

White Paper

What's New in BarTender 7.72

An In-Depth Look at the
New Features in BarTender 7.72

Contents

New RFID Enterprise Edition.....	3
What is RFID?	3
Smart Labels	3
Encoding Smart Labels with BarTender	4
Antenna Image Configuration.....	5
Object Locking.....	6

Introduction

BarTender 7.72 introduces the following features to assist with label design, integration with other applications, and printing:

- There is now an RFID Enterprise Edition of BarTender: A full-featured RFID tag programming application as well as a label design and printing application.
- Label objects can now be locked to ensure that they are not inadvertently moved, resized, or rotated.

New RFID Enterprise Edition

BarTender now has an RFID Enterprise edition that includes full-featured programming of RFID “smart tags.” All major RFID tag types are supported.

What is RFID?

A text or bar code label is useful only in situations in which there is an uninterrupted line-of-sight between the label and the human or machine reader. When this condition is not met, RFID (Radio Frequency Identification) can be used to replace or supplement a plain label identification system. To understand how this is possible, we need a couple of technical terms:

Transceiver: A device that can receive and broadcast radio signals.

Transponder: A transceiver that broadcasts only when it is activated by a predefined radio signal. It uses the energy of the radio waves it receives to generate its response, so it needs no battery or other power source.

An RFID system uses transponders to broadcast identification data. Each item that needs identification has its own programmable transponder attached, and each broadcasts a different identification number. The numbers are read by a special radio transceiver called an “interrogator.” A transponder does not broadcast its data continuously: instead, it waits until an interrogator broadcasts a request for identification. The transponder and interrogator will exchange verification signals and then the transponder will broadcast its data to the interrogator.

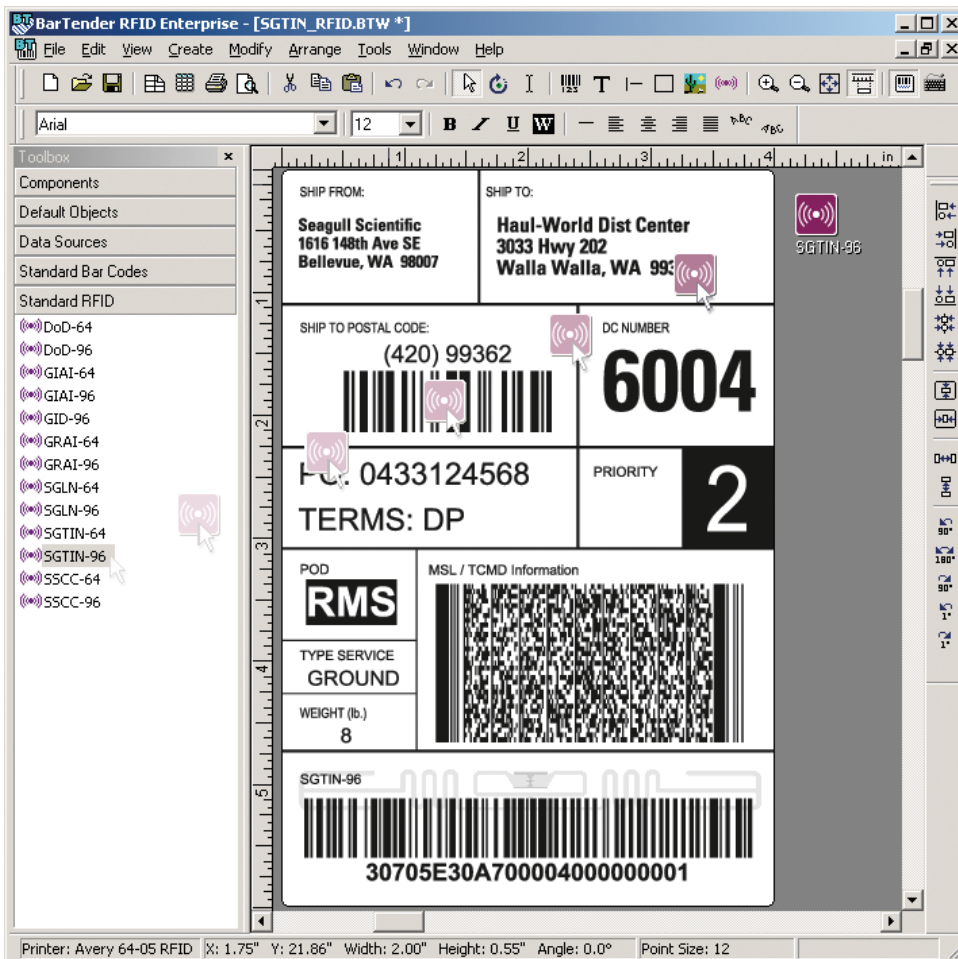
Smart Labels

The transponders in an RFID system are smaller than a human fingernail, small enough that one can be included within the layers of a paper label. These labels can be printed with text or bar codes that duplicate, or add to, the information encoded in the transponder. Such labels are often called “smart labels,” “tags,” or “RFID cards.”

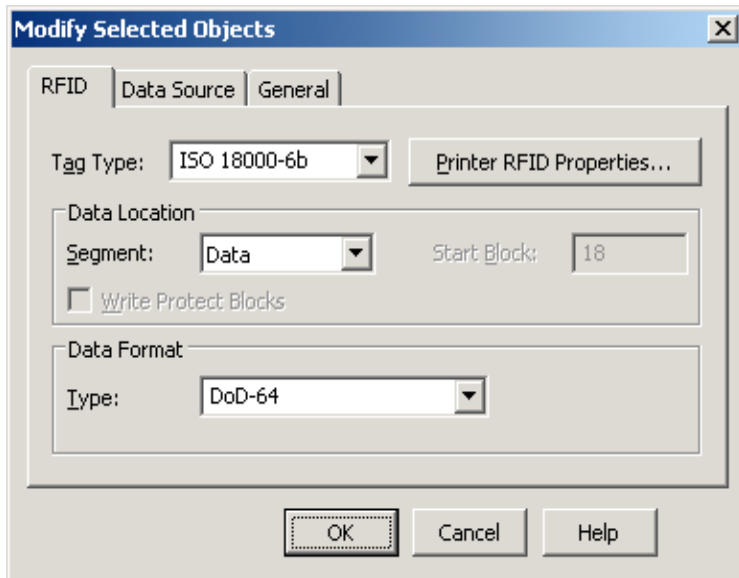
Many printer manufacturers now produce RFID-capable printers that simultaneously encode data into a label's transponder while they print data onto the label. With BarTender's RFID Enterprise Edition and the latest version of printer drivers from Seagull Scientific, you can create labels to work with these printers.

Encoding Smart Labels with BarTender

You can add an RFID object to a label format as easily as you add a bar code. Just drag-and-drop an RFID object for the desired tag type from the Standard RFID Objects pane of the Toolbox to the label. You can have multiple RFID objects for the same tag.



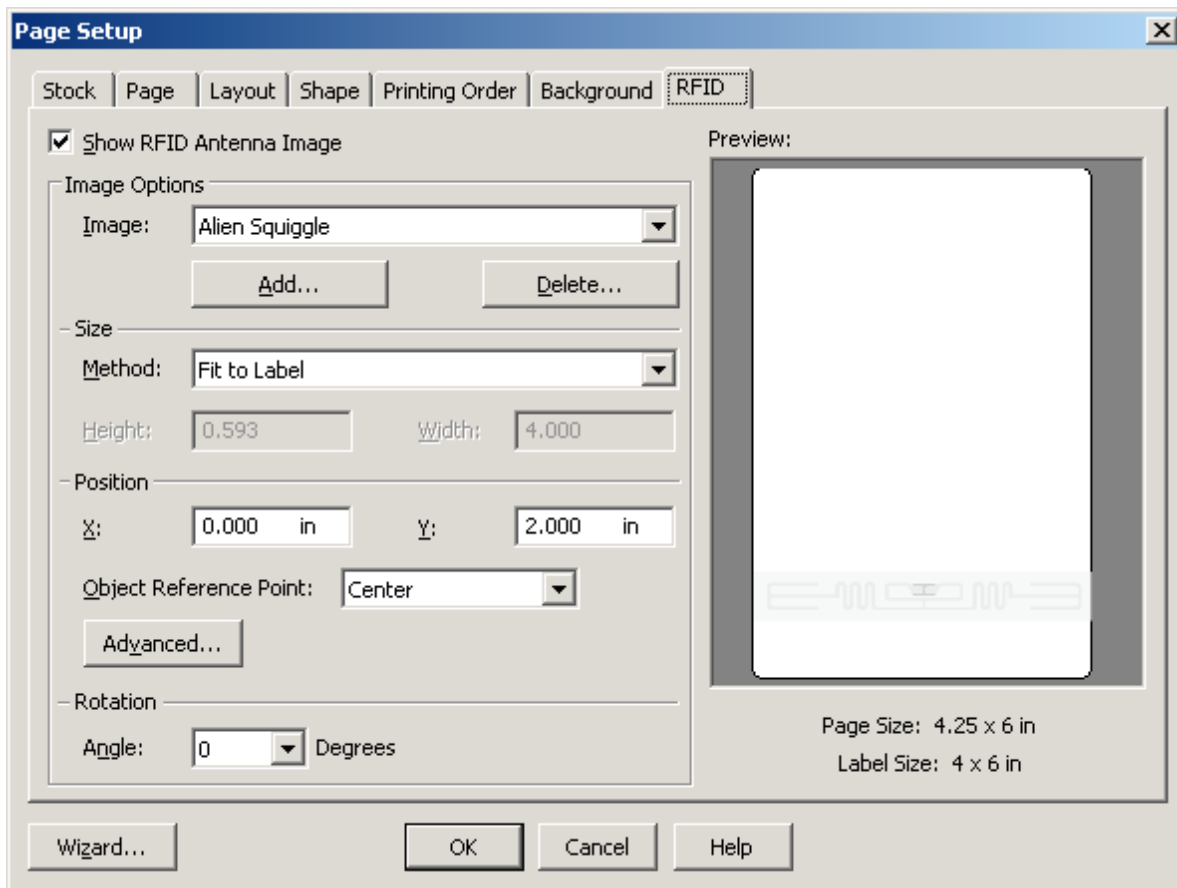
All aspects of the transponder's behavior, including its data source and format, can be configured on the RFID object's property dialog in BarTender. Optionally, you can have the actual hexadecimal value that BarTender will send to the printer driver appear as text or as the value of a bar code on the label. This redundancy can be valuable if the transponder cannot be read for any reason.



RFID objects are configured on the **RFID** tab of the **Modify Selected RFID Object** dialog. Use it to select a tag type. If the tag type allows variable types of data formatting, select the desired type. You can even create a customized data formatting scheme. Optionally, you can encode text into the transponder from all major code pages, including Unicode.

Antenna Image Configuration

You have the option of putting a non-printing image of the transponder and antenna on your label format in label design view. This feature enables you to avoid undesirable printing artifacts that can occur when a label object is positioned directly on top of the transponder or antenna.



Object Locking

The image shows a software interface with two main sections: "Position" and "Rotation".

Position: X: 1.504 in, Y: 4.786 in. Object Reference Point: Top Left. Advanced...

Rotation: Angle: 0 Degrees. Advanced...

Lock Object

When designing a complex label, it is easy to inadvertently move, rotate, or resize the wrong object. This can now be prevented by locking each object once its position and size are set.

Available Seagull White Papers

General White Papers

- The Advantage of Drivers by Seagull
- Choosing the Right BarTender Edition
- What's New in the Latest BarTender

Integration White Papers

- Integration Overview
- Getting Started with ActiveX Automation Using C#
- Getting Started with ActiveX Automation Using VB.NET
- Getting Started with ActiveX Automation Using VB6
- Commander
- Commander Examples
- Exporting Printer Code Templates
- Using BarTender with Terminal Services and Citrix MetaFrame
- XML Integration with Oracle's WMS and MSCA

SAP Integration White Papers

- SAP Integration Methods
- Reading SAP IDocs

Miscellaneous White Papers

- BarTender Enterprise Licensing
- Printing Foreign Text Using BarTender
- BarTender Software Activation
- Using BarTender's Application Identifier Wizard
- Optimizing Label Printing Performance
- Status Monitor Overview

For downloadable versions, visit:

www.seagullscientific.com/aspx/whitepapers.aspx

