



Loftware Web Services for Label Management Software Brings SOA Innovation to Loftware Print Server 9.5 and Above

Web Services layer extends the world of benefits and functionality in Service-oriented architecture into the new Loftware Software Suite printing infrastructure.

Portsmouth, NH – November 19th, 2008 - Loftware, Inc., a 20+ year leader in flexible and scalable label output management solutions, announced today its new premium web services capability for its latest Loftware Print Server, version 9.5.

"This architecture makes us a better IT corporate citizen by its support of open industry standards and even provides a future-proofing for Loftware's software infrastructure," said Loftware CEO/President Eric Anderson. "This Web Services architecture automatically supports an interface for defining role-based access control, authentication with LDAP integration (such as Active Directories) and more."

Loftware Web Services is designed to enable creating custom applications in JAVA, .Net and other technologies to integrate with the Loftware Print Server. It works over the Internet, and therefore allows building web based applications while also leveraging existing IT infrastructure. As it is based on open standards, the associated learning curve is low and much smaller than developing proprietary solutions. Using web services will also allow developing interoperable applications, hence saving significant costs.

"It communicates natively with the Loftware Print Server and it supports a variety of control features (such as caching of labels for performance) and it is delivered in a SOA infrastructure," continued Anderson. "This allows you to have and deploy the wide world of open web services in existence today – you could have, say, a production map of your printer or print locations, RSS feeds, and more – in conjunction with your compliant labeling infrastructure."

Loftware products enable enterprises to manage, respond and grow their labeling agility for any new, changed, or acquired operations ranging from manufacturing plants and warehouses to distribution centers and retail outlets.

About Loftware

Loftware is the foremost authority and market software leader in delivering innovative business solutions for meeting a company's global labeling requirements. Loftware's enterprise output label and print management software suites enable organizations running Oracle®, SAP® and other major ERP, supply chain and warehouse management applications to quickly develop and deploy complex barcode label and RFID smart label tags. High volume printing capability and scalability provides immediate control over global labeling operations from one central instance, ensuring that compliancy requirements and uniformity of all labeling requirements are fulfilled. In addition, Loftware offers a full range of direct consultative and implementation services reducing overall system delivery times and increasing efficiencies. Learn more about Loftware by visiting www.loftware.com.

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