



# MarkMagic

By CYBRA

## OUTPUT WITHOUT COMPROMISE

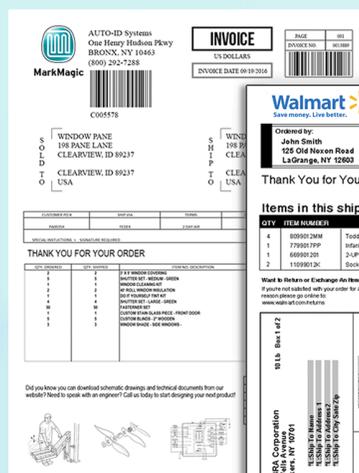
MarkMagic™ is the easiest way to design and print the barcode labels, electronic forms, reports, and RFID tags you need to communicate with your customers and suppliers. The culmination of years of innovative software engineering, MarkMagic is a total document development solution with features and capabilities not found in any other product on the market.

MarkMagic replaces multiple software packages with one cost-effective, integrated offering to help you add barcode, forms, reports, and RFID technology without programming. Powerful and easy to use, once you try MarkMagic, you'll see why thousands of software vendors and customers worldwide rely on MarkMagic to create their business critical documents.

### MAIN CAPABILITIES

- Versatile design features let you create labels, forms and tags fast and easily. No coding or programming is needed.
- Cut format design time with exclusive field linking. Merge information from multiple barcode, data or text fields. Edit variable data for improved readability.
- Easily add barcode, RFID tag, and forms printing functions in a fraction of the time required for other solutions.

### INVOICES



### COLLATE / e-COMMERCE



### CERTIFIED COMPLIANCE LABELS



# MarkMagic

For Barcode Labels, RFID Tags, e-Forms, and Report Writing

## ⚡ POWER TO THE NON-PROGRAMMER

What does your application development “To Do” list look like? If you’re like most of our customers, this list is a mile long and requires skills ranging from label design, and report writing, to spool file management and web programming.

Even if you had the skills in house to tackle these jobs, you know there must be a better, faster way to respond to all the user requests for barcode labels, ad hoc reports, forms, RFID tags, and the dozens of different document types they needed yesterday.

## ✎ DESIGN WITH EASE

Can you imagine designing labels and forms actually being fun? All MarkMagic editions feature our exclusive Java-based JMAGIC WYSIWYG Label and Forms Designer. You’ll be more productive instantly. Working with MarkMagic’s elegant WYSIWYG designer is effortless.

Picture yourself tracing compliance labels right on the screen. Then, preview your finished label or form right on the screen with your actual data automatically extracted from your application files.

Need to resize a barcode, graphic or text field? Just drag the field’s handles! You can even import all file fields with one mouse click. When designing a label, form, or report, all the fields in the source data or spooled output file can be mapped and imported into the form with one click of the mouse.

*There is.* MarkMagic combines true report writing, WYSIWYG label and forms design, and an enterprise class print processing engine in one integrated product that lets you create sophisticated print jobs without programming.

You’ll discover new ways to automate your document processing each time you use MarkMagic.

As always, no technical skills are required to produce sophisticated documents with MarkMagic. **MarkMagic is available on MS Windows, Mac OS, Linux, AIX, and runs natively on the Power System IBM i.**



All MarkMagic editions come with our JMAGIC WYSIWYG editor. JMAGIC requires no knowledge of programming to use. Create any form or label quickly and easily. That’s what we mean by “power to the non-programmer.”

In addition to JMAGIC, MarkMagic for IBM Power System i gives you the choice of three additional 5250 design options with the same, easy consistent interface for labels, reports, forms, plastic cards, RFID tags, or any other MarkMagic output type.



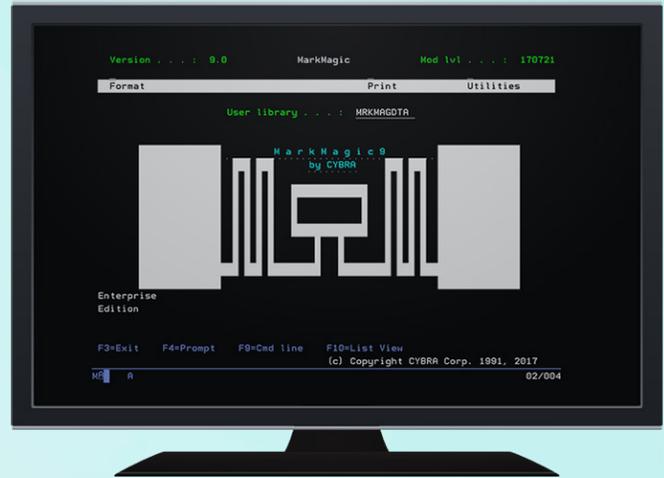
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## ★ BREAKTHROUGH FEATURES

What really separates MarkMagic from other programs is its long list of impressive features. MarkMagic's set of features gives you complete control over your business labels, forms and reports.

You just can't find another program that does so much in one easy to use package. Check out all the features and capabilities MarkMagic has to offer.



## PURE PRINTER POWER

MarkMagic supports more than 450 thermal barcode label, laser forms, and RFID tag printer device types, and gives you unparalleled printing performance and complete control over print options including paper handling, cutting, stacking, and other finishing requirements.

MarkMagic even supports specialty printer types such as fabric care label and plastic card printers. If your business needs it, chances are MarkMagic already supports it. Whatever you use to print, and whatever you are printing on, MarkMagic can work with it.

## BIG DATA CHOICES

MarkMagic for IBM Power System i supports all of these data sources: physical files, logical files, data structures, data queues, message files, or spooled output files.

If data is on your IBM system, MarkMagic lets you print it in the format and on the media you need. MarkMagic PI customers can use flat files, CSV files or API's to pass data for printing.

## TAKE FULL CONTROL OF FORMS

MarkMagic can turn drab spooled output files into a work of art. Designing slick forms is just the tip of the iceberg. MarkMagic offers more forms processing features than any software on the market.

The exclusive FormComposer is a full-featured report writer with an amazingly simple to use interface. Imagine — you'll be able to produce all kinds of reports containing headers and repeating detail lines, lookup fields from any number of associated files, overflow handling, calculated fields and special functions — in minutes and without any programming. We've added Floating Footers (also known as "Clamped Footers") that can appear anywhere on a page of a form or report. The Floating Footer's fields can be derived from any source field with constant and/or variable data. Any field "type" can be part of the Footer Group. And new Calculation Groups let you total spool file data or other retrieved data.

Only MarkMagic contains this powerful report writing capability and it's included in MarkMagic Enterprise edition at no charge.



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## + MARKMAGIC ADD ONS

MarkMagic offers a full range of add ons that give you more forms and report writing power, more flexibility to automate your document processing and reduce processing time.

## PT PRINTTRANSFORMER

PrintTransformer is the conditional printing tool you have been looking for. This option lets you print fields based on user defined conditions such as printing negative values in red, or hiding a box field if a carrier class of service does not require a box field to print.

PrintTransformer makes it easy to define rules at the field level. Text, Barcode, Line, Box, Graphic, Text Block and RFID field attributes can be defined to conditionally print based on variable data or job attributes. This new rule based option gives you the ability to redirect and modify in-process print jobs without programming. Spool files that meet user defined criteria are manipulated and printed according to user determined rules.

This eliminates programming for virtually all complex forms printing applications.

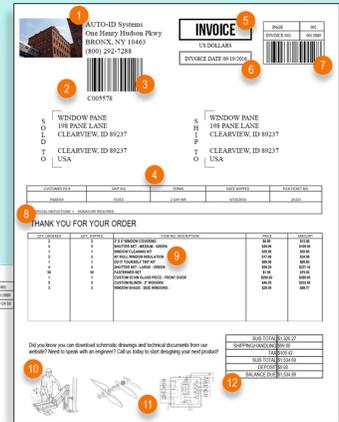
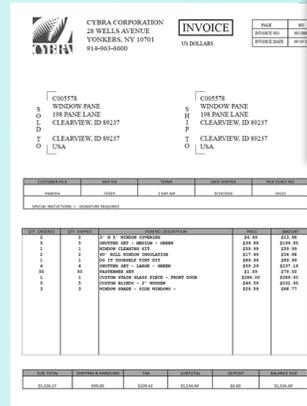
## PM PRINTMONITOR

This powerful option watches output queues for spool files, and watches physical files for added records. Files that meet user defined criteria can be automatically printed.

PrintMonitor is ideal if you have no source code available, or you don't have the resources to change source programs.

## Transform your documents

from this... to this...



### LOOK AT ALL YOUR DATA CAN DO:

1. Change Logo
2. Move Customer ID Text Field
3. Add Customer ID Barcode
4. Suppress shading in all Box Fields
5. Change Invoice Header Style
6. Move Invoice Date
7. Add Invoice Number Barcode
8. Add Customer Message
9. Change font from Courier to CG Omega
10. Add product specific Text Block
11. Add product specific images & drawings
12. Move Boxes, Lines, and Text Fields from across bottom lower right of invoice.

## Fw FORMWEAVER

This add on lets you combine UPS or FedEx shipping labels with pick tickets on the same document - great for direct mailers, catalog merchants, and e-commerce web sites.

FormWeaver enables printing of documents that combine multiple formats. Merge two or more formats on one page, such as a pick ticket or invoice with a shipping label in the lower left hand corner. FormWeaver can also place different formats on different sides of a page, such as a printed bill of lading that contains a duplexed back page with instructions.

## PDF PDF/E-MAIL/FAX

This MarkMagic Option lets you produce Adobe Acrobat PDF files containing searchable text and readable barcodes. You can send PDF documents as e-mail attachments or via fax.

This is great for reprinting and e-mailing copies of invoices, statements, and even labels.



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## **Qc** RFID QUICK COMPLY

The RFID Quick Comply Option lets you quickly and easily comply with your trading partner's EPC (Electronic Product Code) mandate. Easily transition from existing barcode only label formats to keep up with compliance.

Implement other "smart label" applications on major platforms such as IBM Power Systems, Linux, Unix, and Microsoft Windows platforms.

Manage serial numbers and print RFID tags and labels on Avery, Datamax, SATO, and Zebra printers.



## **2D** 2D BARCODES FOR FORMS

The MarkMagic 2D Option makes it easy to print PDF417, UPS MaxiCode, QR Code, and DataMatrix 2D Barcodes on Hewlett-Packard PCL5 and IBM AFP/IPDS laser printers.

## BENEFITS OF MARKMAGIC

- MarkMagic brings one cost-effective, integrated solution for all your document needs. With MarkMagic there's no need for separate barcode label, forms, PDF, and report writing software packages, and no need for custom programming.
- No programming knowledge is required to achieve professional results. MarkMagic is incredibly easy to use, yet very powerful. Creating rules and overrides are so easy, you can automate, test, and edit your printing processes on the fly.
- You can seamlessly mix and match printer types to meet your business requirements. MarkMagic drives everything from budget thermal label printers to high-speed production ion deposition page printers and specialized print and apply machines.
- MarkMagic is designed for real-world IT requirements for testing and production. You do not need a separate system to develop and test. You can run multiple versions of MarkMagic on the same system at the same time.
- MarkMagic lets you print logos and graphics effortlessly. Adding variable images to complex forms and labels is easy with MarkMagic's WYSIWYG (What You See Is What You Get) editor, JMagic, and MarkMagic support for conditional printing.
- Don't be limited by what operating system your software can run on. MarkMagic is a single document solution for all server platforms. Whether you're on MS Windows, Mac OS, Linux, or IBM Power System i or AIX, we've got you covered.



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## WHICH MARKMAGIC IS RIGHT FOR YOU?

MARKMAGIC FEATURES	ENTERPRISE IBM Power Systems i	PI Platform Independent	Labels IBM Power Systems i	Forms IBM Power Systems i
Runs Native on IBM Power Systems i	✓	—	✓	✓
Runs on AIX/Linux/Unix/Mac/Windows	—	✓	—	—
JMagic GUI Designer	✓	✓	✓	✓
Supports Over 450 Printer Types	✓	✓	✓	✓
FormComposer Report Writer	✓	—	—	—
Text Blocks Support	✓	✓	—	—
DB2 Physical Files	✓	—	✓	—
IBM i Spool Files	✓	—	—	✓
Full Range of Add-On Options	✓	✓	✓	✓

### RECOMMENDED APPLICATIONS

- GS1 barcode compliance labels
- Fedex, UPS and other carrier labels
- EPC RFID item labels and tickets
- Fabric care labels
- RFID wristbands
- Plastic ID cards
- Invoices and statements
- Inventory reports
- Bills of Lading
- Pick tickets
- MICR checks
- e-commerce forms

### TRUE VALUE

Try, then buy. 30 day FREE trial of MarkMagic is available.  
Call 1-800 -CYBRA-88 or e-mail us at [sales@CYBRA.com](mailto:sales@CYBRA.com).