



News and Events

e-News from Unibar, December 2007

Thank you to all of our customers, partners and staff, who together have made 2007 one of the most exciting and successful years in Unibar's history. We hope 2008 brings you good health and much success. For our part, we'll continue to work hard to deliver powerful, easy-to-use products that solve bar code and RFID printing challenges in Oracle, UNIX, Linux and other environments.

In 2007 Unibar introduced software-as-a-service for bar code generation with our innovative eBARZ PRO service, which lets customers easily add bar codes to Web pages forms, tickets, coupons, applications, invoices and other documents with flexible subscription terms. We also upgraded our BARCODE 2000 label design software, expanded technical support capabilities, relaunched www.unibar.com and added new partners and customers around the world. Read on for an update on our recent activities.

IN THIS ISSUE:

- BARCODE 2000 Updated with v.7.5.2
- Tech Tip: Simplify renewals & upgrades
- New customers
- Customer success story: BARZ_OUT PRO at Absolute Technologies
- Upcoming events

BARCODE 2000 KEEPS GETTING BETTER

Earlier this year Unibar released version 7.5 of BARCODE 2000, which represented a significant upgrade of our flagship label design software. The new release was extremely well received (see below), especially by organizations with XML, Java or ERP integration needs, and those needing easy-to-use RFID label design capabilities. Unibar recently enhanced BARCODE 2000 again, which makes design and integration capabilities even easier to use.

Our new version, **BARCODE 2000, v. 7.5.2** is now available on our website. It includes improvements in ease of use and WYSIWYG capabilities.

- The Label Data Dictionary module is now more tightly integrated with the Label Designer. This provides the designer the capability to launch the LDD for the current label to add and edit constants, variables and field operators such as concatenation, counters, and input data mapping variables. These changes are immediately available for use with the current label.
- The Configuration (Print Destinations) module is now more tightly integrated with the Label Designer. Now you can add or delete a print driver for your active list, add, edit and delete print

destinations and change selections such as the data field delimiter. These changes are immediately available for use with the current label.

- Label templates are very close to WYSIWYG as long as TrueType fonts are used. These label templates can then be mapped to other printer brands resulting in near WYSIWYG results.
- The License tab of the Help->About dialog now actively checks and displays license status (days remaining, serial number match/mismatch) instead of displaying license file contents. (See the Tech Tip below for information about using Unibar's License Key).
- Additional enhancements such as more meaningful messages and information boxes should help the new user as well as our current customer base.

WELCOME NEW CUSTOMERS

The version 7.5 of BARCODE 2000, released a few months ago, is already a worldwide hit as you can see from the sampling of new customers listed below. Easy-to-use EPC Gen2 RFID smart label design, support for 13.56 MHz (high frequency) RFID, XML and Java interfaces, and support for more than 500 printer models are some of the reasons the BARCODE 2000 v. 7.5 release has been so successful. Meanwhile, the popularity of BARZ_OUT Pro, our industry-leading solution for adding 1D and 2D bar codes to documents, also continues to grow. Welcome to these new Unibar customers:

- | | |
|---|--------------|
| • Blatt, Hasenmiller, Leibsker & Moore | BARZ_OUT Pro |
| • Cascade Controls | BARCODE 2000 |
| • Dunn Tire | BARZ_OUT Pro |
| • Eli Lilly | BARCODE 2000 |
| • Euro Bath and Tile | BARCODE 2000 |
| • Hitachi Metals America | BARZ_OUT Pro |
| • Kraft | BARZ_OUT Pro |
| • Louisville Water | BARZ_OUT Pro |
| • Omnicare | BARZ_OUT Pro |
| • Seattle Web Group | e-BARZ Pro |
| • TallyGenicom | BARCODE 2000 |
| • Zilog Electronics Philippines | BARZ_OUT Pro |

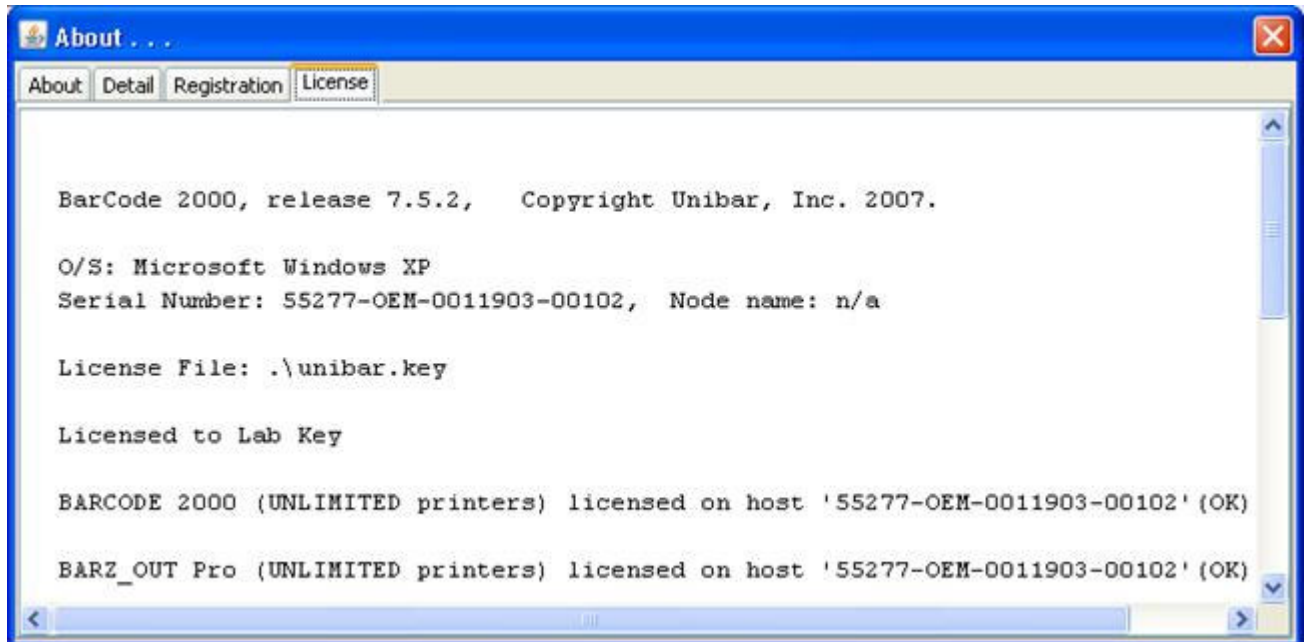
All customers should periodically check www.unibar.com for new downloads, free tech support tips and other resources.

TECH TIP: TAKING ADVANTAGE OF THE UNIBAR LICENSE KEY

Are you upgrading or adding new servers? You will need a new license since it is tied to your Server Serial Number. Do you know what your software license provides? To find out, check your Unibar key. Here's how:

If you run into printing issues and are unable to print bar codes or labels the first item to check is if your license and if it is still valid.

If you have BARCODE 2000, you can do this by going to Help>About in the Label Designer and then click the License Tab and check if it says "OK" on the end of the lines, as in the image below.



If you are running the BARCODE 2000 Label Formatter (ubfmt) and not the Label Designer you have to type "ubfmt -i" at a command line in the unibar directory.

If you use e-BARZ Pro you have to type "ebarz -i" at a command line in the ebarz directory.

If you use BARZ_OUT Pro you have to type "bz -i" at a command line in the Barz_out directory.

More information is available in the recently expanded Technical Support section of www.unibar.com.

WELCOME TO UNIBAR

Of course, you're always welcome to call Unibar technical support (1.800.731.6044, extension 291, or 248.299.5050 extension 291) with questions. When you do you, might speak with James Saam, our newest technical support specialist. Welcome to Unibar James!

CASE STUDY: BARZ_OUT PRO DEMO SOLVES UNIX INTEGRATION FOR MANUFACTURER

Unibar wants to highlight how its partners and customers take advantage of our various products. If you are interested in sharing your Unibar experience, please send an e-mail to unibar@unibar.com.

Absolute Technologies is a precision manufacturer of parts used in the aerospace, medical, transportation and other industries. The company has thrived by producing machined parts to exacting specifications, but some of its business was at risk when a customer changed specifications for how parts were to be supplied.

"A major customer instituted a new requirement to attach a strictly formatted label that included a bar code to every box of parts that we ship to them," said Andrew Sawley, IT manager at Absolute Technologies. "Without that label, and a properly placed and functioning bar code within the label, the parts would be returned."

Customer labeling requirements are common, but common solutions won't work for Absolute Technologies, as the company quickly learned.

- Most off-the-shelf bar code software packages couldn't easily integrate with the custom-developed enterprise system that runs Absolute Technologies' business. A major drawback was the inability

of the labeling software to automatically extract the customer information necessary to produce shipping labels;

- Absolute Technologies considered making custom modifications to integrate off-the-shelf software, but most packages lacked the documentation it needed to undertake the development work;
- Few options were compatible with the company's SCO UNIX host computer environment.

"With Absolute using a custom-developed software package to run the entire company, and the desire to make things as seamless to the users as possible, our bar coding solution had to be integrated into our existing UNIX-based application," said Sawley.

Absolute Technologies successfully retooled its labeling with BARZ_OUT PRO bar code output software, which met all labeling needs with minimal custom integration requirements. Absolute Technologies downloaded a free demonstration version from Unibar to evaluate how easily the software could be integrated. The demo, plus Unibar's technical support, quickly convinced Absolute Technologies it found a solid solution for its specific requirements.

It took one person at Absolute Technologies less than a week to install the software, integrate it with the enterprise software on the UNIX host, and begin producing bar coded shipping labels that met the customer's exact specifications. Absolute Technologies took advantage of the highly functional free demo version of BARZ_OUT PRO to minimize the time and effort required for implementation. Absolute tested the demo extensively with its enterprise system, so there were no surprises and little additional testing required after the actual version was purchased and installed.

"Because of the integration work done, the interface for printing the labels is no different than any other report allowing for quick and easy access to printing the labels," said Sawley. "The labels print pre-filled with all the relevant customer information from our database requiring no duplicate data entry and reducing the likelihood of errors and therefore returned shipments. The requirements for the label information and bar codes are particularly strict in their size and placement. The flexibility of BARZ_OUT PRO allowed Absolute to create labels that met the specifications."

ORACLE USERS: LET'S COLLABORATE in '08

[COLLABORATE 08](#), the leading conference and exhibition organization by the Oracle Applications User Group (OUAG), will be held April 13-17, 2008 in Denver. Unibar is again exhibiting at this event, which we consider one of the best opportunities for Oracle users to learn how to get more from their systems. Visit us in booth 1238, where we'll be demonstrating our solutions for seamlessly using data from Oracle applications to create bar codes on forms and documents, and for driving bar code and RFID labeling from Oracle environments. Visit www.unibar.com/oracle/ to learn more.



#