard</td>
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<tr>
<td>Easy entry of special &amp; “unprintable” characters</td>
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<td>Customize using VBScript</td>
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<td>Customizable data-entry filters and validation</td>
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<tr>
<td>String concatenation</td>
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</table>

♦ 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

RFID SUPPORT

<table>
<thead>
<tr>
<th>EDITIONS</th>
<th>EA</th>
<th>A</th>
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<tbody>
<tr>
<td>Full-featured native RFID objects</td>
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<tr>
<td>Basic support only using printer fonts</td>
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<tr>
<td>STANDARD INTEGRATION</td>
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<tr>
<td>Control from other programs using ActiveX</td>
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<td>Commander Integration Utility: Senses incoming data, then starts print jobs and logs results.</td>
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<tr>
<td>Log errors and events to a file</td>
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<tr>
<td>Log BarTender print job details to a database</td>
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<tr>
<td>Log application errors and events to a database</td>
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<tr>
<td>Custom error and event e-mails</td>
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<tr>
<td>Generation of printer code templates</td>
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<tr>
<td>SYSTEM ADMINISTRATION AND SECURITY</td>
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<tr>
<td>Security Center manages user permissions and encrypts label formats</td>
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<tr>
<td>Security Center supports electronic signatures and logs permission requests</td>
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<tr>
<td>Lock down individual label formats with passwords</td>
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<tr>
<td>Lock BarTender into a password-protected “print-only” mode</td>
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<tr>
<td>History Explorer audits past label jobs and other events</td>
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<tr>
<td>Include label images when logging BarTender print jobs</td>
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<td>Librarian manages label format publishing, revision tracking, and rollback within a secure database.</td>
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<td>ADVANCED INTEGRATION</td>
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<tr>
<td>SAP certified for All integration</td>
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<tr>
<td>Read data from SAP iDiscs</td>
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<tr>
<td>Oracle certified for XML label requests</td>
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<tr>
<td>Oracle XML integration using a TCP/IP socket</td>
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<tr>
<td>IBM certified for WebSphere XML print requests</td>
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<tr>
<td>Commander processes file, e-mail and serial port triggers</td>
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<tr>
<td>Enhanced version of Commander processes TCP/IP triggers and data</td>
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<td>Commander optimized to control multiple print jobs at the same time</td>
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<tr>
<td>.NET SDK to control one BarTender at a time</td>
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<tr>
<td>.NET SDK to control many BarTenders at once</td>
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<tr>
<td>ASP.NET sample application for customizable web browser printing</td>
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<tr>
<td>Different XML formats converted using XSL</td>
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<tr>
<td>BarTender XML Command Scripts speed up automation and simplify remote control</td>
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<tr>
<td>ENTERPRISE PRINT MANAGEMENT</td>
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<tr>
<td>Supports printing requests from numerous network users to a centralized server</td>
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<td>Browser-based network and internet printing</td>
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<td>Windows Cluster Server supported</td>
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<td>Reprint Console reprints lost or damaged labels</td>
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<tr>
<td>Configure selected driver settings for multiple printers at once</td>
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<tr>
<td>Printer Maestro displays status of all Windows print jobs in one window</td>
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<tr>
<td>Printer Maestro tracks printer media usage and inventory of printer parts. Generates custom alerts.</td>
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<tr>
<td>Log printer events for all Windows print jobs</td>
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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.

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
- AccuMax
- Argox
- APS
- Autonics
- Avery
- Dennison
- Birco
- Brady
- C. Ittoh
- cab
- Century
- Citizen
- Cognitive
- SOLutions
- Comtec
- Datamax
- Intermec
- Dedruma
- Eltron
- Markpoint
- ETISYS
- General
- Codex
- Graphic
- Products
- IBM
- GSK
- Intermec
- KROY
- Meto
- Quick Label
- Thermotex
- Metrologic
- Monarch
- Novexx
- O’Neil
- OPAL
- Pitney Bowes
- Postek
- Printronicx
- ThermoPatch
- Toshiba
- TEC
- Samsung
- SII
- Sumitomo
- VIP Color
- Tyco
- Unimark
- Valent
- Wasp
- Wedderburn
- 3M
- Accumax
- Citizen
- Cognitive
- Solutions
- Comtec
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Seagull is proud to be the official printer supplier to many of the world’s largest 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

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
- Turkish

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