

BarTender®

Label Printing Software



Enterprise Power...

Windows Simplicity



SEAGULL
SCIENTIFIC



Welcome,

As our industry's labeling challenges become more and more sophisticated, our clients rely on us to continually deliver world-class solutions that meet their requirements in an efficient and cost-effective manner.

This tradition continues as we proudly release BarTender version 7.0. Its extensive feature set will save you valuable time by streamlining design tasks, accelerating data connectivity, and simplifying enterprise-wide printing. Over the past year, we have also added staff and opened new offices worldwide to sustain our high standard of technical support throughout our expanding client base.

Since 1985, Seagull Scientific has put a premium on building technically superior products. Over the years, we have assembled a team of professionals who agree that "quality comes first." With industry expectations higher than ever, our products and our people have us well prepared to overcome the new challenges that lie ahead.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Don Ray', with a stylized flourish at the end.

Don Ray
President
Seagull Scientific, Inc.

BarTender
Label Printing Software

Drivers
by Seagull™

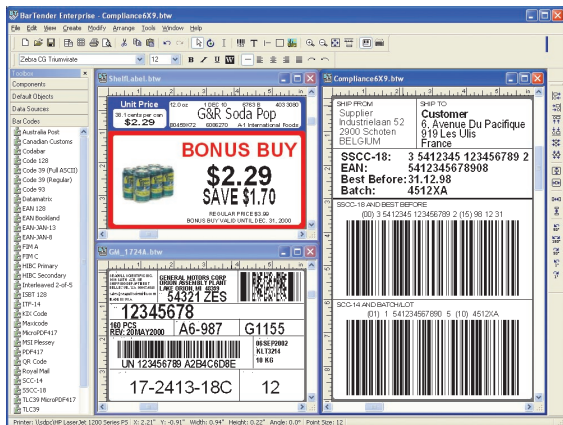
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Label Design Made Simple

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. Strict adherence to Microsoft's official user-interface guidelines means, if you've used just one other Windows program, you're ready to start designing labels. Customizing is easy, with carefully organized menus and "pop-up" dialogs that display even the most advanced options in plain, easy-to-understand words. And, with the industry's most powerful Undo command, even beginners don't have to worry about making mistakes.

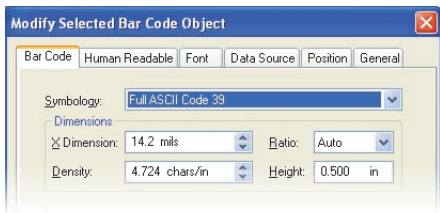


Modify and print multiple label designs.

fonts for the most flexible styling. Many printer drivers now even support font downloading for an optimum combination of font variety and printing performance.

High Precision On-Screen Display

BarTender's design mode gives you an extraordinarily accurate "real-time" view of your label. There's also a Print Preview mode that even reads your external data sources, so it can display exactly how your labels are going to look *before* you print them. That means you can design more quickly without wasting labels.



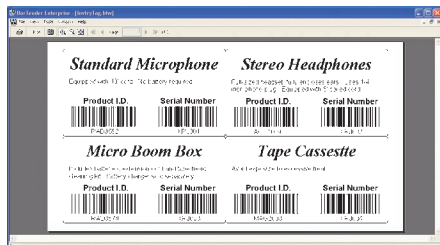
Smartly organized dialogs offer numerous options, while keeping things simple.

Exceptional Design Flexibility

BarTender gives you total control over your label's appearance, including the type and size of text, bar codes and graphics. Place objects exactly where you want them and control rotation as precisely as 1 degree. You're limited only by your imagination.

Designer Typefaces, Even on Thermal Printers

BarTender and Seagull's printer drivers offer an extraordinary variety of font capabilities. Use printer fonts for maximum speed and Windows

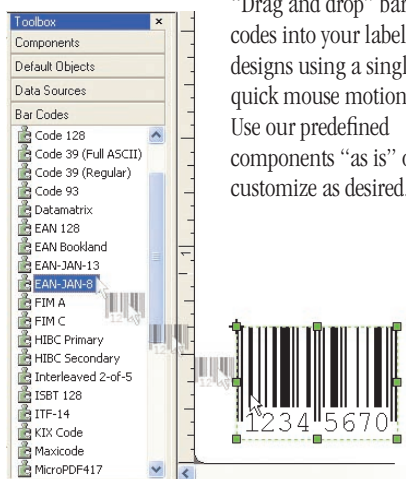


A Print Preview with external data sourcing reduces wasted labels.

"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 our predefined components "as is" or customize as desired.



Create bar codes with a quick "drag and drop" motion. (See page 13 for a full list of supported bar codes.)

Rich Text with Data Sourcing

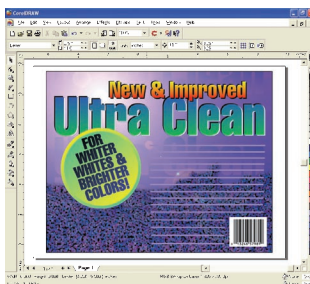
"Rich Text" allows individual text objects to contain multiple typefaces (Times, Arial, etc.) and styles (bold, italic, etc.). BarTender raises the power of rich text to a whole new level by allowing you to source the different parts of a rich text object with external data fields. For example, you might use one font style for some static text and use other styles for some of your changing text.

IMPORTANT: Do not exceed stack height of three pallets. Do not store at greater than 25 degrees C.

Rich text paragraphs can combine static data and externally sourced data.

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 Corel® Draw.

Advanced, Customizable Serialization

Generate anything from the simplest serial numbers to the most advanced, totally custom serialization sequences. Increment or decrement by any interval and specify any rollover threshold and restart value. Choose from numeric, alpha, or a variety of predefined alphanumeric character sets. Even specify your own totally custom sequences.

Compliance Labels and Ready-to-Print Formats

Sometimes a customer or outside agency demands a particular label design. "Compliance" with such external specifications can be challenging, especially if it requires something your label software just can't do. We've familiarized ourselves with numerous commonly used standards in order to build BarTender into the most full-featured compliance-labeling tool available. Whether you're using one of our many ready-to-print formats, or designing labels from scratch, BarTender has the power and flexibility you need for thousands of compliance label standards.

Custom Data-Entry Forms

Sometimes you won't know some of your label data until the last second, for example 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. Since designing prompt dialogs is almost exactly like designing labels, they are easy to set up. You can even lock BarTender into continuous prompt mode, allowing you to automatically launch print job after print job by simply filling in the empty data fields.

Print Wizard - Prompt Dialog

Customer Information

Order #: 851458
Customer Name: Acme Widgets, Inc.

Shipping

Tracking #: AV5684
Carrier: UPS

Payment

Amount: \$100.00
Method: Visa

Print Cancel Help

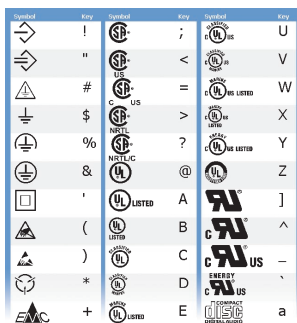
Design custom data-entry screens to match your workflow.

Password Protection

Sometimes it's critical to ensure that your users can't modify your label designs. Whether the change is accidental, well intentioned, or malicious, even the slightest repositioning 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 alteration of the label.

Industrial Symbol Libraries

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



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

Add Your Own Features Using Visual Basic Script

Special data-processing requirements sometimes arise, such as wanting to conditionally combine certain fields or use only part of a field. You may even want to evaluate an equation. BarTender's Visual Basic "Scripting 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.

Spotlight on Productivity

It's one thing for software to make it easier to get your work done. But BarTender has done work for you *in advance*, with a library of predefined label components and literally thousands of commonly used label stock sizes—all ready to use. And, if you *do* need to define your own, you can easily reuse them in future label designs, so your work is never wasted.

Predefined and Reusable Toolbox Components

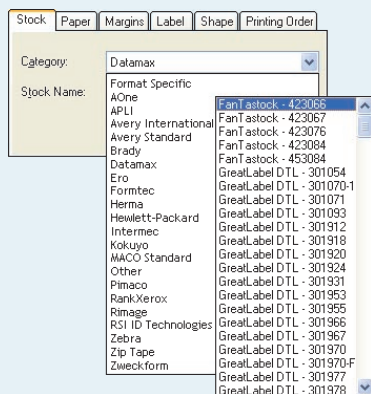
Ever use part of an existing spreadsheet or letter when starting a new one? Sure, it gives you a head start, but you still have to “cut and paste.” BarTender components redefine this concept so that it is modular and much more convenient, giving you common, predefined building blocks ready for immediate insertion into your labels. Simply “drag” them from BarTender's toolbox and “drop” them into your label designs.

You may also want to reuse portions of your own completed label designs. For example, if you

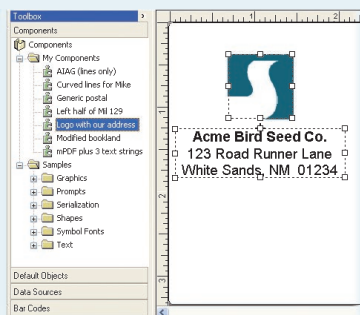
have carefully positioned a particular size and type of bar code next to a certain style of text in a specific place, BarTender lets you easily combine these objects into a reusable component.

Huge, Expandable Label Stock Database

There's more to label design than just placing objects on a label. You also need to match



Choose from more than 2,000 label stock sizes.

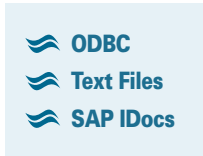


Save time with predefined sample components, or customize and create your own.

the dimensions of your label (including the number of labels on a “page”) to the actual label stock you will be using. BarTender greatly simplifies this task with literally thousands of label sizes in a huge, conveniently organized label stock database. And, if you do specify your label dimensions manually, you can easily add this information to your label stock database for future reuse.

Industry-Leading Data Access

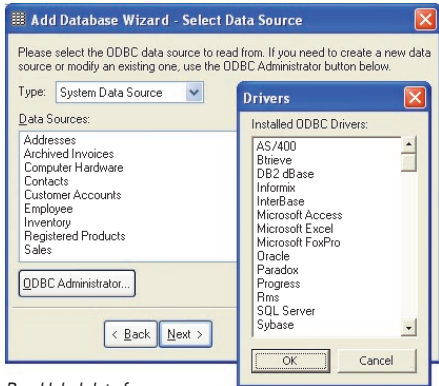
For some labeling projects, you can just type the necessary label data right into BarTender. Often, however, you need to access data created by other programs and stored on different computers. Multiple “related” data files may even be distributed across networked computers.



In any case, BarTender makes it easy to navigate and link to a nearly endless variety of data sources.

Read from Most Databases and Spreadsheets

Full support for Microsoft ODBC (Open Database Connectivity) lets BarTender read label data from literally dozens of industry-standard and proprietary data formats.



Read label data from numerous sources.

Access Data from Windows and Non-Windows Platforms

Many available ODBC drivers support non-Windows data platforms, including UNIX, AS/400, Oracle, Sybase and Informix.

Delimited Text Files

BarTender supports a variety of text formats, including quote, comma, CSV, tab, fixed width and custom delimiters.

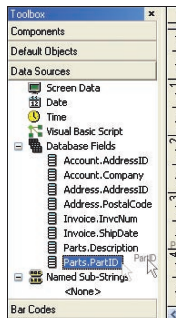
SAP IDoc Files

SAP is the world’s largest developer of ERP (Enterprise Resource Planning) software. The Enterprise Edition of BarTender can read label data directly from SAP IDoc files, one of the most flexible SAP integration methods available. In fact, BarTender is the only label printing software package with an SAP-certified interface. No file conversion is necessary – BarTender opens and parses IDoc files “as is.” Advanced options, such as special “rules” for handling duplicate segments, eliminate the need for custom programming.



Quickly and Easily Assign Data to Label Objects

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.



BarTender’s toolbox gives you data linking 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 Pick List –**

Manually select the database records you want.

- **Record Range –**

Specify a numeric range to print.

Fields	Operator	Criteria	And/Or
Customer.City	=	Chicago	AND
Invoice.Ship Date	> or =	07/04/01	OR
Invoice.Status	Begins With	Paid	

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

Part ID	Part Description	Qty
BTW-BAS	BarTender (Basic Edition)	2
BTW-PRO	BarTender (Professional Edition)	8
BTW-ENT	BarTender (Enterprise Edition)	5
BTW-BAS	BarTender (International Basic Edition)	1
BTW-PRO	BarTender (International Professional Edition)	9
BTW-ENT	BarTender (International Enterprise Edition)	10
BTWJ-BAS	BarTender (Japanese Basic Edition)	5

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

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

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 makes 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.

Easy Integration with Other Applications

In addition to operating “stand-alone,” all versions of BarTender can be controlled from within your

other applications. However, the Enterprise Edition adds advanced features especially designed for

 **Command Line**

 **ActiveX**

 **Commander**

software integration. That means accounting, manufacturing, inventory, shipping and other supply-chain applications can easily access BarTender's powerful label-printing features. In fact, your users don't even have to know that it's BarTender printing the labels.

Command Line Interface Option

“Command Line” control of BarTender, available in all editions, uses less sophisticated software technology than ActiveX Automation. However, it still allows any program capable of issuing a “run program” command to load BarTender and launch print jobs.

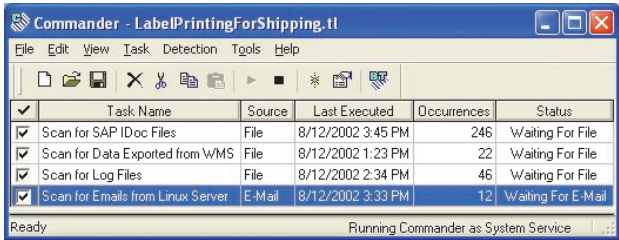
ActiveX Automation

Taking advantage of the latest in Microsoft's ActiveX integration technology, the Enterprise Edition can easily be controlled by other software programs. Numerous functions are available, such as loading BarTender, specifying a label format, selecting data sources and specifying network printers. Your programs can also inquire about BarTender's current status, including print jobs in progress.

Commander™: The Flexible Middleware Alternative

Commander, an add-on utility included with the Enterprise Edition of BarTender, lets other applications control BarTender print jobs. By simply creating a data file, your other application gives you access to Commander's powerful integration capabilities. Commander is useful for controlling BarTender whenever:

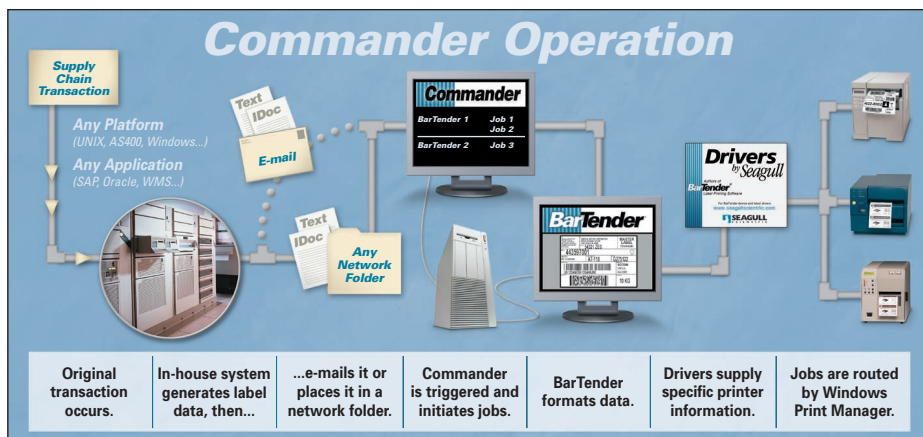
- It's inconvenient or impossible to issue ActiveX commands from your current application or environment.



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

- You don't have access to your other applications' source code.
- You're working with a non-Windows platform, such as Linux/UNIX, AIX or AS/400, and no means exist for directly transmitting the necessary command(s) to the Windows system running BarTender.
- You haven't worked with ActiveX before and you already know how to export data to text files.

Commander Operation



How Commander Works

Using Commander, your other application makes labels by first generating a text file. Commander detects the file's arrival and then "wakes up" BarTender, which reads your data and prints your labels. This can be especially helpful on large, enterprise networks where a non-Windows system

is generating your label data and doesn't have direct access to your Windows applications.

E-mail Integration

As an alternative to file-based triggers and label data, Commander can also detect triggers and receive label data via e-mail.

Advanced Error and Event Handling

When running an application from within another application, it becomes particularly important to know when certain events occur. The Professional and Enterprise Editions of BarTender offer a variety of message handling features for errors and other events, including support for log files, automation exceptions, and Windows event logs. The Enterprise Edition can even transmit messages by e-mail, keeping you informed no matter where you are.

Print Job Logging

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

True Windows Printer Drivers

Seagull's true Windows printer drivers are available for Windows 95, 98, Me, NT, 2000 and XP. They'll work with any custom or "canned" Windows program and output to printers located anywhere on your network. For a truly powerful labeling solution, team our drivers with BarTender® label printing software and access a variety of high-speed printing features.

Optimizing Thermal Label Printing Under Windows

Most thermal label printers have a variety of special features designed to optimize your label output, such as built-in text and bar codes, automatic serialization, and the storage and reuse of static label data. However, when you use a conventional Windows printer driver to print to a thermal label printer, you typically can't access certain features that optimize printing performance. In order to give BarTender access to these and other advanced printer features, Seagull designed its own Windows drivers for use with the industry's most popular thermal label printers.

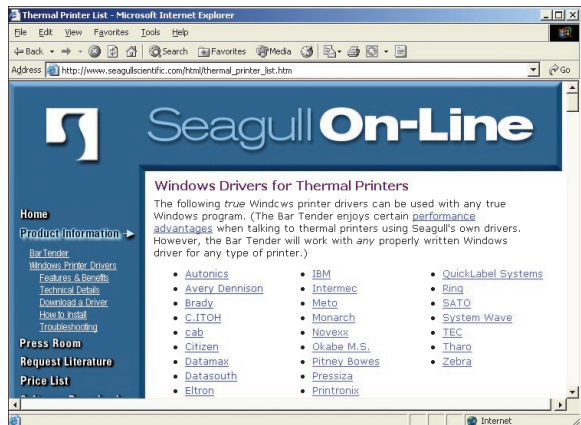
The Convenience of Windows and the Full Power of Your Label Printer

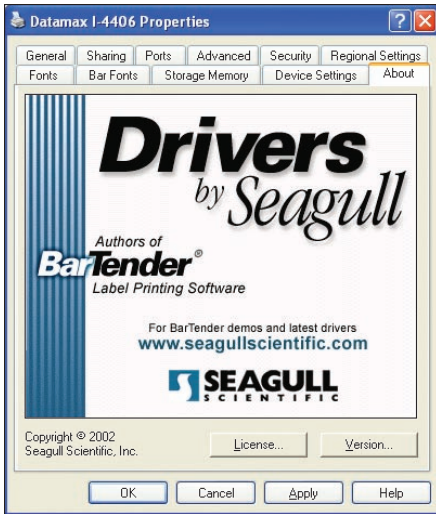
BarTender label printing software works with any printer that has a true Windows printer driver. But you get increased performance on thermal label printers when BarTender is used with a Seagull printer driver. BarTender automatically recognizes when a Seagull driver is in use and activates the printer's high-performance label-printing features. And, because Seagull drivers are 100% Windows-compatible, you can also use them with other standard Windows programs.

High-Speed Graphics

Seagull drivers have been carefully optimized to allow the printing of complicated Windows graphics at the maximum speed possible on your thermal printer. Our drivers support graphics compression on printers that offer it. And, when using BarTender, our drivers are often smart enough to store (cache) graphics and formats right in the printer for the fastest possible print job!

Check out our list of supported printers at www.seagullscientific.com. Download the newest thermal printer drivers free of charge and stay up-to-date on the latest advances in driver technology.





Enhanced Font Capabilities

Our Windows printer drivers bring the full power of Windows TrueType fonts to your thermal printer. If you can see it in Windows, it will print on your label! When possible, our drivers will even download and store fonts into your printer's memory. So you get the flexibility of Windows-based fonts at the speed of built-in printer fonts.

Intelligent Print Optimizations

When printing multiple label copies using any standard Windows program, our drivers output only the first label and then configure your printer to produce the remaining copies at its full-rated speed. Even more optimization is possible when using BarTender. If some parts of your label remain constant while other parts change, only the changes are sent. So your high-performance printer spends less time waiting for duplicate data and more time printing.

Drivers by Seagull™

Seagull is internationally recognized for its expertise in Microsoft's printing standards. That's why many leading printer manufacturers partner with us to provide their customers with true Windows printer drivers.

Supported Printers

Seagull's Windows drivers support hundreds of thermal printer models. Many of the supported thermal printer families are listed below. For a complete list of supported printer models, visit www.seagullscientific.com.

- **Autonics**
- **Avery Dennison**
- **Brady**
- **C.Itoh**
- **cab**
- **Citizen**
- **Datamax**
- **Datasouth**
- **Eltron**
- **IBM**
- **Intermec**
- **Meto**
- **Monarch**
- **Novexx**
- **Okabe**
- **Paxar**
- **Pitney Bowes**
- **Pressiza**
- **Printronix**
- **Quick Label**
- **Ring**
- **SATO**
- **System Wave**
- **TEC**
- **Tharo**
- **UBI**
- **VIP Color**
- **Zebra**

If your printer is not listed, it may still be compatible with one of the printers we support. Contact your printer vendor for compatibility information.

International Language Support

The user-interface of Seagull's Windows drivers supports a variety of languages (see list on page 12). View and set your printer options using a familiar language.

BarTender Editions Summary

Enterprise Edition

The Enterprise Edition, our flagship product, is designed for a network environment where users

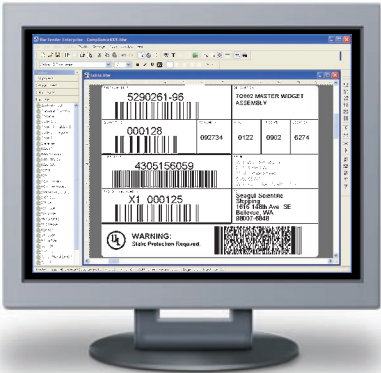
Powerful integration features licensed for unlimited network users

need complete access to BarTender's most sophisticated features. It provides powerful integration tools, such as ActiveX Automation and Seagull's own Commander Utility. Its advanced data sourcing capabilities include the industry's only SAP-

certified IDoc interface. The Enterprise Edition has the ability to control label design and printing across even the largest networks.

Licensing – The Enterprise Edition licensing is based on the number of printers BarTender accesses. An unlimited number of network users

are allowed to print to a pre-determined number of printers. Each local area network where BarTender is installed requires a separate license. Contact a Seagull representative for additional licensing information.



**Enterprise Power...
Windows Simplicity**

International Language Support

BarTender is available in international versions that support on-demand switching of the displayed user interface language between:

Chinese (Simplified)	French	Portuguese (European)
Chinese (Traditional)	German	Portuguese (Brazilian)
Czech	Hungarian	Spanish
Danish	Italian	Swedish
Dutch	Japanese	Thai
English	Korean	
Finnish	Norwegian	
	Polish	

Professional Edition

The Professional Edition is intended for stand-alone users, but includes many of the features

*Label design
and data access
features for
desktop users*

found in Enterprise. It delivers the label design functionality and advanced data sourcing expected by experienced label designers, yet retains the ease-of-use required by first-time users.

Licensing – Although the Professional Edition is intended for stand-alone use, it can also be utilized on a network. Its license is based on the number of workstations running BarTender, regardless of whether or not they are on a common network. A pre-determined number of users are allowed to print to an unlimited number of printers.

Basic Edition

Designed for users who just need BarTender's essential features, the Basic Edition limits

*For those
who just need
the essentials*

data entry to the keyboard and excludes external data sourcing.

Licensing – The Basic Edition is licensed exactly like the Professional

Edition. See the Professional Edition section for further information.

Bar Code Support	Code 128	EAN-JAN-8	ITF-14	UPC-A	PDF417
<u>Linear</u>	Code 39	FIM A	KIX Code	UPC-E	QR Code
AIAG	(Full ASCII)	FIM C	LOGMARS	UPS Tracking	TLC39
Australia Post	Code 39	HIBC Primary	MSI Plessey	US Postal	MicroPDF417
Canadian Customs	(Regular)	HIBC Secondary	Royal Mail	<u>2-Dimensional</u>	TLC39
Codabar	Code 93	Interleaved	SCC-14	Datamatrix	
	EAN 128	2-of-5	SSCC-18	Maxicode	
	EAN Bookland	ISBT 128	UCC-EAN 128	MicroPDF417	
	EAN-JAN-13				

BarTender Feature List

Enterprise

Professional

Basic

FEATURES	EDITIONS		
GENERAL			
Printer-Based Licensing	•		
User-Based Licensing		•	
Free Phone and On-Line Technical Support	•	•	•
HTML-Based Context-Sensitive Help	•	•	•
User Interface Translated into 20 Languages (see page 12)	•	•	•
Password Protection	•	•	
LABEL DESIGN			
True WYSIWYG Label Design	•	•	•
Drag and Drop Creation of all Objects, Including Lines, Boxes and Graphic Images	•	•	•
Built-in Printer Font Support	•	•	•
Import Graphics in BMP, DCX, DIB, DXF, EPS, IMG, JPG, PCX, PNG, TGA, TIF, WMF, WPG	•	•	•
Industry-Specific Graphic Symbol Font Libraries	•	•	•
One Degree Rotation of Lines, Boxes, Text, and Graphics	•	•	•
Export Bar Codes and Labels for Use in Other Programs	•	•	
Automatic Positioning and Alignment	•	•	•
Rectangular Label Outline	•	•	•
Circular Label Outline	•	•	
Resize and Stretch Objects	•	•	•
Unlimited Undo / Redo Command	•	•	•
Full Color Support	•	•	•
Customizable Print-Time Prompts for Keyboard / Scanner Data	•	•	•
Automatic Time and Date Values with Offset	•	•	•
Library of "Ready-to-Print" Formats	•	•	•
Custom Component Library for Easy Re-Use	•	•	•
Computation of Label Size from Number of Rows and Columns	•	•	•
Database of Thousands of Common Industry Label Stock Dimensions	•	•	•
Thumbnail Previews of Saved Labels	•	•	•
Metric and US Measurement Systems	•	•	•
TEXT			
On-Screen Text Editing	•	•	•
Rich Text Formatting	•	•	
Scale Text Horizontally or Vertically	•	•	•
Auto-Size Text to Fit Preset Heights and Widths	•	•	
Advanced Paragraph Support, Including Aligning, Justifying, Indenting, and Spacing	•	•	
User-Definable Tabs	•	•	
White-on-Black Text Printing	•	•	•
Windows TrueType Fonts	•	•	•
BAR CODES			
Numerous 1D Symbolologies (see page 13)	•	•	•
Numerous 2D Symbolologies (see page 13)	•	•	
Extensive Library of Industry-Standard Bar Code Formats	•	•	•
Option to Display Start/Stop Characters	•	•	•
Unlimited Width and Height	•	•	•
Minimum Width Limited Only by Printer Resolution	•	•	•
UCC / EAN 128 Assistant	•	•	•
Automatic Check Digit Capability	•	•	•
Sequentially Numbered Bar Codes	•	•	
Place Text Anywhere in Relation to Bar Codes	•	•	•
Customizable Character Template	•	•	•
Independently Suppress or Display Characters from Different Sub-Fields	•	•	

FEATURES

EDITIONS

PRINTING

Print Preview with Merged Data	•	•	•
Set Starting Position on Pages of Partially Used Labels	•	•	•
Supports Printer-Based Bar Codes and Serial Numbers	•	•	•
Job Logging	•		
Speed Optimization Using Repetitive Data Control	•	•	•
Hundreds of Printers Supported	•	•	•
True Windows Driver Compliant	•	•	•
Local and Network Printer Support	•	•	•
Performance-Enhancing Printer-Controlled Serialization and Copies	•	•	•
Number of Identical and/or Serialized Copies Readable from Keyboard and/or Database	•	•	

SERIALIZATION

Basic Serialization (Increment, Numeric Base 10)	•	•	•
Increment or Decrement by Any Interval	•	•	
Separate Rollover/Rollunder and Value Reset Options	•	•	
Preserve or Expand Field Length When Rolling Over	•	•	
Numeric, Alphabetic and Custom Base Serialization	•	•	

DATABASE OPTIONS

Microsoft ODBC Support, Including Drivers for: Access, AS/400, Btrieve, Clipper, dBase, Excel, FoxPro, Informix, Interbase, Oracle, Paradox, Progress, SQL Server, Sybase, and More	•	•	
ASCII Text Files (Quote & Comma, CSV, Tab, User-Defined, & Fixed Width)	•	•	
SAP Certified Interface (mySAP.com and R/3)	•	•	
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	•	•	

DATA PROCESSING

Visual Basic Scripting for Custom Data Processing	•	•	
User-Definable Min and Max Field Lengths	•	•	
Customizable Data-Entry Filters and Error Checking	•	•	
Multiple Sub-Fields Concatenated Per Label Object	•	•	
Source Data with Time, Date, Keyboard, VB and more	•	•	•
Easy Entry of Special and "Unprintable" Control Characters	•	•	•
Shareable Data Fields	•	•	
Customizable Message Box Handling	•	•	•

INTEGRATION

Can Be Run as "Background" Application	•	•	•
Dynamically Selectable Label Formats and Data Sources	•	•	
Automated Printer Selection	•		
Logs Errors and Events to a File	•	•	
Logs Errors and Events via E-Mail	•		
Command Line Interface Option	•	•	•
ActiveX Automation	•		
"Commander" Integration Software Utility	•		
• Runs as Application or NT/2000/XP Service	•		
• Monitors for Incoming Datafile and/or E-mail	•		
• Initiates Print Jobs	•		
• Logs Errors and Events to a File	•		
• Logs Errors and Events via E-mail	•		

Inside Seagull Scientific

A Commitment to Quality Software Printing Solutions

Our philosophy is simple: Build quality. At Seagull Scientific, we embrace this commitment through every step of the development process. We begin with an underlying architecture based on the most proven and flexible software standards. Next, 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, our nearly fanatical commitment to testing guarantees products that offer:

- Fast, stable, predictable performance
- Truly intuitive interface
- Easy integration with other software
- Scalable and network-friendly design

This benefits our customers by:

- Reducing implementation time and cost
- Accommodating growth
- Minimizing support requirements

Headquartered in the U.S. 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 culture heavily focused on software technology offer us a treasure of technical resources. This includes some of the best-trained software developers in the world and ready access to forums on the latest software trends.

Excellence Through Dedicated Research and Development

It's been more than 15 years since researchers at Seagull Scientific first investigated new solutions to some long-standing bar code printing problems.

Over the years, we have assembled a world-class team of product managers, programmers, quality assurance technicians and technical writers. Today, version 7.0 of BarTender represents over 100,000 development hours and millions of dollars in software research.

Our Best Ideas Come From You!

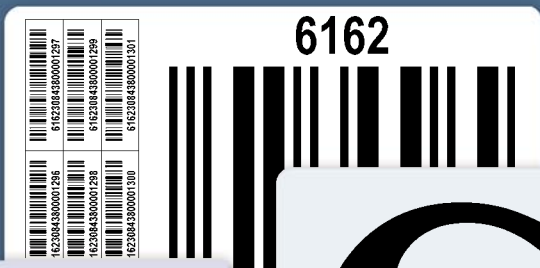
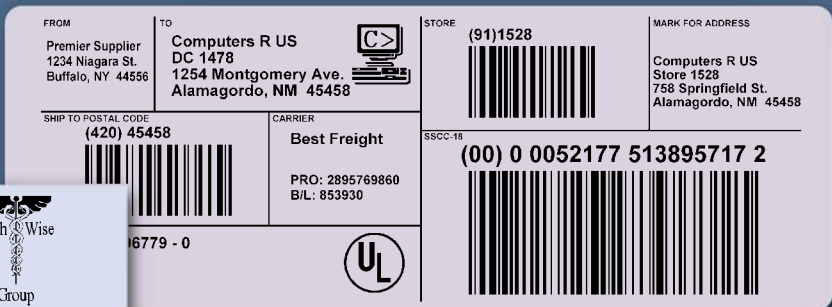
We recognize that our most important suggestions come from those using our products every day. That's why our end-users and resellers play such a leading role in Seagull's development process. In fact, we've implemented a dedicated database system especially for cataloging and prioritizing feedback. That way, we can be sure not to miss any important suggestions and to get to the most requested ones first.

Free Technical Support

Seagull has made an enormous commitment to making BarTender the industry's most reliable and user-friendly label printing program. Context-sensitive, HTML-based Help on every feature makes it even easier to figure out how to use our software. Even so, we provide *free* support by phone and e-mail from offices strategically located worldwide. Most incoming calls are handled as they arrive. Even during peak loads, we strive to keep our call-back times to less than 30 minutes.

A Company You Can Grow With

Our commitment to quality and excellence guided our first pioneering steps into Windows-based label printing software many years ago. Today, it makes us the world's leading producer of Windows drivers for bar code printers. Most importantly, in the future, as ever more demanding and sophisticated software requirements arise, our company and products are perfectly positioned to meet those challenges.



BarTender 32-Bit Version

System Compatibility

Runs on Windows 95, 98,
Me, NT, 2000, and XP

System Configuration

Runs on any system meeting
the Microsoft-recommended
minimum requirements for the
selected operating system.

Note: Enterprise Edition requires
TCP/IP Network Protocol.

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Drivers
by Seagull™

SOFTWARE
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