

PRESS RELEASE

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DATAMAX INTRODUCES THE Ex2 ENTRY-LEVEL PRINTER WITH SIMPLIFIED OPERATIONS

ORLANDO, FL – July 25, 2005 – Datamax Corporation, a leader and worldwide supplier of bar code labeling and RFID printing solutions, announced today the introduction of its first next-generation E-Class printer – the Ex2.

The Ex2 combines exceptional design and extraordinary value in a compact direct thermal printer. In order to meet the rigorous demands of the auto identification industry, the Ex2 has been engineered with the latest technology.

“The Ex2 will set a new standard for entry-level direct thermal printing,” explains Mark Greco, Datamax Product Manager. “The Ex2 combines affordable printing, high-quality performance, and the latest technology to meet the demands of such applications as healthcare, parcel shipping, and retail. We have listened to our customers and have delivered a product that will meet their demands.”

The Ex2’s unique features, such as automatic media loading, one button and one LED, flip up printhead, and removable platen roller, combine to simplify user operations and maintenance. A true footprint, which incorporates all communications and power connections under the printer, allows the Ex2 to be installed in areas with limited space. Finally, a center bias design allows the operator to change various widths of media without making any mechanical adjustments.

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The Ex2 standard features include an RS-232 serial interface, an IEEE 1284-compliant parallel interface, a USB port, 2MB of Flash downloadable memory, 2MB DRAM memory, and enough space for a five-inch outside diameter roll of media. Users can choose from a variety of options, including peel and present with sensor, 4MB Flash downloadable memory, 4MB DRAM memory, international fonts, and an external media supply holder.

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.

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