

Loftware's technology sets the standard for world-class barcode and labeling systems in virtually every industry.

Loftware is proud to be considered the industry leader in serious client/server based labeling systems and barcode technology since 1986. We understand the importance of making sure your labeling system is efficient, dependable and effective.

Our labeling software is engineered to meet your requirements. Whether you need stand-alone or enterprise label printing, you can depend on Loftware's print solutions. Loftware's Analysts are ready to help you develop a plan of implementation. Be sure to call on them for assistance in designing your labeling system.

As always, we look forward to providing your business with innovative printing solutions supported by our outstanding customer service.

Why choose a world-class label and barcode printing system?

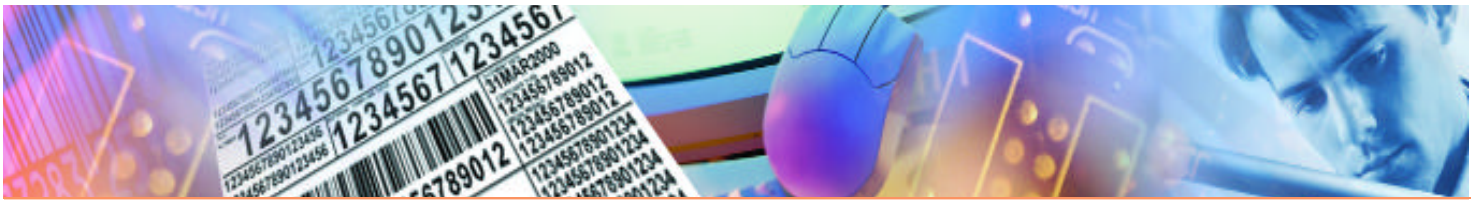
Your bottom line depends on it.



LOFTWARE, INC.

- Loftware's technological innovations in barcode printing technology offer the **highest reliability** in high speed network barcode printing **across LAN's, WAN's, and Internet**
- Loftware's latest **B2B Internet printing solutions** now makes it possible to offer low cost, high-speed label printing from anywhere in the world.
- Loftware's **extensive library of pre-designed label templates** and third party label compliance providers lets you keep up with the demands of your supply chain.
- Loftware's implementation tools **eliminate expensive programming charges** associated with adding and changing label formats to your enterprise labeling system.
- Loftware's administration tools not only let you **monitor and view the status** of your entire printer network from anywhere in the world, but also **alerts** you of possible problems via e-mail and e-mail page.
- Need to be processing and printing labels **24 hours per day 7 days per week**? No problem, the LPS is the **only Cluster-aware barcode printing system** in the world today. Your company is totally protected against critical system, hardware and software failures.

Loftware's Software is built on open system principles – the result is maximum adaptability, flexibility and maintainability. As applications and printing requirements change, your printing solution doesn't have to.



SERVER-CENTRIC TECHNOLOGY GIVES YOU THE ADVANTAGE!

CENTRALIZE YOUR LABEL PRINTING SYSTEMS WITH LOFTWARE'S

PRINT SERVER TECHNOLOGY

The LPS (Loftware Print Server) centralizes label and barcode printing applications across LAN/ WAN/Intranet and Internet enterprises. Loftware specializes in barcode printing technology, so you don't have to! We pioneered the technology. We set the standards.

What is Print Server technology? The LPS is a "server-centric" based technology solution. Rather than supporting multiple PCs throughout your enterprise, which can be expensive, the LPS runs on a single server or high-powered PC work station. Essentially, the LPS is the central gateway keeper for managing barcode print requests between application(s) and network connected printers. It is the application bridge or what we call "middleware," that allows disparate host applications to talk to proprietary hardware platforms.

What makes it fast and powerful? The LPS integrates real-time thread system management with synchronous, high-speed TCP/IP host and printer sockets making it the fastest printing system in the world today. This robust architecture has the capacity to run the largest of enterprises and is capable of simultaneously processing and sending thousands of print requests to 100's of network printers connected to LANs/WANs and the Internet.

Why use Print Server Technology? Due to the high demands and ever changing needs of the global supply chain, it is no longer desirable or cost effective to write and implement custom barcode printing applications. New and emerging business applications are demanding that barcode-printing systems remain open, flexible and are able to grow as system environments change. With increased complexities in label compliance, many companies and software developers are seriously re-thinking how they implement barcode labeling systems. The LPS integrates with your entire network allowing you to have better control over your labeling system.

Is it a good and sound investment for your company? Making an investment in Loftware's Print Server technology eliminates the expenses of developing and maintaining custom printing programs and makes it possible for business applications, old and new, to quickly comply and keep up with latest barcode standards and specifications.

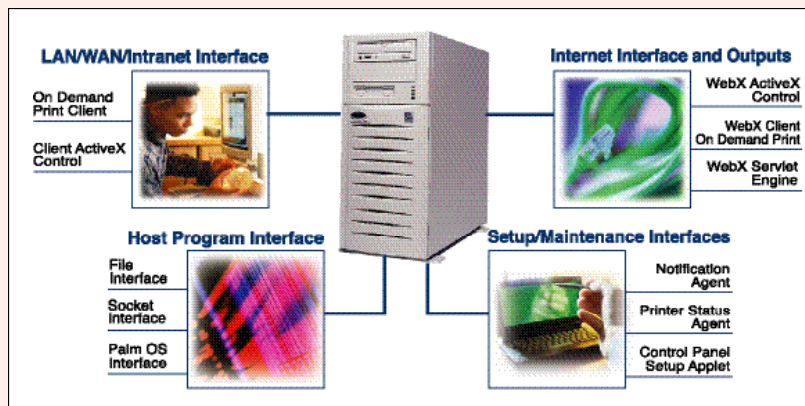
Key Features of the Loftware Print Server

- Host and/or Client applications always remain printer independent.
- No waiting for labels! The LPS connects and sends 1000's of label requests to 100's of printers (sending variable data from label to label) from your business applications and prints them simultaneously!
- Supports label printing across the Internet
- Generate new labels "on-the-fly" and make label changes without changing Host application source code.
- The LPS manages variable images, handles special check digits, formulas, serial numbers

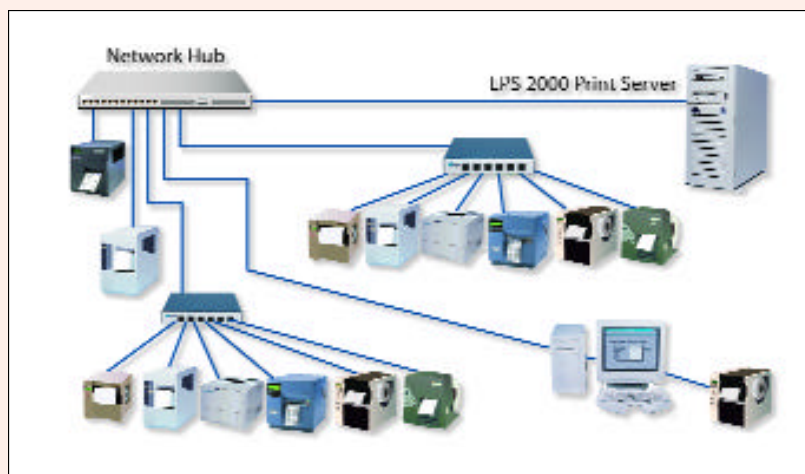
and all other data sources are calculated automatically—no custom code required.

- Loftware uses its own internal robust printer drivers for high-speed printing and also integrates with third party Windows drivers (such as laser jets).
- Integrated WYSIWYG Label Designer lets LPS users create, format and maintain label and forms libraries.
- Thin On-Demand Print Client (On-Demand Printing) and ActiveX Client Control (designed for integration within a Windows application) allow 95/98/NT/2000 client workstations to make label requests to the LPS server.

LPS PRINT SERVER 2000 – INPUTS/INTERFACES



LPS PRINT SERVER 2000 – OUTPUTS





SMARTER MANAGEMENT OF LABEL PRINTING !

LOFTWARE'S SPECIAL FEATURES

▶ ON-DEMAND PRINT CLIENT

LOFTWARE'S "THIN" ON-DEMAND PRINT CLIENT interfaces directly with the Loftware Print Server allowing you to centrally print barcode labels from a desktop computer located anywhere on a local (LAN) or wide area network (WAN). Detailed, customized operator input screens created in Loftware's Design Module (LLMWIN32) are presented to operators in the same fashion as Loftware's stand-alone On-Demand Print application.

Benefits: The On-Demand Print Client has the advantage of being 'thin'. It is not necessary to install software or configure printers on each individual workstation to perform printing tasks. Thin printing clients lower the labor costs associated with administrative and maintenance of individual desktop PC's. Databases, label formats and other vital information is centrally maintained.

Featured in all Editions

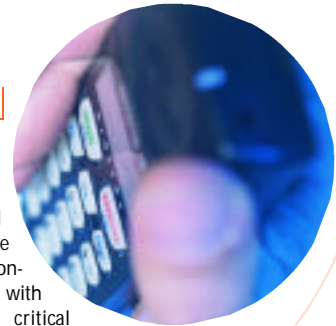


▶ NOTIFICATION AGENT

THE NOTIFICATION AGENT delivers system wide e-mail, e-mail page and desktop notifications keeping you informed about your printing status. The Agent effectively monitors the condition of each LPS Server(s), along with all its connected printers. All critical system changes including print job failures are reported.

Benefits: Your labeling system is monitored 24x7. In the event of a possible hardware or software failure, the agent will alert you – where ever you are – when it counts the most.

Featured in the LPS 2000 Enterprise, Bundled and LPS/Internet Editions



▶ THE DESIGN PROGRAM

EVERY ENTERPRISE LABELING SYSTEM needs an integrated way of designing labels. Loftware's renowned Label Design WYSIWYG, LLM-WIN32 is a core component and included with each Loftware Print Server Edition. The Windows based designer delivers a sophisticated, yet easy to use Graphical User Interface (GUI) for designing labels and forms right "out of the box" for central sharing and printing from the Loftware Print Server.

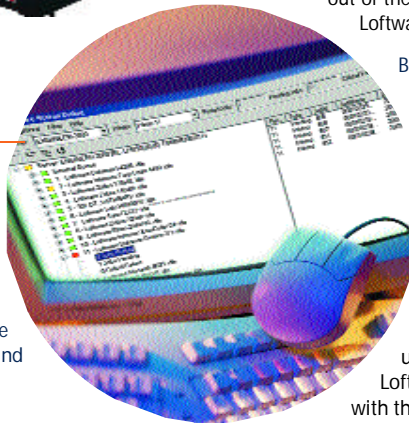
Benefits: Loftware also includes a wide selection of industry standard compliance label templates to meet the needs of your supply chain. A built-in Barcode Wizard greatly simplifies the process of building complex compliance formats like GM's latest 1724 Global Shipping label.

▶ THE STATUS CLIENT

THE STATUS CLIENT is a powerful viewing tool used by administrators to monitor the status of printers, pending print jobs and Loftware Print Servers. The Status client also lets authorized users reprint jobs quickly.

Benefits: View the conditions of your entire printing network from anywhere on your network. The status client also quickly assists in analyzing and troubleshooting printer and print job problems.

Featured in the LPS 2000 Enterprise, Bundled and LPS/Internet Editions



▶ SUPPORT FOR THE PALM (SDK)

LOFTWARE HAS DEVELOPED SDK's (Software Development Kits) that operate using the standard Palm Operating System. Loftware also includes sample programs for use with the Palm OS using Symbol Technologies™ wireless devices. The SDK allows these RF wireless devices to communicate across the enterprise directly with the LPS through a TCP/IP communications socket for sending label requests, scan information and print job status.

Benefits: Loftware's SDK libraries provide rapid implementation of RF wireless devices using the Palm OS to the Loftware Print Server and takes the guess work out of sending printing requests to thermal/thermal transfer, laser and other Windows type printers. The SDK library comes with sample programs and "freeware" source code to get you "up and running" fast.

Featured in the LPS 2000 Enterprise, Bundled and LPS/Internet Editions



▶ ACTIVEX CLIENT CONTROL

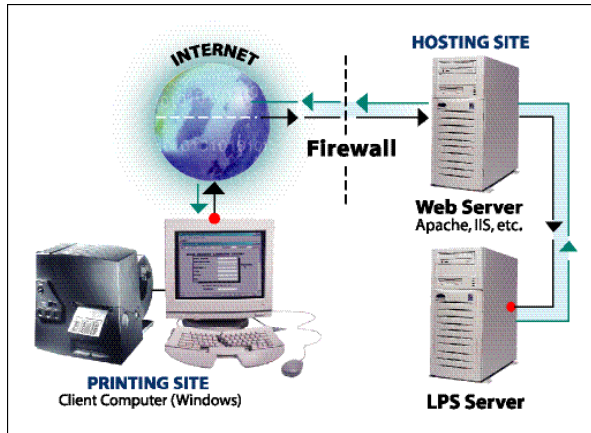
Programmers are able to quickly add barcode label and forms printing functionality in to their own applications using Loftware's powerful ActiveX Client Control.

Benefits: The Control gives other Windows applications immediate access to the full functionality of the Loftware Print Server. Enterprise applications also gain full access to all Loftware's supported thermal transfer and Windows printers. The Client Control eliminates costly and time consuming programming and on-going maintenance tasks.

Featured in all Editions

LOFTWARE'S SPECIAL FEATURES

▶ THE WEB CLIENT



GO GLOBAL with Loftware's business to business (B2B) LPSi Internet WebClient. Today's geographically diverse marketplace requires robust "thin" applications that allow for data connections. "Thin" applications work with ease, are fast, reliable, and do not require months of up-front work to implement. Loftware's new WebClient allows you to maintain centralized control over label printing, while accessing your labels through the internet to any of your satellite offices and production warehouses the world over. The WebClient Application is a

web-enabled full-featured on-demand printing application allowing users to harness the power of Loftware's Printing Engine. Detailed, customized operator input screens are created in Loftware's Design Module and presented to the users in the same fashion as the On-Demand Print and On-Demand Print Client. You do not need to settle for a browser-based solution.

Benefits: Remote warehouses and satellite offices lacking WAN connections can now tap into the ultimate power of the LPS from anywhere in the world. The WebClient eliminates the costs of expensive WAN telecommunication lines. Remote access to the LPS is now worldwide! Print day or night in any time zone.

Now, remote users with the proper security rights can have the same access as LAN or WAN connected users. Boost your production, simplify maintenance and increase the consistency of your industry compliant labeling by centralizing your remote printing operations over the Internet!

Featured in the LPS/ Internet Edition



▶ INTERNET ACTIVE X

The Internet ActiveX is brand new and specifically designed for developers designing Internet applications that require barcode and forms to be printed across the Internet. This is a serious integration feature not found in inexpensive knock offs!

Benefits: Web-based applications gain immediate access to high-speed barcode printing across the internet without writing extremely specialized application code and printer drivers. The Internet ActiveX eliminates complicated programming and development costs.

Featured in the LPS/ Internet Edition

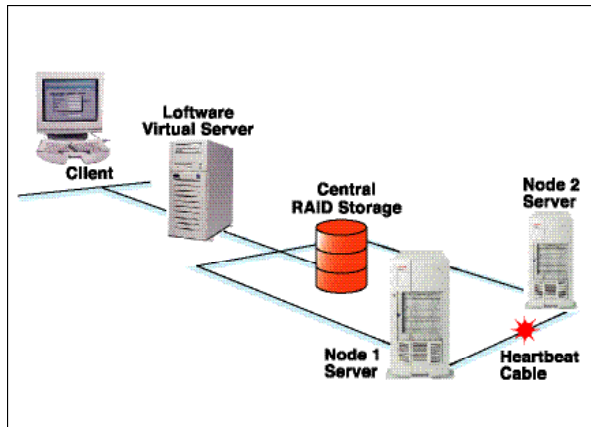
When set up in a clustered environment, if the server that is running the LPS goes down for any reason, auto-failover starts an LPS session on another server in the cluster.

Benefits: Mission critical barcode printing systems using Loftware's built-in clustering remain up and running 24x7, 365 days per year eliminating expensive plant shut downs. If your printing systems can not be down for any reason choose a system that includes clustering.

Featured in the LPS Enterprise 2000, Bundled and LPS/Internet Edition

▶ 24x7 FAULT-TOLERANT CLUSTERING

BUSINESSES RELYING ON a centralized method of printing barcode labels and forms want print server technology that incorporates fault-tolerance and redundancy for protection against critical system failures. Loftware's world-class built-in fault tolerance component provides these assurances and more. This is a serious enterprise printing feature designed to meet the high demands of serious enterprise business applications.



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SOFTWARE LABELING SOLUTIONS

MAXIMIZE YOUR INVESTMENT WITH A SYSTEM THAT YOU CAN EXPAND AS YOUR REQUIREMENTS GROW!

LPS 2000

Print Server Edition

The Starter Edition

The Starter Edition is for companies that have less than three printers and want to begin using the LPS client/server technology at an entry-level price. This edition has all the characteristics of the higher priced 'LPS 2000' but comes with only two (2) printer seats and one (1) client seat.

The LPS Edition is designed for businesses that have more than three printers but not more than (8) printers with (2) client seats. (Additional print and client seats may be added.) This edition has all the characteristics of the higher priced 'LPS 2000' Enterprise Edition, but does not support label requests through TCP/IP sockets from hosts, RF wireless hand-held devices and clustering.

- Server-Centric Technology
- Client/Server Support for On-Demand Printing
- On-Board Label Design Program Featuring a GUI Interface
- ActiveX Client Control Support
- Development Libraries
- Accessible Support for All ERP/WMS Platforms
- Extensive Documentation

LPS 2000

e-nterprise Edition

LPS 2000 Enterprise Edition

The Enterprise Edition adds serious integration and enterprise systems tools to meet the needs of the more demanding printing environments! The Enterprise Edition comes standard with (10) printer and (4) client seats and is infinitely expandable. (Additional print and client seats may be added.) Its inherent design makes it possible to centrally manage hundreds of printers installed on LANS/WANS and corporate Intranets. Integrated into the LPS are advanced administrative tools allowing IS and IT professionals to fully administer their entire barcode printing network.

THE MOST ECONOMICAL WAY TO BUY AN LPS SYSTEM:

LPS 2000 Enterprise Edition Bundle

The Enterprise bundle includes everything found in the Enterprise Edition, with the following additions:

- NT/2000 Clustering Support with a Total Backup License included License covers (14) printer and (4) client seats
- (2) Design Licenses
- Annual Maintenance and Technical Support included.
- Twelve months of on-going telephone technical support and access to Loftware's Professional Services Systems Group (PSG)

- Server-Centric Technology
- Client/Server Support for On-Demand Printing
- On-Board Label Design Program Featuring a GUI Interface
- Status Agent Support
- Global Notification Agent
- Support for Microsoft™ Clustering Printing for 24x7 Operations
- ActiveX Client Control Support
- Direct Host Interface to the LPS via TCP/IP Sockets
- Integrated Wireless Palm OS Support Featured Software
- Development Libraries
- Accessible Support for All ERP/WMS Platforms
- Extensive Documentation

LPSi Internet Edition

LPS Internet Edition

Loftware's latest LPS Edition for the Internet has all the features of the Enterprise Edition, but adds new tools for global enterprise printing. These advanced tools enable you to link your organization across the world, print labels globally and maintain centralized control! Satellite offices, remote production warehouses and other remote users can connect to the corporate LPS via a web server and print across the Internet without the necessity to load software on remote PCs. Our "thin" web-based printing technology gives you high-speed label printing anywhere, anytime.

INTRODUCING

LPSi

Unleash the ultimate power of the Internet and extend your label and barcode printing operations globally!

- Web Server-Centric Technology
- Internet Business to Business (B2B) Printing Support
- Web On-Demand Print Client
- Internet ActiveX
- Client/Server Support for On-Demand Printing
- On-Board Label Design Program Featuring a GUI Interface
- Status Agent Support
- Global Notification Agent
- Support for Microsoft™ Clustering Printing for 24x7 Operations
- ActiveX Client Control Support
- Direct Host Interface to the LPS via TCP/IP Sockets
- Integrated Wireless Palm OS Support Featured Software
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- Extensive Documentation

www.loftware.com

Go to our web site to learn more about licensing, technical specifications and to view a complete product matrix.



The Phased-In Approach

to implementing Loftware Label and Barcode Solutions

Not sure about which LPS system best suits your business? Consider a phased-in approach that will allow you to build onto your label printing system as your Enterprise grows. Our highly-trained Analysts are standing by ready to help you design and implement a system that will work for you today and in the future.

We'll help you get started.

Call today for a FREE consultation!

207.363.3195 Ext. 401

Learn More Online!

Download a Free Demo at www.loftware.com or call us today to receive a free Loftware Evaluation Kit! Our Web Site includes complete technical specifications, full documentation, full list of supported printers and a product matrix for your convenience.

PHASE 1

Entry Level

The Loftware LPS Print Server Edition is the perfect solution for businesses that require an entry-level enterprise to drive less than three printers.

You'll enjoy the ease of the Loftware Design Program, seamless integration with host interfaces, and our Server-Centric technology. Also, print from any workstation that has the On-Demand Print Client installed to the printer of your choice. This edition is expandable, you can add print seats and client seats and migrate to the Enterprise Edition.

PHASE 2

Expand Your Enterprise

B2B Enterprises that depend on labels and barcodes to ship product 24x7, require the security of the LPS 2000 Enterprise Edition.

This edition has all of the basic LPS features, but includes advanced tools for serious enterprises. Loftware's Server-Centric Technology expands your enterprise by allowing several users to print labels over your LAN/WAN. Loftware's support for Microsoft Clustering will give you peace-of-mind and assurance that your printing operation will be up 24x7.

PHASE 3

Global Enterprise

You've built a strong business. Now Loftware helps you take it across the globe!

Our Internet Edition lets you design labels in one location and print across the world in seconds! You'll receive all the basic and enterprise special features along with advanced tools that allow you to accomplish high-speed label printing globally. No longer are you limited by the extent of your LAN/WAN. The Loftware LPSi Edition lets you work smarter. Drop files, monitor status and print anywhere, anytime. The LPSi brings label printing to a new level!

Did you know?

You may call our Customer Service Representatives to upgrade your system over the phone quickly. We'll send you a CD of your upgraded Edition or allow you to Download the Edition over the Internet!