

# BarTender®

*Label Printing Software*

*32-Bit  
Version*



*Enterprise Power  
Windows Simplicity*

**SEAGULL**  
SCIENTIFIC

# *The Clear Leader*

Seagull Scientific has been a driving force in the Automatic-ID industry since 1985. BarTender was first launched in 1987 and, in 1993, became the first true Windows® label program to support not just laser and ink-jet printers, but also thermal printers used for high-quality, high-volume label production. Since then, BarTender has built a reputation around the world as the fastest, easiest way to

## **Drivers** *by Seagull*

design professional labels. Seagull Scientific is also the world's largest manufacturer of true Windows drivers for label printers.

In developing our true 32-bit version of BarTender, we completely redesigned it from the ground up using state-of-the-art Windows technology instead of simply porting over our old DOS or 16-bit Windows versions. So you can take full advantage of the increased power, flexibility and ease of use of Windows 95, 98, 2000 and NT. Seagull Scientific delivers industry-leading label software today and is already working hard to bring you the latest Windows technology for tomorrow. When you choose BarTender, you invest in a solution you can count on for years to come.

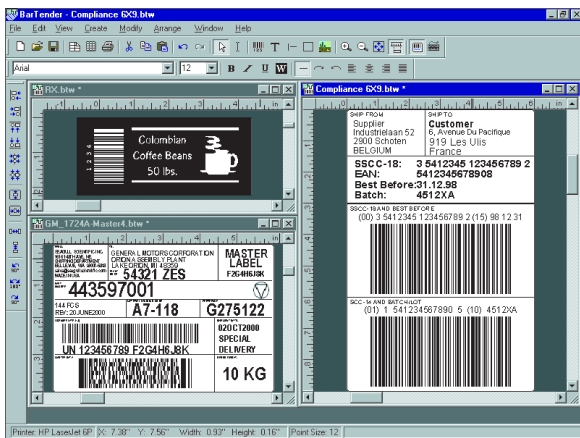




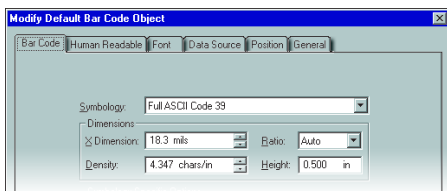
# Label Design Made Simple

## Easy to Learn, Easy to Use

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 even one other Windows program, you're ready to start designing labels now. Carefully organized menus and "pop-up" dialogs display even the most advanced options in plain, easy-to-understand words. So customizing labels is easy. And, with the industry's most powerful Undo command, even beginners never have to worry about making mistakes. But advanced users still have all the power they'll ever need.



MDI (Multiple Document Interface) lets you manipulate and print multiple label designs.



Label objects are easily modified. Simply "double click" to open tabbed dialogs for fast changes.

## Exceptional Design Flexibility

With BarTender, you have total control over your label's appearance. You control the style and size of the text, the size and quantity of the bar codes and which bar code language to use (over 20 available).

## True WYSIWYG Display

BarTender doesn't just "preview" or approximate how your labels will look. Bar codes and different text sizes are shown with extraordinary precision. By accurately viewing your label images *before* you print them, you finish your design work faster.

## Designer Typefaces, Even on Thermal Printers

Thermal printer users are no longer limited to just a few built-in typefaces. Seagull's printer drivers let you output the same rich variety of Windows-based TrueType and Adobe fonts previously available only on laser printers. All fonts scale smoothly to any size.

## 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.



Pop-up "tool tips" offer quick hints on button use.

## Custom Data-Entry Forms

Sometimes you can't store all of your label data in a database or type it in advance. For example, in a manufacturing environment, some data may not be known until the product is ready for shipping. In these situations, BarTender's customizable, pop-up "Prompt Dialogs" make it easy to request exactly the data needed.

Designing prompt dialogs works just like designing labels, so there's nothing extra to learn. You can even lock BarTender into prompting mode, so your end-users can enter data and print labels without risk to the label design.

You can also combine prompted data with database information. For example, BarTender can find a record based on a part number you type in and fill in part of the prompt dialog. You can then optionally overwrite these fields and fill in additional ones.

Customize your data-entry screen to match your workflow.

## Compliance Labels and Ready-to-Print Formats

Sometimes a customer or outside agency requires a particular label design. "Compliance" with such external specifications can be challenging,

especially if it demands 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.

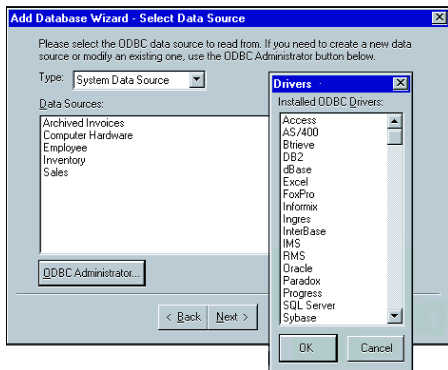
| BarTender                                  | Other Software |                                                                                                                                                                               |
|--------------------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>True Windows Look and Feel</b>          | ✓              | ? Proper adherence to Windows' standards makes programs easier to learn and support because many features feel like you've used them before.                                  |
| <b>"TrueType" Fonts</b>                    | ✓              | ? Select, preview and print any combination of printer fonts and Windows TrueType fonts.                                                                                      |
| <b>True 32-bit Program</b>                 | ✓              | ? Get the most benefit out of Windows 95, 98, NT and 2000 with our true 32-bit application.                                                                                   |
| <b>Remarkable Database Flexibility</b>     | ✓              | ? "ODBC" and SQL import label data from almost any database or spreadsheet.                                                                                                   |
| <b>Full Import and Export Capabilities</b> | ✓              | ? BarTender can import graphics from and export bar codes to just about any other Windows program.                                                                            |
| <b>True Windows Printer Drivers</b>        | ✓              | ? Windows already supports hundreds of standard office printers. Additional printer drivers from Seagull let any Windows program talk to numerous specialized label printers. |
| <b>Superior Network Compatibility</b>      | ✓              | ? Share printers using Windows, Netware, Lantastic and most other networks.                                                                                                   |

# Industry-Leading Data Access

For some labeling projects, it's enough to type the desired label data right into BarTender's on-screen design area. Other times the data may have been created by a different program and stored on a different computer on your network. Multiple "related" data files may even be distributed over numerous networked computers. Fortunately, BarTender is equipped with the most powerful and flexible data-access capabilities in the industry, making it easy to combine the data sources for your labels.

## **ODBC Reads from Most Databases and Spreadsheets**

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



Read label data from dozens of data formats.

## **Access Data from Windows and non-Windows Platforms**

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

## **Delimited Text Files**

Before there was ODBC, people often "merged" data into applications using simple text files with the various "fields" separated by quotes and commas. Even now, with a variety of powerful database platforms available, this simple, reliable method remains highly popular. In addition to supporting the most common delimitation methods, BarTender also lets you specify "custom" delimitation characters.

## **SAP R/3 IDoc Files**

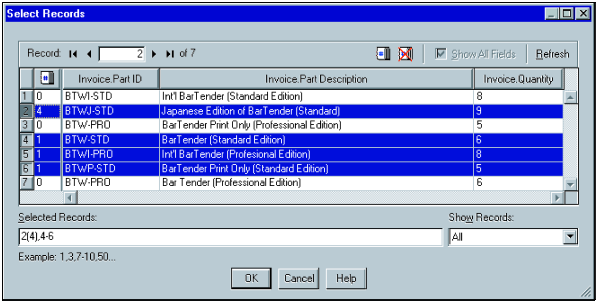
SAP is the largest developer of ERP software (large-scale enterprise applications that control corporate operations). Now BarTender makes its Enterprise Edition more powerful than ever by adding native support for the reading and parsing of IDoc files, the fundamental document structure of R/3. No more converting to simpler database formats or temporary text files. BarTender opens your IDoc files "as is" and lets you specify which fields you want on your labels. Advanced options, such as special "rules" for handling duplicate segments, ensure that no custom programming is needed.



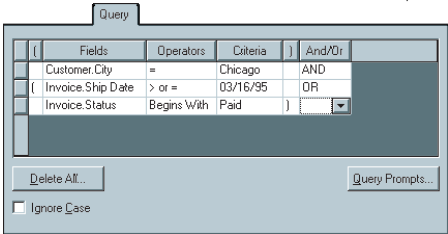
## Easy, Powerful Data Selection

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. You can even combine these different selection methods.

- **Select from a Pick List** – Preview the records in your database and manually select the ones you want.
- **Record Range** – Specifies a numeric range to print.



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



The Query feature gives you a simple way to define complex search criteria that specify which records to print.

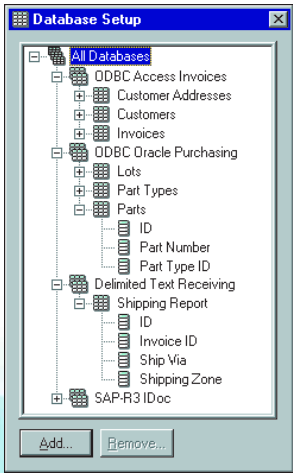
- **Query** – Search on a single part number or on multiple fields in multiple tables. Our Query gives you a very simple means to define complex relationships and search criteria.
- **Custom SQL** – Create your own SQL from scratch, or start with SQL generated for you in our Query dialog.

## Supports Any Database Relationship

BarTender lets you access multiple “related” tables – you can even read from different table types located on different computers. For example:

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

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.

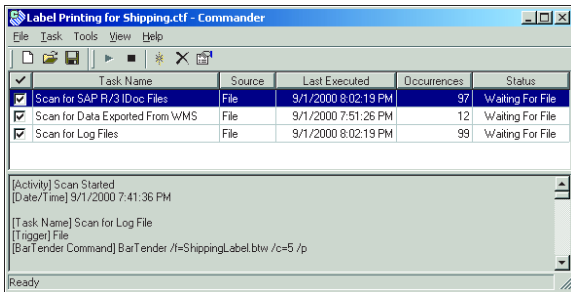
# Easy Integration with Other Applications

In addition to operating “stand alone,” all versions of BarTender can be controlled from within your other programs. However, the Enterprise Edition has a number of advanced features especially designed for software integration. Now your accounting, manufacturing, inventory, shipping and other supply-chain applications (running stand-alone or across the enterprise) 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.

## **Commander: Now Any Program That Can Output a File Can Automatically Control BarTender Print Jobs**

Commander, an add-on utility included with the Enterprise Edition of BarTender, provides powerful integration capabilities you can trigger simply by creating a data file. Commander is useful for controlling BarTender whenever:

- You don’t know how to issue ActiveX commands or it’s not possible from your current program or environment.
- You don’t have access to your other program’s source code.
- You’re working with a non-Windows platform, such as UNIX, AIX or AS/400, and no means exist for directly transmitting the necessary command(s) to the Windows system running BarTender.
- It’s easier for you to use your other program to export data to a text file than it is to issue ActiveX commands.



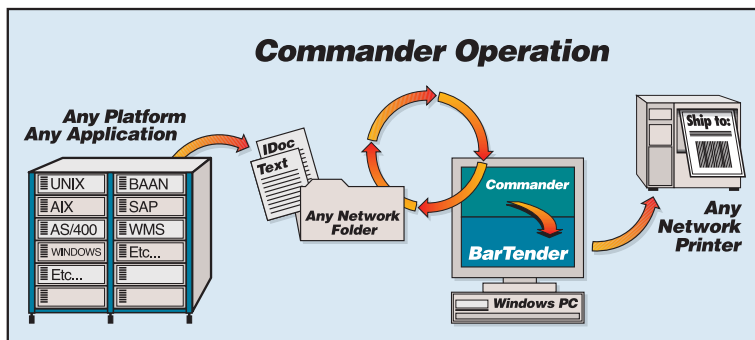
Lets you access data on any system (UNIX, AS/400, AIX) without programming Commander.

## **ActiveX Automation**

ActiveX Automation is a Microsoft Windows standard supported by the Enterprise Edition of BarTender. By taking advantage of the latest in ActiveX technology, the Enterprise Edition can be easily controlled by other software programs. Numerous functions are available, such as loading BarTender, specifying a label format, selecting a data source and specifying the desired network printer. You can also query BarTender about its current status and receive information on print jobs already in progress.







### How Commander Works

When your application needs labels, it simply places a text file in a location of your choosing on the network. Commander detects the arrival of this file and then “wakes up” BarTender so it can flow your data into the label design and automatically print your labels.

This solution is particularly handy for large, non-Windows enterprise systems where directly controlling a Windows program would otherwise be difficult, if not impossible. However, Commander is so easy to set up and use that many people use it instead of ActiveX to control BarTender — even in stand-alone Windows environments.

### Command-Line Parameters

The “command line” method of controlling BarTender, available in all versions, uses less sophisticated software technology than ActiveX Automation. However, it still allows programs to load BarTender and define and launch print jobs. Any program capable of issuing a “run program” command can launch and control BarTender.

## Additional Features

### Visual Basic Script Conquers the Unexpected

Sometimes special data-processing needs arise. For example, you may need only *part* of a data field or to combine multiple data fields in an unusual way. You may even have an equation to evaluate — perhaps a custom check-digit algorithm. BarTender’s “Scripting Assistant” lets even non-programmers meet these challenges by helping to write custom Visual Basic scripts to handle a wide variety of data-processing challenges.

### Print Job Logging

Users often need to maintain records of their label jobs or export data for an electronic data interchange (EDI) transaction. A great deal of useful information can be output to an attractively formatted report, including which label formats were used, the job start and stop times, the label run date, and the actual data printed on the labels.



# Features Summary

## Label Design

- Password protection.
- True on-screen WYSIWYG display.
- Rectangular or circular label outline.
- Multiple concurrent design sessions (through MDI).
- Unlimited Undo/Redo command.
- Create bar code and text objects with single mouse click.
- Unlimited size and number of label objects.
- Lines, boxes and graphic images.
- Resize objects by stretching with mouse.
- Reposition objects by moving with mouse.
- Resize/reposition object by typing values.
- Keyboard equivalents for all available mouse actions.
- Full color support.
- Move to front, send to back.
- Group and ungroup multiple objects.
- Automatic positioning and alignment.
- Rotate objects by 0, 90, 180, 270 degrees.
- Includes many "ready-to-print" formats.

## Label Stock

- Set starting position on pages of partially used labels.
- Unlimited maximum label size.
- Minimum label size: 1/10" x 1/10."
- Unlimited rows and columns per sheet.
- Independent top, bottom and side margins.
- Computation of label size from number of rows and columns.
- Separately controllable label height & vertical repeat distance.

## On-Screen Display

- Precision, true WYSIWYG label design.
- On-screen display of label stock.
- Cursor shape automatically changes depending on action.
- Optional display of cursor coordinates.
- Thumbnail previews of saved labels.
- Comment area for notes on label designs.
- Convenient pull-down menus.
- Tabbed dialogs for fast customizing.
- Menu short-cut keys for rapid access.
- "Right mouse button" support.
- Three separately moveable tool bars.
- Tools tips help identify unfamiliar icons.

- User-configurable design grid size.
- Adjustable resolution positioning rulers.
- Metric and U.S. measurement systems.
- User-configurable zoom parameters.
- Optional snap-to-grid.

## Bar Codes

- Independent height and width settings.
- Unlimited maximum width and height.
- No minimum height.
- Minimum width limited only by printer resolution.
- Move and resize using mouse.
- Automatic check digit capability.
- Sequentially numbered bar codes.
- Numerous symbologies supported, including 2D codes:

- Code 3-of-9 Regular and Full ASCII (including LOGMARS, HIBC, AIAG, etc.)
- Code 128 (including all UCC/ EAN-128 & Shipping Container Codes)
- Interleaved 2-of-5
- UPC-A & E
- UPC Supplementals
- Code 93
- US POSTNET (Zip, Zip+4 & DPBC)
- Royal Mail 4-State Customer Code
- Australia Post 4-State Customer Code
- EAN/JAN - 8 & 13
- Codabar
- MSI Plessey
- PDF417
- QR Code
- Code 1
- Data Matrix
- Maxicode

## Human Readable Bar Code Characters

- Place above or below bar codes, or not printed.
- Horizontal and vertical positioning.
- Customizable character template.
- Independently suppress or display from different sub-fields.
- Option to display start/stop characters.

## Printing Features

- Printer-based bar codes and serial numbers.
- Error logging.
- Speed optimization using repetitive data control.
- Hundreds of printers supported.
- True Windows driver compliant.
- Select any local or network port.

## Text

- Built-in printer fonts.
- Windows TrueType fonts.
- Adobe Type 1 fonts.
- PostScript fonts (on PostScript printers).
- White-on-black text printing.
- Resize text with mouse or keyboard values.
- Stretch text horizontally and/or vertically.
- Automatic paragraph text wrapping.
- Align text left, right, center, or justified.

## Graphics

- Import graphics in BMP, DCX, DIB, DXF, EPS, IMG, JPG, PCX, PNG, TGA, TIF, WMF, WPG.
- Resize, rotate and stretch graphics.
- Import variable graphics from databases.
- Export bar codes and labels for use in other programs.
- Draw lines and boxes.

## General Data Capabilities

- Visual Basic scripting for custom data processing.
- User-designable forms for keyboard data entry.
- User-definable min and max field lengths.
- Customizable data-entry filters and error checking.
- Automatic print job status reports and errors logs.\*
- Object-oriented concatenation of multiple sub-fields.
- Unlimited prefix and suffix lengths.
- Easy entry of special and "unprintable" characters.
- Shareable data fields.

## Serialization

- Increment or decrement by any interval.
- Separate rollover/rollunder and reset values.
- Preserve or expand field length when rolling over.
- Numeric, alphabetic and custom base serialization.
- Keep or discard changed values.

## On-Line Help

- Context-sensitive help.
- Hypertexted version of User's Manual located in help system.
- Single on-screen "help-line" for quick reference.

## Integration with Other Programs

- ActiveX Automation.\*
- "Commander" integration software utility.\*
- Control with command-line parameters.
- Preloadable into "background" to avoid start-up delays.
- Dynamically selectable label formats and data sources.
- Accepts data access directives.

## Data Sources

### External Data Sources

- ASCII text files (comma, quote-and-comma, or tab delimited).
- Microsoft ODBC support, including drivers for: Access, Allbase, AS/400, Btrieve, Clipper, dBase, DB2, Excel, FoxPro, Ingres, Informix, Interbase, Lotus 1-2-3, Oracle, Paradox, Progress, Quattro, SQL Server, Sybase, XDB, and more.
- SAP R/3 IDoc interface.\*
- Versatile multiple-table data access.
- Import variable graphics from databases.

### Internal Data Sources

- Permanent keyboard data.
- Prompt for keyboard data at print time.
- User-definable custom print-time prompts.
- Automatic time and date values with offset.

## Data Selection

- Entire file
- Individual record
- View tables and pick individual records
- Query by example
- Preview query results
- Record range
- Search for record
- SQL select statement

## Print-Time Copy Control

- Number of identical and/or serialized copies selectable from keyboard and/or read from file.
- Where supported, copies and serialization controlled by printer for increased throughput.

\*Available in the Enterprise Edition.

# BarTender

## Editions Available

### Enterprise Edition

Our most powerful edition includes high-powered features that simplify the integration of BarTender with other software products. This edition is particularly helpful for label design and printing on larger networks.

- **“Commander” Integration Software Utility**
- **ActiveX Automation**
- **SAP R/3 IDoc Direct Interface**
- **Print Job Logging**
- **Multi-User/Multi-Printer-Based Licensing**
- All BarTender Label Design Features
- All BarTender Graphics Features
- All Data-Access Features  
...ODBC, Text files, IDoc
- Full Printer Support
- All Data-Selection Features:  
...SQL, Query, Pick List
- Visual Basic Script
- Custom Data-Entry Forms
- Command-Line Interface
- Password Protection
- 20+ Bar Codes Supported
- Five 2D Codes
- Complete Serialization Options

### Professional Edition

This edition of BarTender includes all label-design and data-processing features needed by most labeling professionals and first-time label designers. Contains all the data sourcing most users will ever need.

- All BarTender Label Design Features
- All BarTender Graphics Features
- All Data-Access Features  
...ODBC, Text files, no IDoc
- Full Printer Support
- All Data-Selection Features:  
...SQL, Query, Pick List
- Visual Basic Script
- Custom Data-Entry Forms
- Command-Line Interface
- Password Protection
- Single-User/Multi-Printer-Based Licensing
- 20+ Bar Codes Supported
- Five 2D Codes
- Complete Serialization Options

### Basic Edition

Designed for basic users who just need BarTender's essential features and don't require external data options.

- WYSIWYG Design and TrueType Fonts
- Custom Data-Entry Forms
- Full Printer Support, Printer Fonts
- All Popular Linear Bar Codes
- Embedded Graphics Support
- Lines and Boxes
- Limited Serialization

### International Language Support

BarTender is also available in international editions that support real-time switching between:

(Brazilian)  
Portuguese

Chinese  
(simplified)

Chinese  
(traditional)

Czech

Danish

Dutch

English

Finnish

French

German

Italian

Japanese

Korean

Norwegian

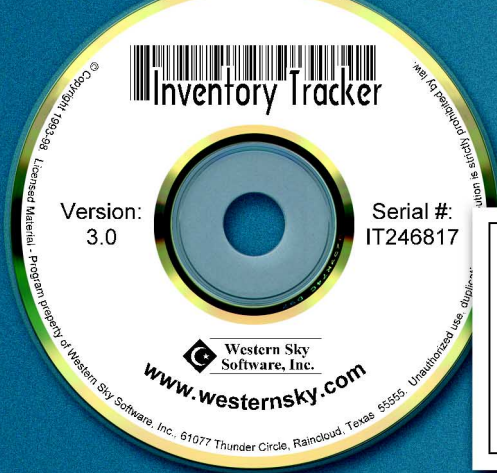
Polish

Portuguese

Spanish

Swedish

Thai



VHS

Colombian  
Coffee Beans  
50 lbs.





# System Requirements

## Processor, RAM & Hard Drive

Windows 3.1:

A 386 and at least 4MB RAM

Windows 95 & 98:

A 486/66 and at least 16MB RAM

Windows NT and 2000:

A Pentium and at least 20MB RAM

## Installing Domestic Editions:

Requires between 10MB and 42MB

(depending on version and options installed).

## Installing International Editions:

Requires between 10MB and 49MB

(depending on version and options installed).

Add 18MB if installing MDAC (ODBC) drivers.

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