# Loftware Premier Plus RFID™
## The RFID Solution from Loftware

## Painless Compliance with Industry Mandates

To play a role in any supply chain, companies must communicate with their providers, partners and customers using the most effective and universal technology. Today, that technology relies on the synergy of RFID and Smart Label bar code technology.

Loftware Premier Plus RFID adds the power of RFID to the already rich feature set of Loftware's proven print server engine. Robust drivers enable Loftware customers to print 64 and 96-bit Smart Labels using the latest RFID-enabled thermal transfer printers. Thanks to EPC compliance tools, it's easy to create and print SSCC, SGTIN and SGLN labels for systems of any complexity.
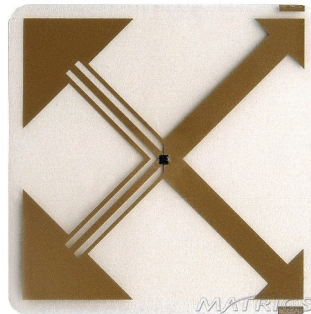
## Immediate Productivity

Given an RFID printer and the appropriate label stock, Loftware Premier Plus RFID users can start producing RFID labels almost immediately… and go right into production on a massive scale. The intuitive graphical user interface and extensive documentation combine to accelerate label design, even for those with limited knowledge of RFID technology. Users can start from scratch or convert existing bar code labels.

Current Loftware customers can modify their existing labels and be up and running with SSCC and SGTIN compliance without having to modify their host application. For organizations that are implementing Loftware's state-of-the-art technology for the first time, installation and integration is intuitive and straight forward.

## Proven Enterprise-Wide Integration

Loftware Premier Plus RFID supports any combination of bar code and RFID printers simultaneously. Its EPC-compatible Smart Labels can contain any arrangement of human-readable, bar code and RFID information. And, because the solution handles both RFID Smart Labels and legacy bar code labels simultaneously, there is no need to implement, upgrade and support separate systems. This level of enterprise-wide integration is unparalleled in the label printing industry.

*Loftware Premier Plus RFID empowers manufacturers, distributors and retailers to meet compliance mandates set forth by Wal-Mart, Target, DoD and others. Founded on the proven Loftware Print Server engine, Loftware Premier Plus RFID combines usability, adaptability and reliability to deliver a high return on investment.*

Loftware Premier Plus RFID is the fastest way for companies to advance tag-and-ship activities from pilot to production. This complete software solution:

- Enables tagging at the case and pallet level
- Supports all current mandates, including SSCC, SGTIN and DoD
- Includes flexible options for back-end system integration
- Provides a cost-effective path from pilot project to production roll-out
- Produces Smart Labels and legacy labels from the same system
- Delivers enterprise-proven scalability for the most demanding environments

*Loftware Premier Plus RFID helps manufacturers, distributors and retailers meet compliance mandates set forth by Wal-Mart, Target, DoD and others.*

## Supported RFID Printers

Loftware is committed to supporting RFID printers and devices as they become available on the market. By closely following changes in EPC specifications and industry mandates, Loftware ensures access to the latest print technologies.

Loftware currently supports 64 and/or 96 bit implementations from:

- Printronix
- Monarch / Paxar
- Zebra
- Avery
- Datamax
- Sato
- Intermec
- FOXIV SLPA

*As new RFID printers are being developed and released into the market, Loftware continues to develop drivers for all of these. Emerging standards are also closely followed and added to the product line whenever appropriate. Please check our website for the most recent list of printers that are supported.*

## Tech Support

Loftware's outstanding customer support ensures productivity with:

- Experienced technicians
- Downloadable upgrades
- Extensive print and on-line documentation
- Discounted professional services

## About Loftware, Inc.

Loftware is an industry pioneer, technology advocate and user-driven provider of bar code and RFID marking systems. The company has delivered labeling systems since 1986, when its founder and late president, Andy Anderson, brought 25 years of experience to the organization. In the 1950s, Anderson was involved in one of the first initiatives to use a specialized electro-reflective multicolored symbology, now called bar coding. Today, Loftware is a recognized leader in the global market for state-of-the-art auto identification technologies.

18 Brickyard Court
York, Maine 03909
tel: 207.363.3195
www.loftware.com