



the professional
labeling software

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Euro Plus Introduces New NiceLabel Developer Series

New Developer Series products enable software publishers to integrate professional bar code and RFID smart label printing into desktop, server, mobile or Web-based software applications.

Slovenia, May 2007– Euro Plus, a leading supplier of printing software for the Automatic Identification and Data Collection industry (AIDC), is proud to announce the release of the new **NiceLabel Developer Series**. The new product family includes three SDK (Software Development Kit) editions: NiceLabel SDK, NiceLabel PocketSDK and NiceLabel WebSDK.

The Developer Series extends the existing NiceLabel SDK technology for desktop applications with the new NiceLabel PocketSDK for Windows mobile applications and NiceLabel WebSDK for Web-based applications. The NiceLabel family of professional labeling software now offers software publishers integration solutions of bar code and RFID smart label printing for the complete range of desktop, server, mobile and Web-based application environments.

“SDK products are designed for those application developers who understand the philosophy of using software components to meet specific feature requirements,” explains Andrej Zrimsek, Director of Research & Development at Euro Plus. “The NiceLabel software technology offers easy-to-integrate and robust label printing functionality for 3rd-party applications that will be always up-to-date with changing industry and logistical standards.”

Seamless label printing integration is possible through .Net, ActiveX and Web Services programming interfaces. Software developers will benefit from the out-of-the box label engine solution that, combined with NiceDrivers, optimizes label printing on more than 1300 thermal label printers.

Each Developer Series product comes with NiceLabel Pro, the advanced label designer for professional bar code and RFID labeling. NiceLabel Pro is the leading bar code and RFID label design and printing software that includes the latest industry and product traceability standards.

“Euro Plus has been offering SDK products for desktop applications for quite some time, “ states Matej Kosmrly, Product Manager of NiceLabel. “But now we added SDK packages for Windows Mobile and Web application developers to offer a complete label printing integration solution to the software development market.”

The new NiceLabel WebSDK enables developers to use NiceLabel as the labeling tool for Web-based label printing. Users can print labels from a Web browser to their local printer without installing any local labelling client software. A client component, automatically installed in the Web browser, transfers the print job from the server to a printer locally connected through COM, LPT, TCP/IP or USB.

The new NiceLabel PocketSDK edition is the print button of any Windows mobile application. The Pocket NiceLabel Engine is a set of Microsoft .NET Compact Framework Assemblies that expose programmatic interfaces to 3rd-party applications. Software developers no longer need to manually code label templates in the native language of a thermal printer.

To learn more about the NiceLabel Enterprise Series visit www.nicelabel.com.

About NiceLabel

NiceLabel is a family of professional labeling software products that provide a complete bar code and RFID smart label printing solution to desktop and enterprise users. NiceLabel includes three major product series:

- Standard Series – NiceLabel product series for barcode and RFID label design, printing and entry-level integration.
- Enterprise Series – NiceLabel product series for centralized printing system management and integrated high-volume printing.
- Developer Series – NiceLabel product series for software publishers and system integrators.

NiceLabel is translated into 25 different languages. Its power is unleashed in combination with over 1300 true Windows thermal printer drivers. A thoughtfully designed user interface, rich integration options and unique data-entry applications provide the quickest and most productive label design and printing options available in the industry. For more information, please visit the NiceLabel Web site at <http://www.nicelabel.com/index.php>.

About Euro Plus

Euro Plus is one of the world's major software and service providers in the area of Automatic Identification and Data Collection. The company is recognized for the state of the art labeling software and true Windows drivers for thermal printers. As a Microsoft Certified Partner and Oracle Certified Partner, Euro Plus presents a perfect business opportunity for all those searching for a highly capable and reliable partner for years to come. The company is headquartered in Kranj, Slovenia, Europe. More information is available at www.europlus.si.

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