



PRESS RELEASE

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**Datamax and MCL Technologies' 123Print™
Puts Intelligence in Industrial Printers**

*Datamax and MCL Join Forces to Cut Enterprise Printing Costs
and Simplify Creation and Deployment of Printing Applications*

Orlando, FL – October 9, 2006 – Datamax and MCL Technologies today announced the release of 123 Print to create printing applications that run directly on Datamax printers. Applications created within the 123 Print development environment are downloaded and run directly on the printer, thus eliminating the need for a PC to run the deployed application. An all-in-one product for label integration, data capture design, and label mapping to replace static label fields with dynamic content, 123 Print creates stand-alone applications to drive the printing process on Datamax printers.

Utilizing the intelligent client developed by MCL and built-in to Datamax printers, 123 Print provides an easy-to-use environment for developing and implementing printer-resident applications.

- 1 – Create: Integrated with Seagull's BarTender, 123 Print provides a rich graphical design experience and an environment for easily creating labels for any printer application.
- 2 – Capture: Using interactive screen dialogues, 123 Print captures data input from users and/or peripherals connected to the printer. Input can come from the front panel, an external keyboard, a



barcode scanner, a weight scale, a lookup file, or any similar peripheral.

- 3 – Map: Label templates allow any static label to be converted into dynamic labels using 123 Print's mapping function. Text, barcodes and graphic images can be replaced dynamically using variable data received from printer users and peripherals

“Customers will never again need an intermediate PC server to create and send labels to their printers,” said Jean-François Jacques, Managing Director of MCL Technologies. “In addition to the reduced printer deployment costs, corporations will realize even greater value from their Datamax printers thanks to the operational flexibility and productivity gains that they will enjoy using applications generated by 123 Print.”

123 Print includes utilities to simulate and debug printing applications during development without the need of a printer. It also includes utilities to remotely connect to a printer, check the printer status, initiate standard printer controls, load a file, and create and execute scripts to automate file loading and printer configuration.

“The ability to eliminate the need for a PC to drive printing applications is revolutionary in the industry and is compelling to any user who wants to simplify the printing of labels and simultaneously significantly decrease costs across the enterprise,” said Doug Hall, vice president of marketing for Datamax. “123 Print offers a perfect balance between simplicity of use and capability and we are very excited to bring this new offering to our global customer base.”

[About Datamax](#)

Datamax, a subsidiary of Dover Corporation (NYSE: DOV), is a global leader specializing in the design, manufacture, and marketing of products for bar



code and RFID labeling, including thermal demand printers, label, ticket and tag materials, and thermal transfer ribbons. Headquartered in Orlando, Florida, Datamax has representative offices throughout the United States and in Singapore, China, and the United Kingdom, as well as label converting and preprinting facilities in Robinson, Illinois. Datamax markets its products exclusively through a network of resellers in more than 65 countries worldwide. For more information, go to www.datamaxcorp.com.

About MCL Technologies

MCL Technologies is a recognized leader in delivering high-productivity software development tools for mobile workforce and barcode printing application development, deployment, and management. Its enterprise-ready, standards-based software suite, MCL-Collection, seamlessly integrates the latest technologies with mobile computer, multi-manufacturer, cross-platform compatibility. Through the integration of mobile computing, wireless infrastructures, barcode printing, and data capture technologies like barcode scanners, radio frequency identification, and voice recognition, MCL-Collection helps organizations deploy mission critical and on-demand multimodal applications to improve workforce productivity, reduce costs, and achieve competitive advantage. Organizations also benefit from MCL-Collection's forward migration paths to minimize total cost of application ownership. More information is available at <http://www.mcl-collection.com>.

MCL Technologies is a competence center of Zetes Industries (Euronext Brussels: ZTS)