

Apparent releases Barcode Producer 5.7 for Mac OS X and Windows

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Apparent Corporation has certified Barcode Producer, its award-winning barcode generation software for Mac OS X and Windows, as ready for 2010 barcode industry standards, including GS1 DataBar requirements for coupons. Barcode Producer 5.7, released today, updates the software's integrated Symbology Guide and documentation for the new year's standards. Apparent's unparalleled experience in the barcode industry offers its customers a complete range of products and solutions.

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"Apparent is dedicated to keeping up on barcode standards and industry trends on our customers' behalf through proactive alerts and prompt software updates," said Travis J. Hicks, Chief Operating Officer. "Our 2010 update to Barcode Producer ensures customers using the latest barcode standards, like GS1 DataBar, are fully supported."

Apparent's unparalleled experience in the barcode industry offers its customers a complete range of products and solutions. Barcode Producer is the company's industry leading barcode generation software package, and the company's IntelliScanner subsidiary delivers a complete line of ultra-portable home and small business barcode scanners for getting organized.

Pricing and Availability:

Barcode Producer for Mac OS X and Windows is immediately available online with digital and physical CD-ROM delivery. Barcode Producer is \$199.00 USD. Plug-ins and accessories include the GS1 DataBar generation tool (\$299.00 USD), Automator batch barcode generation system (\$299.00 USD), and IntelliScanner Pro barcode scanner for testing printed output (\$299.00 USD). Site licenses are available - Mac and PC versions are included. For more information, visit our website.

Apparent Corporation:

<http://www.itsapparent.com/>

Barcode Producer 5.7:

<http://www.itsapparent.com/barcodeproducer/>

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