

PRESS RELEASE

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DMXNET *Mobile*™ Provides Management of Datamax Printers through Handheld Mobile Devices

*DMXNet Mobile Allows Handheld Users to Maintain, Supervise,
and Control Printers at Any Time While On-the-Move*

Orlando, FL – September 11, 2007 – Datamax today announced the release of *DMXNet Mobile*; a unique software product that enables remote management of Datamax label, tag and ticket printers via handheld mobile devices. *DMXNet Mobile* allows users the convenience of handheld control of printer operations and label printing without the constraints of working from a desktop computer. Its touch screen capability provides fast and easy navigation, permitting users to display and control printer status and configuration. Supervisors and managers can manage a network of Datamax printers remotely through the use of handheld computers, allowing the speed and flexibility of mobile configuration, as well as rapid deployment, application updates, and reduced printer downtime.

DMXNet Mobile is available for a wide range of Datamax printers including the A-Class, H-Class, I-Class, M-Class, and W-Class families of printing solutions. *DMXNet Mobile* was developed by MCL Technologies exclusively for Datamax and is the latest product of the ongoing partnership between the companies. *DMXNet Mobile* complements *DMXNet Manager*, which provides centralized printer management across the enterprise via a PC or desktop printer rather than a mobile device. *DMXNet Manager* is used in more than 25 countries around the world, and in various industries, including retail, healthcare, pharmaceuticals, utilities and manufacturing.

DMXNet Mobile's printer controls provide unprecedented capability and simplify the downloading of predefined Datamax Printer Language (DPL) files to Datamax printers. This comprehensive printer management software also offers at-a-glance views and color-coded status indicators to give customers instant and full visibility as well as total control of the Datamax printers within the network.

"*DMXNet Mobile* was developed to proactively manage Datamax printers by on-the-go supervisors, who cannot function as productively when constrained to a central location," said Doug Hall, vice president of

marketing for Datamax. "DMXNet *Mobile* can significantly reduce the network administrator's time and related costs to manage and control a network of Datamax printers. Of course, it can significantly increase uptime because users can diagnose a printer's overall "health", and proactively take action before it impacts operational productivity."

"Our partnership with Datamax has provided a number of solutions that increase the efficiency and effectiveness of enterprise printing solutions," said Jean-Francois Jacques, managing director of MCL Technologies. "The concept of 'intelligent' printers is now well under way with DMXNet *Mobile* and offers the most flexibility in the workplace in whatever industry sector it is applied."

About Datamax

Datamax, a subsidiary of Dover Corporation (NYSE: DOV), is a global leader specializing 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. For more information, go to <http://www.datamaxcorp.com>.

About MCL Technologies

MCL Technologies is a recognized leader in delivering high-productivity software development tools for mobile workforce and barcode printing application development, deployment, and management. Its enterprise-ready, standards-based software suite, MCL-Collection, seamlessly integrates the latest technologies with mobile computer, multi-manufacturer, cross-platform compatibility. Through the integration of mobile computing, wireless infrastructures, barcode printing, and data capture technologies like barcode scanners, radio frequency identification, and voice recognition, MCL-Collection helps organizations deploy mission critical and on-demand multimodal applications to improve workforce productivity, reduce costs, and achieve competitive advantage. Organizations also benefit from MCL-Collection's forward migration paths to minimize total cost of application ownership. More information is available at <http://www.mcl-collection.com>.

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