

# BarTender®



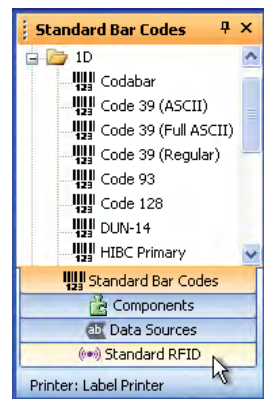
## RFID Enterprise Edition



# The Smarts for “Smart Labels”

## RFID Power from the Leaders In Windows Label Printing

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



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

1 One click and BarTender’s “Toolbox” is ready to create RFID objects.

## Support for the Latest Tag Types

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

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

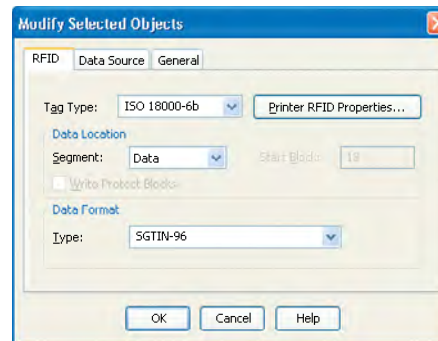
Most RFID tags allow data to be encoded in a variety of formats. Formats currently supported by BarTender include DoD, SGTIN, SSCC, GIAI, GID, GRAI, and SGLN (for both 64 and 96 bit tags). You can also specify your own custom RFID data formats.

## “Gen2” Compliant

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



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



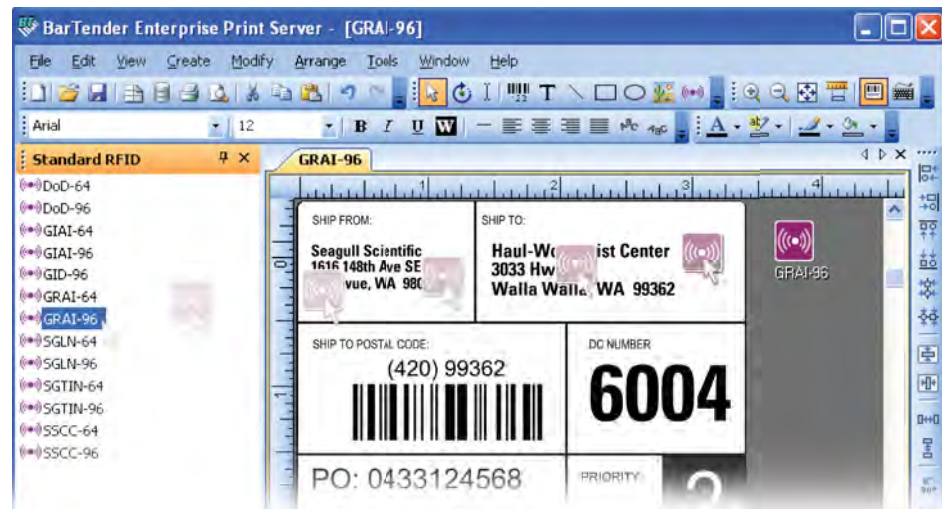
Use predefined RFID objects “as is,” or customize as desired.

## On-Screen RFID Tag Display

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

## Ready for the Future

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



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

## Ability to Print RFID Data in Text and Bar Codes

The same data you encode into your RFID tags can also be printed in text and bar codes. This allows the option of using RFID or bar code scanning hardware and provides data redundancy in the event of a non-functional RFID tag.

## Unicode Compliance Simplifies International Use

When encoding text into an RFID tag, you can select from 20 different codepages from around the world, including Unicode (which supports most characters from most of the world’s languages).

# BarTender RFID Enterprise Edition

This brochure summarizes the features unique to the RFID Enterprise Edition of BarTender. Three other editions (without RFID) are also available: Basic, Professional and Enterprise. For an extensive list of bar code and label design features available in these editions, please see BarTender's "Full Details" or "Quick Summary" brochure (available in printed and downloadable form).

FEATURES
<b>Label Design</b> Same bar code, label design, and printing features as the "Enterprise Edition."
<b>Tag Types</b> Select from EPC Gen2, EPC Class 1, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, and Picotag.
<b>Data Formatting</b> Support for DoD, Wal-Mart, and Other EPC Data Formats, including: <ul style="list-style-type: none"><li>• SGTIN, SSCC, GIAI, GID, GRAI, SGLN.</li></ul> Selectable Numeric Input: Decimal, Hexadecimal, Binary Codepage selection for text encoding <ul style="list-style-type: none"><li>• Many single and double-byte codepages (includes Asian languages)</li><li>• Unicode: UTF-8 and UTF-16</li></ul> Able to print the EPC number (or any other RFID data) in text and bar code form
<b>Data Encoding</b> Write Protect support Segment and Start Block support Able to write to multiple storage locations on an RFID tag
<b>Printer Control</b> Able to configure printer's RFID options (e.g., Transponder Offset and Maximum Retries)
<b>Design Aids</b> Accurately display antenna, chip, and substrate position on label <ul style="list-style-type: none"><li>• Allows users to avoid design conflicts</li><li>• Select standard antenna bitmaps</li><li>• Specify custom antenna bitmaps</li></ul>



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