

# BarTender®

LABEL PRINTING SOFTWARE



*Enterprise Power...*

*Windows Simplicity*



**Drivers**  
by Seagull™

**SEAGULL**  
SCIENTIFIC



Welcome,

Traveling the world this past year, I've been delighted to meet more and more people that have already heard good things about BarTender. With many tens of thousands of users, including hundreds of the world's largest and most successful corporations, a good reputation makes my job a lot easier!

Part of our success comes from understanding 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 companies used to run their operations. BarTender version 7.5 builds upon a number of our strengths in this area, including improved database access and more "wizards" to help new users get started fast.

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,

Don Ray  
President  
Seagull Scientific, Inc.



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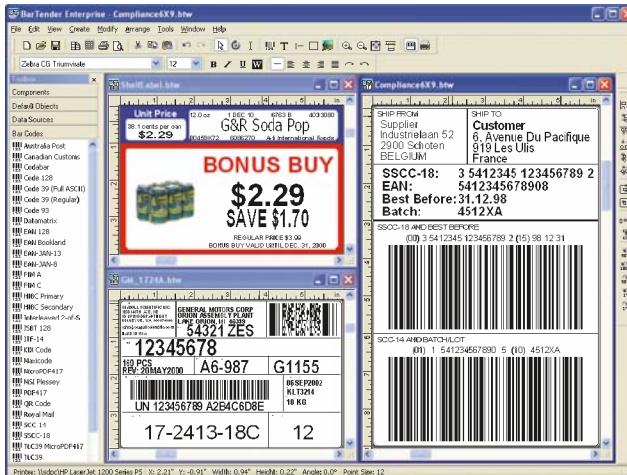
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A Commitment to Software Quality • Based in the USA Software Capital  
Dedicated Research and Development • Our Best Ideas Come From You!  
Free Technical Support • A Proven, Successful Growth Philosophy

# 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. With carefully organized menus and “pop-up” dialogs that strictly adhere to Microsoft’s official user-interface guidelines, if you’ve used just one other Windows program, you’re ready to start designing labels today.



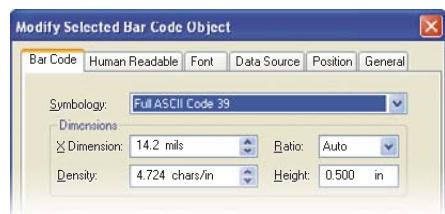
Modify and print multiple label designs.

## Powerful RFID Capabilities

These days, it's hard to talk about flexible label design without hearing about radio frequency identification tags and “Smart Labels.” This emerging technology proposes bold new steps in automatic identification, and BarTender is ready with industry-leading support for RFID-capable label printers.

## 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

BarTender and Seagull's printer drivers offer extraordinary text capabilities. Choose from numerous printer and Windows fonts. Benefit from font downloading (when supported) for maximum printing speed. Our “Rich Text” supports multiple typefaces, styles, and sizes within a single text block while reading data from multiple sources.

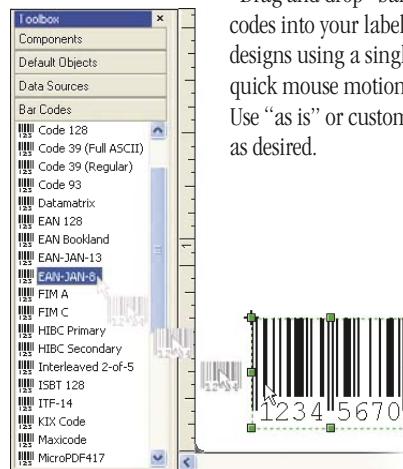
**IMPORTANT:** Do not exceed stack height of **three** pallets. Do not store at greater than **25 degrees C**.

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

## “Instant” Bar Codes

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

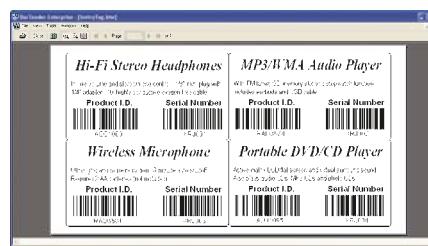
“Drag and drop” bar codes into your label designs using a single, quick mouse motion. Use “as is” or customize as desired.



Create bar codes with a quick “drag and drop” motion. (See page 15 for a current list of supported bar codes.)

## High Precision On-Screen Display

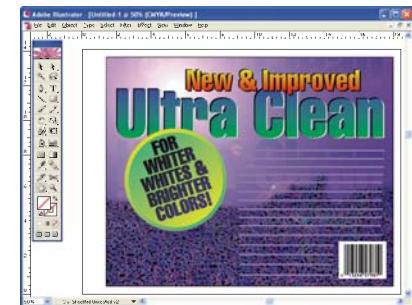
BarTender's design mode gives you a remarkably accurate design-time view of your label. There's also a Print Preview that reads your external data sources, so you can see *exactly* how your labels are going to look without wasting labels.



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

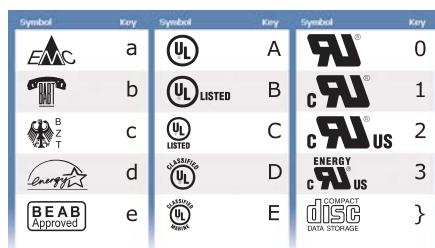
Whether the change is accidental, well intentioned, or malicious, even the slightest alteration of bar codes or text objects can take a label out of compliance. Fortunately, password protection makes it easy to lock BarTender into a "print only" mode that prevents unauthorized changes.

## 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.



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, conditionally combining fields, or using only part of a field. 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)

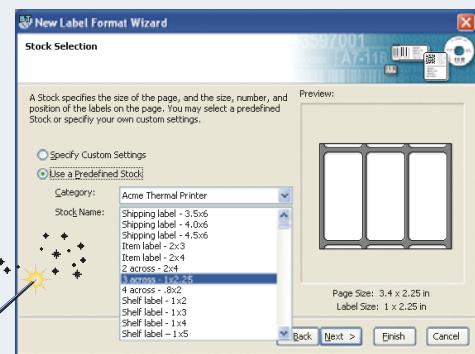
```
Script:  
If Field("Parts.Color") = "Black" Then  
    Value = ""  
Else  
    Value = "Color: " & Field("Parts.Color")  
End If
```

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.

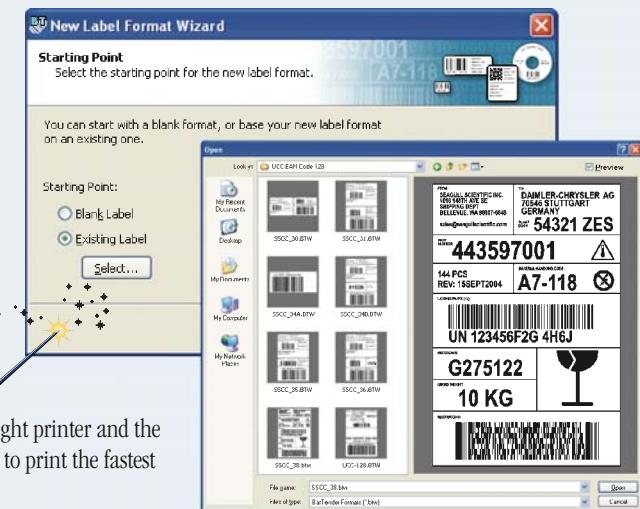
But we try to come as close as possible. BarTender contains numerous "Wizards" to walk you step-by-step through a variety of critical and sometimes complex design decisions, some of which may affect your printing performance and your labels' adherence to industry standards.



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



# 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.

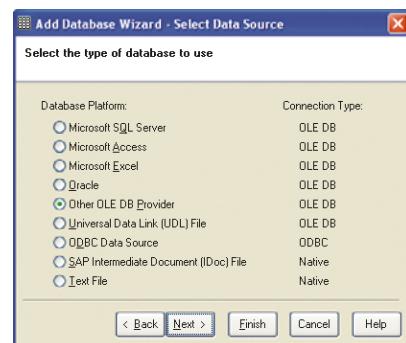
- ◆ **OLE DB**
- ◆ **ODBC**
- ◆ **Text Files**
- ◆ **SAP IDocs**

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 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 more.

## Delimited Text Files

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

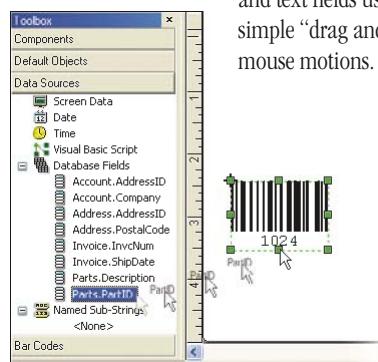
## SAP IDoc Files

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 software package with an SAP-certified direct connection to IDoc files. 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.



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 Query screen offers a simple way to define complex searches.



The Select Records 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.

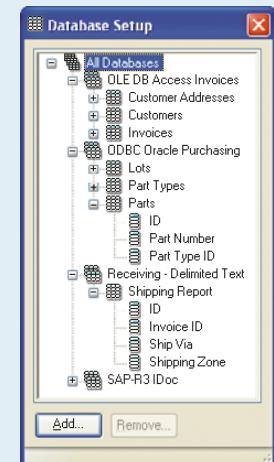
## Supports Any Database Relationship

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 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.



# Easy Integration with Other Applications

Integration is to control BarTender from other software. Although all BarTender editions allow for

- ◆ **ActiveX**
- ◆ **Command Line**
- ◆ **Commander™**
- ◆ **Printer Code Templates**
- ◆ **SAPscript**

some control, only the Enterprise Edition has advanced features especially for this purpose. That lets accounting, manufacturing, inventory, shipping and other supply

chain applications easily access BarTender's powerful label printing features. Users don't even have to know BarTender is there.

## ActiveX Automation

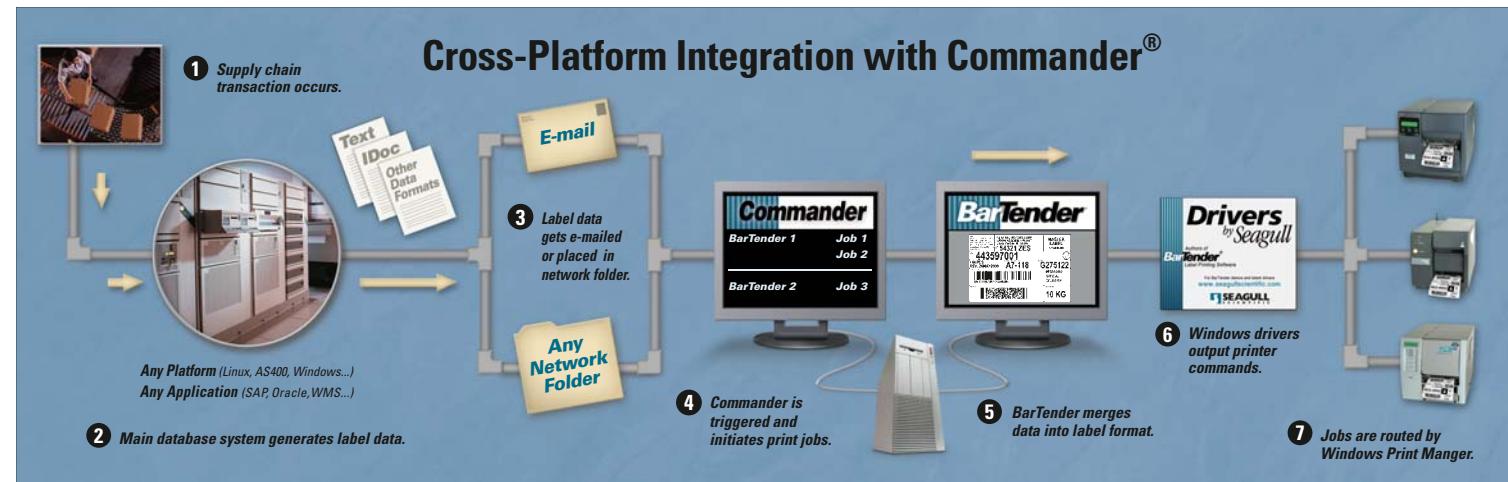
The Enterprise Edition's robust support for ActiveX Automation allows for easy control of BarTender by ActiveX-capable programs. Supported functions include loading BarTender, specifying label formats, selecting data sources, choosing network printers, and a variety of status inquiries.

## Command Line Interface Option

All editions of BarTender can also be controlled using command lines. Although less powerful and flexible than ActiveX Automation, any program capable of issuing a "run program" command can load BarTender and launch print jobs.



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



## Commander™: The Flexible Middleware Alternative

The Enterprise Edition's Commander utility helps other programs control BarTender. Programs need only create a data file or send an e-mail to trigger Commander, which then controls a variety of BarTender functions. This is useful when:

- 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's otherwise inconvenient or impossible to issue ActiveX commands from your current application or environment.
- You would simply rather export data to text files than use ActiveX.

## How Commander Works

Your applications trigger Commander by generating a text file or sending an e-mail. Commander detects this and "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.

## Exporting Printer Code

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

- **Key Pad Devices** that attach directly to printers.
- **SAP Integrations** that use SAPscript-ITE.
- **Custom Programs** for any OS, including CE,

PocketPC, Palm, or Linux, which replace the tags with live data.

## Error and Event Handling

When one program controls another, it's even more 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 e-mail messages, keeping you informed just about anywhere.

## Print Job Logging

The Enterprise Edition 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.

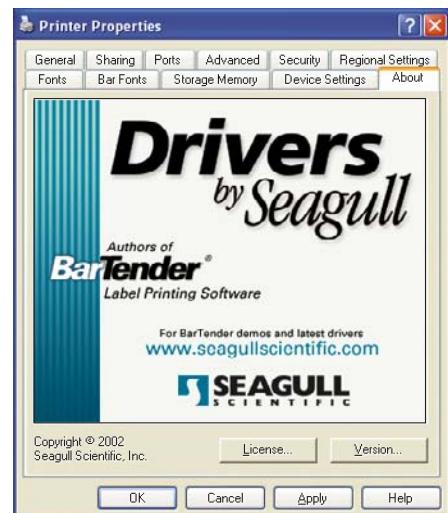
# The Advantages of Drivers by Seagull™

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 custom *and* “canned” 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 an application's software functions came lumped together in a single, sometimes very large program. Accordingly, the printer drivers (which were locked or "embedded" inside) could only work with that one program. In contrast, Windows printer drivers can be used with *any* true Windows program. Although most professional business software long ago embraced the convenience



and flexibility of true Windows drivers, most label programs have held onto the embedded printing technology originally introduced with their old DOS legacy 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***

Embedded printer drivers present significant challenges beyond just software compatibility. For example, it's much harder for them to buffer print jobs using the Windows spooler. Some companies try to work around this performance handicap using proprietary alternatives to the Windows Spooler and Print Manager. Besides their having to compete with a huge team of Microsoft programmers to deliver this alternative, it saddles you and your users with a second set of printer administration utilities to learn. Sometimes you even have to install a special dedicated server that does nothing except host this extra software. In contrast, with Drivers by Seagull, you use the standard Windows interface to set access rights, add, remove and configure printers, monitor job queues and delete print jobs. There's nothing new to learn and you definitely don't need any 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

## ***Superiority across the Enterprise***

The same capabilities that Windows uses to intercept and “spool” print jobs are also used to redirect print jobs across your network at the fastest possible speed. That’s why BarTender’s print performance advantages, already enhanced by the Windows spooler, increase significantly when printing multiple jobs at the same time to different locations on your network.

**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. At Seagull, when we release new Windows printer drivers, they can be downloaded *for free* from our web site, regardless of whether or not you own BarTender.

#### **The Seagull Performance Advantage**

When Windows programs print labels using regular Windows drivers, they are usually limited to the printing features offered by laser printers. However, label printers are often used in high volume production environments where it is not tolerable to have your printer start and stop to wait for your computer. Accordingly, to maximize speed, label printer manufacturers have added special features to reduce the amount of print data that needs to be sent. When you use BarTender with Drivers by Seagull, you benefit from these performance enhancements, including:

- Printer-based bar codes
  - Printer-based serialization
  - Downloadable fonts and graphics



*When new printer support becomes available from Seagull, you can easily download the latest drivers for free.*

- Printer-based label formats
  - Storage in printer and reuse of non-changing label parts

For more technical details on true Windows Drivers by Seagull, see the white paper at [www.seagullscientific.com/aspx/whitepapers.aspx](http://www.seagullscientific.com/aspx/whitepapers.aspx).

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

BarTender works with any printer that has a true Windows printer driver. However, BarTender automatically recognizes when a Seagull driver is in use and takes advantage of any available high-performance label-printing features. Yet, because Seagull drivers are 100% Windows-compatible, you can still use them with your other standard Windows programs.

#### ***International Language Support***

The user-interface of Seagull's Windows drivers supports a variety of languages (see list on page 15). View and set your printer options using a familiar language.

## Editions Summary & Features

BarTender is available in three editions that address a wide range of features and user requirements.

### Enterprise Edition

Provides the full range of BarTender's most powerful features. Especially designed to allow automation control by other programs. Contains our complete set of external data access capabilities.

**Includes** – Our most powerful software integration tools, such as ActiveX Automation, Enterprise messaging and Seagull's own Commander utility for cross-platform integration. Advanced data sourcing, including the industry's only SAP-certified direct IDoc interface. Intelligent network Install can set up a single copy of BarTender to run on unlimited workstations.

**Licensing** – Allows unlimited number of local area network users, with licensing based on the maximum number of printers. (Multiple corporate sites require individual licenses.)

### Professional Edition

All of the label design and most of the data access of the Enterprise Edition. Network compatible, but not optimized for control by other software.

**Includes** – All of the label design and printing features of the Enterprise Edition and most of the advanced data access capabilities, including OLE DB and ODBC. Fully network compatible. Control from within other programs limited to a simple "command line" interface.

**Omits** – Does not offer ActiveX Automation or Commander integration. No SAP IDoc interface. No job logging or e-mailed error alerts. Cannot export printer code templates. When controlled from command-line, no dynamic printer reselection. Although otherwise network-compatible, Install program will not setup a single BarTender as shareable from multiple workstations.

**Licensing** – Based on the number of workstations running BarTender, regardless of whether or not they are on a common network. Supports an unlimited number of networked printers.

### Basic Edition

For users who just need BarTender's essential label design and printing features.

**Includes** – The most important "core" label design features. Includes all text, graphics and linear bar code support. Supports simple, numeric serialization. Useful for keyboard-supplied label data only.

**Omits** – Does not offer integration, enterprise message handling, or external data access of any kind. No password protection, VB Script customization, text filtering or 2D bar codes. No advanced or custom serialization. Includes no features omitted from Professional Edition.

**Licensing** – Same as Professional.

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 (see page 15)	•
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 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-Tenth Degree Rotation of Lines, Boxes, Text, and Graphics	•
Export Bar Codes and Labels for Use in Other Programs	•
Rectangular Label Outline	•
Circular and Elliptical Label Outline	•
Unlimited Undo / Redo Command	•
Full Color Support	•
Specify Background Images and Colors to Appear "Behind" Label Designs	•
Customizable Print-Time Prompts for Keyboard / Scanner Data	•
Library of "Ready-to-Print" Formats	•
Customizable Library of Reusable Components	•
Computation of Label Size from Number of Rows and Columns	•
Database of Thousands of Common Industry Label Stock Dimensions	•
Thumbnail Previews of Saved Label Formats, viewable both in BarTender and Windows Explorer	•
Metric and US Measurement Systems	•
<b>TEXT</b>	
On-Screen Text Editing	•
Rich Text Formatting	•
Scale Text Horizontally or Vertically	•
Auto-Size Text to Fit Preset Heights and Widths	•
Basic Paragraph Support: Aligning and Spacing	•
Advanced Paragraph Support: Justifying and Indenting	•
User-Definable Tab Stops	•
Windows TrueType Fonts	•
<b>BAR CODES</b>	
Numerous 1D Symbologies (see page 15)	•
Numerous 2D Symbologies (see page 15)	•
Extensive Library of Industry-Standard Bar Code Formats	•
Option to Display Start / Stop Characters	•
Variable and Unlimited Width and Height	•
UCC / EAN 128 Application Identifier Setup Wizard	•
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	•

• Fully Supported   ◦ Partially Supported

**More...**

FEATURES	EDITIONS	Enterprise	Professional	Basic
<b>PRINTING</b>				
Over One Thousand Printers Supported	.	.	.	.
Advanced Print Preview	.	.	.	.
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	.	.	.	.
True Windows Drivers, Can Use Windows Spooler	.	.	.	.
Local and Network Printer Support	.	.	.	.
Identical and/or Serialized Copies Controllable from Keyboard and Database	.	.	.	.
Job Logging	.	.	.	.
<b>SERIALIZATION</b>				
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	.	.	.	.
<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	.	.	.	.
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	.	.	.	.
<b>DATA PROCESSING</b>				
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 Keyboard, Time & Date (From PC or Printer)	.	.	.	.
Easy Entry of Special and "Unprintable" Control Characters	.	.	.	.
Shareable Data Fields	.	.	.	.
Customizable Message Box Handling	.	.	.	.
<b>INTEGRATION</b>				
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	.	.	.	.
E-mail User-Defined Messages Using VB Script	.	.	.	.
Command Line Interface Option	.	.	.	.
ActiveX Automation	.	.	.	.
"Commander" Integration Software Utility	.	.	.	.
• Runs as Application or NT/2000/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	.	.	.	.
SAPscript-ITF Code Template for SAP Integrations	.	.	.	.

## Supports Thousands of Printers

Supports any printer with a Windows driver. In addition to most laser, ink-jet and dot-matrix printers, this includes many for which Seagull has developed its own enhanced Windows drivers:

Argox	C.Itoh	Datamax	Intermec	Paxar	SATO	Tyco
APS	cab	Datasouth	Markpoint	Pitney Bowes	System Wave	UBI
Autonics	Century	Eltron	Meto	Pressiza	TEC	Unimark
Avery Dennison	Systems	ETISYS	Metrologic	Printronix	Tharo	Valentin
Birch	Citizen	Godex	Monarch	Quick Label	Thermopatch	VIPColor
Brady	Cognitive	IBM	Novexx	Ring	ThermoTex	Wedderburn
	Comtec	Imaje	Okabe	Samsung	TSC	Zebra

## Linear Bar Codes:



## 2D Codes:



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

## International Language Support

International editions support on-demand switching of the user interface between:

Chinese (Simplified & Traditional)	English	Hungarian	Polish	Swedish
Czech	Finnish	Italian	Portuguese (Portugal & Brazil)	Thai
Danish	French	Japanese	Russian	Turkish
Dutch	German	Korean	Norwegian	Spanish
	Greek			



# Inside Seagull Scientific

## A Commitment to Software Quality

Although reliable, high quality software has many benefits to our customers, the reduced support and positive word-of-mouth benefit us too. That's why we strive for excellence through every step of the development process. We build upon an underlying software architecture based on proven, flexible standards. And 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. Add to this a fanatical commitment to testing and you get:

- 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 ready access to the latest software trends.

## Excellence through Dedicated Research and Development

During more than eighteen years of software development, we have assembled a world-class team of product managers, programmers, quality assurance technicians and technical writers. BarTender currently represents well over 100,000 hours and millions of dollars in software development.

## Our Best Ideas Come From You!

Year after year, our best suggestions come from those using 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

In addition to our strenuous commitment to reliability and ease-of-use, our context-sensitive Help system provides quick look up of every feature in our software. That's why we feel so comfortable committing to 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.

## A Proven, Successful Growth Philosophy

At Seagull, we've grown the old-fashioned way: By focusing on product quality and support and then reinvesting the profits. We have never had to borrow money and we don't acquire customers by buying struggling competitors and then only pretending to support their out-of-date products. Being debt-free has given us a strength and stability our employees and customers both appreciate. Maybe that's why, when the "tech bubble" burst a few years ago and many companies just disappeared, we kept growing. In fact, we've added staff every year for over a dozen years and have just about doubled in size between 2000 and 2004.

## 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 quantity incentives for resellers, free brochures to give you (in multiple languages), and digital artwork on CD. Come join the Seagull team and grow with us!





## System Compatibility

Runs on Windows 98, Me, 2000, 2000 Server, 2003 (32 bit), 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.

Revision: 0270/0405



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## 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  
Taiwan: Orders received by 1PM