



## Loftware Announces Ground-Breaking Print Server Version 10.0

New releases of Loftware Connector for Oracle and Universal Connector also Announced

**September 29, 2011 — Portsmouth, NH** – Strengthening its market position and reputation as the industry’s software leader in Enterprise Lifecycle Printing (ELP), Loftware today announced the release of Loftware Print Server® (LPS) 10.0.

The Loftware Print Server is the premier, enterprise-class high volume label and document printing solution used by over 5,000 customers worldwide across all major industries. An end-to-end label printing solution that can be seamlessly integrated into the enterprise to drive labeling out of leading applications including SAP and Oracle, the Loftware Print Server not only supports the design of labels to meet an individual customer’s needs but also a business’ on-going and often changeable industry-specific regulatory labeling requirements.

Enhanced functionality available in the 10.0 release enables customers to:

- Future-Proof support for new printer models including those which are acquired post-LPS deployment
- Dramatically reduce and optimize the number of label templates required to print to multiple printers
- Gain real-time visibility into a printer’s readiness prior to printing including which printers are available or experiencing interruptions such as stock depletion or print head removal
- Configure LPS notifications using SMTP
- Extract essential information about your labels, templates, symbologies, printers and system configuration to aid in troubleshooting, system streamlining and future upgrades
- Utilize enhanced barcode and Symbology support to increase printing performance and improve network bandwidth when printing natively



Simultaneously, Loftware announced today Version 4.0 of its Loftware Connector for Oracle — and the Loftware Universal Connector 4.0 (formerly the Loftware Connector for Java), providing expanded capabilities for organizations' business-critical label printing integration. Select capabilities include expanded database support for JDBC-compliant databases, an updated Administrator Console, enhanced business logic to enable/disable filters and the ability to trigger business rules based on incoming variable data.

“These releases not only augment enterprise-class, proven capabilities already in use by our customers worldwide, they're also intended to help them intelligently drive labeling data from multiple systems — making it easier to manage and keep their printing infrastructures as they are — while producing labels that comport to the latest regulatory requirements for their industry,” said Josh Roffman, VP of Marketing and Product Management, Loftware. “Helping our customers reduce costs and increase productivity with technology that doesn't get in their way is what has made Loftware a leader in the Enterprise Lifecycle Printing space, which these releases unconditionally affirm.”

Loftware Printer Server 10.0, Loftware Connector for Oracle 4.0 and Loftware Universal Connector 4.0 are available at no charge to customers who are under a current maintenance agreement.

### **About Loftware**

Loftware is the foremost authority and global market software leader in Enterprise Lifecycle Printing (ELP). ELP is a category of software that enables a holistic approach to barcode labeling, documents, and RFID Smart tags integrated into an enterprise's application infrastructure across the entire supply chain. Loftware's 'no programming required' approach leverages existing data processes to ensure a harmonization of product information from design to delivery. By eliminating redundant data sources, Loftware delivers agile and compliant solutions that offer high-volume print capabilities for SAP, Oracle and legacy systems. In all, Loftware has enabled over 5,000 organizations to quickly develop and deploy complex label and document printing integration with unprecedented domain expertise. Learn more about Loftware by visiting [www.loftware.com](http://www.loftware.com).