

| General                                       |                                                                                                                                   | Enterprise      | Automation      | Professional               | Starter            |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|----------------------------|--------------------|
| <b>Business label design and printing</b>     | Easy-to-use design tools, hundreds of pre-built commonly used templates, and basic printing management                            | •               | •               | •                          | •                  |
| <b>Dynamic business printing</b>              | Data entry forms, Intelligent Templates™, database connectivity, encoding, and manual printing                                    | •               | •               | •                          |                    |
| <b>Efficient automated printing</b>           | Business system integration, intelligent forms, application building, and automated printing                                      | •               | •               |                            |                    |
| <b>Comprehensive enterprise-wide printing</b> | Centralized management including document, workflow, and print management along with comprehensive security and high availability | •               |                 |                            |                    |
| <b>Number of users</b>                        | Enable your team to print labels from any networked PC                                                                            | Unlimited users | Unlimited users | Single* or unlimited users | Single user        |
| <b>Number of printers</b>                     | BarTender is licensed by printer                                                                                                  | 3+ printers     | 2+ printers     | 2+ or unlimited printers*  | Unlimited printers |

| Included companion applications |                                                                                                                                     | Enterprise | Automation | Professional | Starter |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|------------|------------|--------------|---------|
| <b>Administration Console</b>   | Manage and configure BarTender administration and system settings                                                                   | •          | •          | •            | •       |
| <b>Designer</b>                 | Create label and document templates — also serves as the print engine when integrating and automating the label printing process    | •          | •          | •            | •       |
| <b>History Explorer</b>         | Centralized data logging and audit trail including print history, user access, and more                                             | •          | †          | †            | †       |
| <b>Data Builder</b>             | Build and manage your own database without external applications like Excel or Access                                               | •          | •          | •            |         |
| <b>Print Station</b>            | A simple, efficient interface for selecting and printing BarTender documents                                                        | •          | •          | •            |         |
| <b>Print Portal</b>             | Allows dynamic web-based printing and workflow review/approval right from your web browser                                          | •          | ‡          | ?            |         |
| <b>Integration Builder</b>      | Connects BarTender with your business systems to enable automated printing directly from those systems                              | •          | •          |              |         |
| <b>Process Builder</b>          | An easy, graphical UI to build your own custom label and document printing solutions without the need for coding, like C# or VB.NET | •          | •          |              |         |
| <b>Reprint Console</b>          | Reprint identical copies of previously printed labels and documents that may have been misplaced or damaged                         | •          | §          |              |         |
| <b>Printer Maestro</b>          | Provides centralized print management tools for printers and print jobs throughout a corporate network                              | •          |            |              |         |
| <b>Librarian</b>                | Centrally manage documents and create workflows for template approval using role-based security                                     | •          |            |              |         |

| Support                                 |                                                                                                                                                                                                                     | Enterprise      | Automation      | Professional    | Starter         |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|-----------------|-----------------|
| <b>Standard Maintenance and Support</b> | Upgrade to the latest BarTender version for free and get live technical support by phone and chat during business hours with a guaranteed 24-hour response time. Access to online resources, plus technical support | Includes 1 year | Includes 1 year | Includes 1 year | Includes 1 year |
| <b>Premium Maintenance and Support</b>  | Add-on option to Standard Maintenance and Support which provides 24/7 live support access with a guaranteed 1-hour response time for business-critical issues                                                       | •               | •               | •               |                 |

| Easy-to-use design                            |                                                                                                                                 | Enterprise | Automation | Professional | Starter |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------|------------|--------------|---------|
| Easy WYSIWYG template design                  | Design tools make it easy to create and print professional labels and documents                                                 | •          | •          | •            | •       |
| Global support                                | Intuitive, easy-to-use user interface, translated to more than 20 languages                                                     | •          | •          | •            | •       |
| Comprehensive help system                     | A complete how-to library, accessible both through BarTender and on the web                                                     | •          | •          | •            | •       |
| Quick start                                   | A collection of configurable, industry-focused, ready-to-use BarTender templates                                                | •          | •          | •            | •       |
| New Document Wizard                           | An easy-to-follow wizard that ensures proper document settings for quality and printing performance                             | •          | •          | •            | •       |
| Fonts                                         | Versatile support for OpenType, TrueType, Symbol Font characters and native printer-based fonts                                 | •          | •          | •            | •       |
| Text formatting                               | Familiar, MS Word-like tools for creating and formatting text                                                                   | •          | •          | •            | •       |
| Transformed text                              | Add flair to your text objects with a variety of effects, such as fading, inflating, slanting, and more                         | •          | •          | •            | •       |
| Shapes and lines                              | Choose from over 50 shapes and 100 line style combinations                                                                      | •          | •          | •            | •       |
| Dynamic text and object wrapping              | Create dynamic text that wraps inside and around shapes, objects, document borders, and more                                    | •          | •          | •            | •       |
| Unmatched barcode support                     | Choose from over 100 1D and 2D symbologies based on over a dozen standards                                                      | •          | •          | •            | •       |
| Human readable barcode                        | Highly configurable human readable text and character formatting options                                                        | •          | •          | •            | •       |
| GS1 Application Identifier Data Source Wizard | Construct GS1-compliant barcodes in seconds                                                                                     | •          | •          | •            | •       |
| Graphics and images                           | Import more than 70 graphic formats, including AI, PNG, JPG, BMP, TIF, EPS and GIF                                              | •          | •          | •            | •       |
| Symbols                                       | Choose from a wide variety of included symbols and industry-based symbol fonts                                                  | •          | •          | •            | •       |
| Tables and grids                              | Create tables and grids to organize text, barcodes, images, and other objects                                                   | •          | •          | •            | •       |
| White-on-black printing                       | Switch objects from black-on-white to white-on-black printing with a single click                                               | •          | •          | •            | •       |
| Front and back template design                | Create two-sided, “duplex” printing with separate designs for the front and back of your template                               | •          | •          | •            | •       |
| Amazon Transparency support                   | Create Amazon Transparency product serialization codes that help identify individual units and proactively prevent counterfeits | •          | •          | •            | •       |
| Embedded revision logging                     | Capture a revision trail directly in the document — when it was saved, who saved it and include additional comments             | •          | •          | •            |         |
| Full color support                            | Design commercial quality labels using PANTONE and data-sourced colors                                                          | •          | •          | •            |         |

| Intelligent Templates™                |                                                                                                                                                    | Enterprise | Automation | Professional | Starter |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|--------------|---------|
| Suppression                           | Ignore the content of a data source under certain conditions                                                                                       | •          | •          | •            | •       |
| Label templates                       | Design and automation tools that leverage data to reduce the number of label files you manage                                                      | •          | •          | •            |         |
| Conditional printing                  | Create data-driven automation rules that specify when different objects, layers, or templates in your document will visibly print or become hidden | •          | •          | •            |         |
| Template selector                     | Conditionally print one specific template when multiple templates are available in a document                                                      | •          | •          | •            |         |
| Layers                                | Template objects may be stacked, hidden and reordered when created on uniquely identifiable layers                                                 | •          | •          | •            |         |
| Automatic face detection and cropping | Automated image capture creates perfectly cropped photos for ID badges and card printing                                                           | •          | •          | •            |         |
| Scriptable object properties          | Modify the look and feel of template objects by using Visual Basic (VB) scripts                                                                    | •          | •          | •            |         |

| Dynamic data and databases     |                                                                                                                                               | Enterprise | Automation | Professional | Starter |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|--------------|---------|
| Date and time                  | Dynamically source dates and times from Windows or clock-enabled printers                                                                     | •          | •          | •            | •       |
| Data validation and processing | Specify data validation rules and automatically correct data or issue warnings                                                                | •          | •          | •            | •       |
| Concatenate data               | Create text and barcode objects that combine information from multiple data sources                                                           | •          | •          | •            | •       |
| Basic database connectivity    | Import variable data from Excel or a RFC 4180 standard CSV files into your template                                                           | •          | •          | •            | •       |
| Simple serialization           | Increase or decrease your serial string data by increments of one (1)                                                                         | •          | •          | •            | •       |
| Named database connections     | Name commonly used database connections to quickly add them to new document designs                                                           | •          | •          | •            | •       |
| Database filters               | Print select database records using convenient query and filter options                                                                       | •          | •          | •            | #       |
| Database sourced tables        | Easily create tables using data from a database or external file                                                                              | •          | •          | •            | #       |
| Dynamic data preview           | See how your document handles real dynamic data during the design process                                                                     | •          | •          | •            | #       |
| Dynamic graphics and images    | Automatically source images for printing based on selected database records or queries                                                        | •          | •          | •            | #       |
| Embedded database tables       | Create your own database tables that travel with your BarTender document designs                                                              | •          | •          | •            |         |
| Enhanced database connectivity | Connect document designs to over 20 data sources such as SAP, Oracle, MS SQL, Azure SQL, XML, Excel, text files and more to print dynamically | •          | •          | •            |         |
| Advanced serialization         | Create serial numbers that support alphanumeric, hexadecimal and custom sequencing patterns                                                   | •          | •          | •            |         |
| Create a database              | Build your own database from scratch using intuitive tools included with BarTender                                                            | •          | •          | •            |         |
| Write back to databases        | Write back to SQL-based databases to keep track of printed records, serial numbers, and much more                                             | •          | •          | •            |         |
| Visual Basic (VB) scripting    | Create scripts for custom data processing                                                                                                     | •          | •          | •            |         |
| Global database field          | Centralize a data field and share it between BarTender documents                                                                              | •          | •          | •            |         |
| Advanced global database field | Centralize a data field and share it between BarTender documents and workstations                                                             | •          |            |              |         |
| Phrase library                 | Build your own library of standard multi-lingual text including auto-translate and TMX export/import                                          | •          |            |              |         |

| Data entry forms          |                                                                                             | Enterprise | Automation | Professional | Starter |
|---------------------------|---------------------------------------------------------------------------------------------|------------|------------|--------------|---------|
| Database record selection | Select or query the correct database records at print time using helpful form controls      | •          | •          | •            |         |
| Powerful form controls    | Make data input and selection easy by leveraging over 15 highly configurable form controls  | •          | •          | •            |         |
| Keyboard and mouse input  | Use keyboard and mouse commands to select or enter data into forms at print time            | •          | •          | •            |         |
| Scanner input             | Use a barcode scanner to input information to data entry forms at print time                | •          | •          | •            |         |
| Weighing scale input      | Populate the weight of an item at print time by connecting your weighing scale to BarTender | •          | •          | •            |         |
| Image capture             | Capture images at print time for ID cards or event badge printing                           | •          | •          | •            |         |
| Data validation           | Reduce user input errors by introducing data validation and error checking                  | •          | •          | •            |         |

| Integration and automation |                                                                                                                                                                                    | Enterprise | Automation | Professional | Starter |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|--------------|---------|
| Intelligent Forms          | Create forms that run automated processes and actions based on user selections, user input or during certain events                                                                | •          | •          |              |         |
| Document level actions     | Reduce manual efforts by triggering actions in response to events such as printing                                                                                                 | •          | •          |              |         |
| Business systems           | Seamlessly integrate automated label and document printing with any business system (ERP, WMS, or MES), including SAP, Oracle, Infor, Körber, Microsoft, Epicor, NetSuite and Sage | •          | •          |              |         |
| Integrations               | Web services: Use RESTful web services to exchange data in real-time to run actions                                                                                                | •          | •          |              |         |
|                            | File drop: Monitor local, network, and cloud-based folder locations (including Amazon S3, Dropbox, FTP/SFTP) to run actions and automate                                           | •          | •          |              |         |
|                            | Email: Monitor email and print according to its contents                                                                                                                           | •          | •          |              |         |
|                            | TCP/IP sockets: Stream data to run actions using this bidirectional communication method                                                                                           | •          | •          |              |         |
|                            | Database monitoring: Monitor when data is inserted or changed in database table fields to run actions                                                                              | •          | •          |              |         |
|                            | RS232 Serial: Run actions when data is received                                                                                                                                    | •          | •          |              |         |
|                            | Other: Run actions according to a time schedule or when a message is posted to a Microsoft Message Queue                                                                           | •          | •          |              |         |
| Integration data           | Integrate automated printing processes using common data structures and formats such as XML, JSON, SAP IDoc, Oracle XML, ASCII & Unicode coded text-based data                     | •          | •          |              |         |
| Integration actions        | Enable label printing, database queries, network communications and much more with over 70 action types                                                                            | •          | •          |              |         |
| .NET SDK                   | Seamlessly integrate printing, scheduling, document management, revision control and database functionality (including ActiveX Automation and Command Line/Shell Script support)   | •          | •          |              |         |
| BarTender REST API         | Seamlessly integrate BarTender actions to automate printing and business processes                                                                                                 | •          | •          |              |         |
| Print Portal REST API      | Seamlessly integrate Print Portal web printing                                                                                                                                     | •          |            |              |         |

| Printing, encoding, and exporting             |                                                                                                                                                           | Enterprise | Automation | Professional | Starter |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|--------------|---------|
| Drivers by Seagull™                           | More than 9,000 printers and output devices supported to enable high-performance printing                                                                 | •          | •          | •            | •       |
| Print optimizations                           | Improve print speed by taking full advantage of printer-based features such as serialization, barcodes, real-time clock, static data, and graphic caching | •          | •          | •            | •       |
| Windows printer drivers                       | Print to any printer that has a Windows-based driver                                                                                                      | •          | •          | •            | •       |
| Printer configuration and diagnostics         | Perform printer management functions in BarTender, bypassing the printer front panel                                                                      | •          | •          | •            | •       |
| On-demand and batch printing                  | Print labels and documents on-demand or batch together using one or more BarTender templates                                                              | •          | •          | •            | •       |
| Print preview                                 | Review your dynamic print jobs before printing                                                                                                            | •          | •          | •            | •       |
| Image exporting                               | Export entire template images or specific objects in 35+ formats                                                                                          | •          | •          | •            | •       |
| RFID, smartcard, and magnetic stripe encoding | Encode RFID tags, smartcards, and magnetic stripe cards as easily as adding barcodes to your template design                                              | •          | •          | •            |         |
| Web printing                                  | Secure anywhere, any time internet printing from any browser                                                                                              | •          | •          | •            |         |
| Native PDF generation                         | Generate PDFs without installing third-party PDF drivers                                                                                                  | €          | €          | €            |         |
| Printer code templates                        | Design templates in BarTender and export printer code that can be used with other print systems                                                           | •          | •          |              |         |
| Reprint labels and documents                  | Reprint identical copies of previously printed labels and documents that may have been misplaced or damaged                                               | •          | ¶          |              |         |
| Printer failover                              | Automatically redirect to another printer in the event of printer failure                                                                                 | •          |            |              |         |

| Centralized management                              |                                                                                                                       | Enterprise | Automation | Professional | Starter |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------|------------|--------------|---------|
| <b>Centralized role-based permission management</b> | Centrally manage user and group roles for printing and management features                                            | •          |            |              |         |
| <b>Centralized document storage</b>                 | Track and manage the entire organization's label templates in one place                                               | •          |            |              |         |
| <b>Template files and revision control</b>          | Manage revisions across the organization - roll out changes in an instant to all users                                | •          |            |              |         |
| <b>Optimized label design workflows</b>             | Define design and publishing workflows to enable management and traceability including web-based Print Portal support | •          |            |              |         |
| <b>Define workflow team</b>                         | Increase team accountability during the label revision and publishing process                                         | •          |            |              |         |
| <b>Workflow Designer</b>                            | Speed up label design, review, and production process with drag and drop visual Workflow Designer                     | •          |            |              |         |
| <b>System audit trail</b>                           | Review history of print jobs, document changes, electronic signatures, and user actions                               | •          |            |              |         |

| Security, monitoring, and alerts             |                                                                                                                          | Enterprise | Automation | Professional | Starter |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------|------------|--------------|---------|
| <b>Status monitoring</b>                     | Reports information back to Windows regarding printer/print job status and error conditions                              | •          | •          | •            | •       |
| <b>Email alerts</b>                          | Automatically notify IT managers or other operational team members if labeling problems occur                            | •          | •          | •            | •       |
| <b>Role-based security</b>                   | Assign permissions to applications and functions using Windows Active Directory users and groups, or local Windows users | •          | •          | •            |         |
| <b>Document and printing password</b>        | Require a password to design and/or print                                                                                | •          | •          | •            |         |
| <b>Electronic signatures</b>                 | Enable for audit trail accountability and regulatory compliance                                                          | •          |            |              |         |
| <b>Document encryption</b>                   | Secure document usage between validated BarTender workstations                                                           | •          |            |              |         |
| <b>Backup and resilient licensing server</b> | Improve business continuity and disaster recovery with high availability options                                         | •          |            |              |         |

\*Available in Professional Workstation only.

† The Enterprise Edition supports unlimited centralized logging; The Starter, Professional and Automation Editions support the logging of up to seven days of data to a local database only.

‡ Supports web-based printing only.

‡ Supports web-based printing only. Not available in Professional Workstation.

§ The Enterprise Edition supports reprints with no restrictions; The Automation Edition supports unlimited reprinting of documents from the logged print jobs.

# Basic databases only (Excel or RFC 4180 standard CSV file).

¶ Enterprise Edition supports unlimited days of reprinting records, while Automation Edition supports 7 days of reprinting records.

€ Unlimited PDF printing for BarTender 2022 Enterprise Edition with 100 or more printer licenses and an active Maintenance and Support Agreement. Each printer license can support both a physical printer and 5,000 PDF printing per week. For more details on [PDF printing limits](#).