

BarTender® automates GS1 Digital Link codes

The GS1 Digital Link standard for web-enabled 2D barcodes is creating a revolution in item-level identification. The beauty of GS1 Digital Link is that the data returned to end user is contextual — it's a dynamic code that delivers different data to the user, depending on things like the user location, time zone, demographics or a campaign. By scanning one single Digital Link code, a consumer could access a recipe or nutrition information, a retailer could see a calendar for item promotions and store planograms for that item, and a logistics provider could learn the product's handling information and track its journey through the supply chain.

When GS1 wanted to know if existing technology could enable generating Digital Link-compliant barcodes, they came to BarTender for help. We thought it was a great idea. Our chief engineer, recognizing the global impact that Digital Link could have, went home and wrote the preliminary code to that enables GS1 Digital Link in BarTender that night.

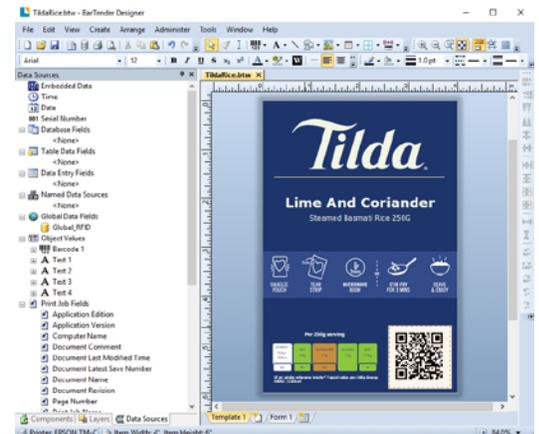
We believe so strongly in Digital Link that we've joined GS1 at Digital Link proof of concept demos at conferences around the world. Digital Link's power and flexibility to deliver information is the future of item-level ID in CPGs, medical devices, supply chain traceability, anticounterfeiting — the applications are unlimited.

BarTender® and Digital Link

Digital Link barcodes are well-designed, complex technology. And BarTender software makes creating Digital Link-enabled labeling simple. Straightforward.

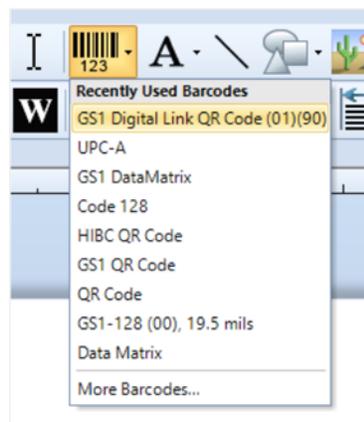
1

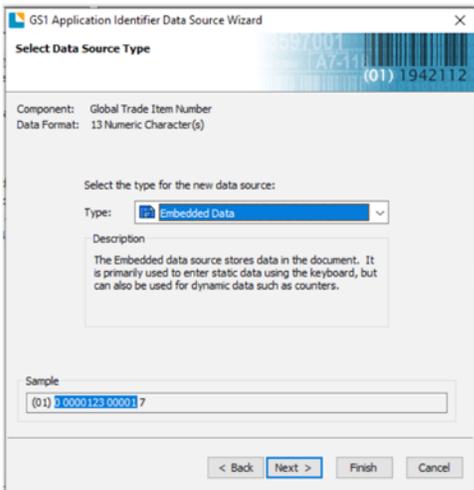
First, design your label using BarTender's acclaimed Intelligent Templates™. Import files from Adobe Illustrator. Choose colors from the Pantone color palette. Create gradients. Use BarTender's powerful text handling features like text wrapping and tables. You'll create a beautiful, commercial-quality prime label — a label that includes BarTender's proven, powerful capabilities for handling the variable, dynamic data Digital Link requires.



2

Then, create a placeholder on the label for your GS1 Digital Link QR code by selecting it from BarTender's Barcode Symbols dropdown menu. Place the code anywhere within the template design area.



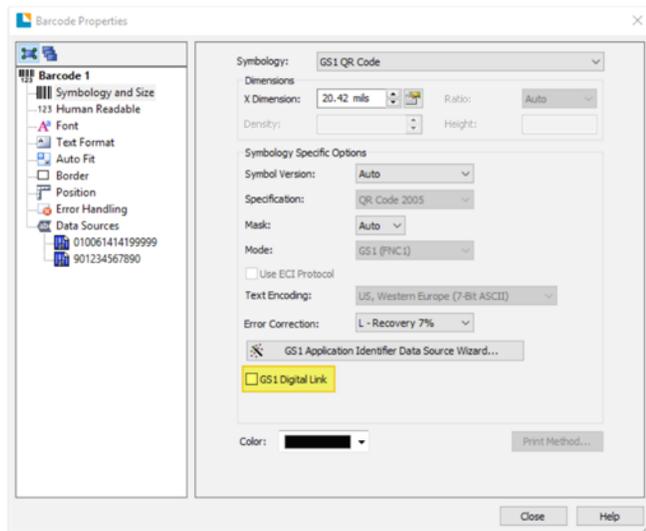


3

Next, BarTender's GS1 Application Identifier (AI) Wizard will walk you through encoding even the most complicated GS1 data string — BarTender automatically inserts AIs and field separator characters in the right place, every time, to create GS1-compliant barcodes.

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Finally, in the BarTender Barcode Properties dialog, tick the "GS1 Digital Link" box, and BarTender will convert the data string to GS1 Digital Link, complete with URI. It's that easy.



For more information on BarTender and GS1 Digital Link, please visit our website at www.SeagullScientific.com

We have technical resources around the world ready to help you with your Digital Link deployment.

BarTender includes the full array of GS1 standards and symbologies.

- ▶ EPC Gen2 RFID
- ▶ GS1 Coupons
- ▶ GS1 Digital Link
- ▶ GS1 Distribution
- ▶ GS1 General Applications
- ▶ GS1 Health Care – Non-retail
- ▶ GS1 Health Care – Retail
- ▶ GS1 Pharmaceutical
- ▶ GS1 Retail – General Distribution
- ▶ GS1 Retail – Non-general Distribution
- ▶ GS1 Composite (13 variants)
- ▶ GS1 DataBar (formerly RSS 3 stacked variants)
- ▶ GS1 DataMatrix
- ▶ GS1 QR
- ▶ EAN-8
- ▶ EAN-13 (with and without 2 and 5 digit add-ons)
- ▶ GS1-128
- ▶ GS1 DataBar, all four non-stacked variants

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