

PRESS RELEASE

CONTACT:

Debbie Kalapati
Marketing Communications Manager
Phone: +1 407 523 5518
Fax: +1 407 523 5668
E-mail: dkalapati@datamaxcorp.com

WEBSITE:

www.datamaxcorp.com

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DATAMAX ANNOUNCES ORACLE[®]/XML ENABLED PRINTERS AT ORACLE OPENWORLD SAN FRANCISCO 2005

ORLANDO, FL – September 19, 2005 – Datamax Corporation, a partner in the Oracle[®] PartnerNetwork and a leader and worldwide supplier of bar code labeling and RFID printing solutions, announced today that Datamax and Oracle have completed successful certification testing of Oracle compliant, Extensible Markup Language (XML) enabled Datamax label and RFID printers.

The Datamax XML enabled printers support label printing operations within Oracle Warehouse Management (WMS) and Oracle Mobile Supply Chain Applications (MSCA) under Oracle releases which include TCP/IP printer communications mode (11i10 or later). This also enables the Oracle Sensor Edge Server, a component of the Oracle Application Server, to easily print directly to Datamax XML enabled printers.

XML enabled Datamax M, W, A, and I-Class printers come with several formats pre-configured to match the standard Oracle label formats. Out of the box, these printers will correctly interpret the XML messages received from the Oracle application and print the appropriate bar code label. Operators may also use BarTender, the label generation and formatting application from Seagull Scientific, to modify any of the standard Oracle label formats, or to add new ones. The modified label formats are then loaded into the Datamax printer and are ready for use. Oracle configuration is as simple as defining the Datamax printer and indicating the appropriate port and IP address. Using this direct connect method between Oracle and the Datamax printer, there is no need for additional middleware to convert or interpret the Oracle XML label messages, as the Datamax printer performs this task internally.

“As more and more organizations take advantage of the standardized strength of XML to move data between dissimilar systems and applications, they will invariably need world class printing solutions to support this enterprise initiative,” said Steve Horrocks, Director of Product Management for Datamax. “Oracle has been a long standing proponent of open technologies such as XML and we are pleased to be able to announce the Datamax solution that resulted from this cooperative relationship.”

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“We are excited to have Datamax among the printing partners that can print directly from Oracle Warehouse Management and Oracle Mobile Supply Chain Applications, said Oracle Principal Product Strategy Manager, David Wertheimer. “This highlights Datamax’s commitment to Oracle Applications customers, as well as the simplicity and flexibility of Oracle’s label printing solution.”

For more information about this label printing solution logon to www.datamaxcorp.com/oracle.

About Datamax Corporation

Datamax, a subsidiary of Dover Corporation (NYSE: DOV), specializes 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.

About the Oracle PartnerNetwork

Oracle PartnerNetwork is a global business network of 15,000 companies who deliver innovative enterprise software solutions based on Oracle software. Through access to Oracle’s premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer customers' leading-edge solutions backed by Oracle’s position as the world’s largest enterprise software company. <http://oraclepartnernetwork.oracle.com>

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