

PRESS RELEASE

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Contact: Chip Glisson
407-523-5562

Datamax DMXWare XML Achieves “Certified for SAP NetWeaver[®]” Status

Datamax Printers Can Now Easily Integrate into SAP Enterprise Resource Planning Environments

Orlando, FL – October 29, 2007 – Datamax Corp. today announced its DMXWare XML version 2 has achieved “Certified for SAP NetWeaver[®]” status. Through this certification from SAP AG, the Datamax A-Class, I-Class, M-Class, W-Class and H-Class printer series configured with DMXWare XML firmware are now integrated with the printing capabilities of the SAP[®] Auto-ID Infrastructure offering. The Datamax XML solution has been proven to integrate with SAP solutions, allowing customers to efficiently integrate Datamax RFID and label printers throughout the enterprise, without the need for costly and time-consuming integration-related efforts.

Datamax printers can now print and encode RFID and/or bar-code thermal labels directly from SAP applications with SAP Auto-ID Infrastructure without the need for additional third-party middleware. The certification also includes Unicode support, which allows users of SAP solutions to create and print labels in many languages and use them across their global supply chain networks.

The SAP Integration and Certification Center has certified that the DMXWare XML solution as an RFID device controller is interoperable with SAP Auto-ID Infrastructure.

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"The certification verifies that Datamax's application correctly integrates with the SAP AII-DC using SAP-endorsed methodology, which will help to streamline the integration process," said Doug Hall, Datamax vice president of marketing. "The printers were additionally certified for Unicode international character printing, which provides a global label printing solution for use with SAP applications."

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>.

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