

PRESS RELEASE

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Contact: Chip Glisson
Marketing Communications Manager
407-523-5562

New IntelliSEAQ™ Technology by Datamax Sets Industry Standard for Thermal Printer Diagnostics

Breakthrough Patent-Pending Printhead Analytics and Reporting Provides Unprecedented Information, Performance, and Cost Savings

ORLANDO, FL – August 8, 2007 – Datamax announced today the availability of its new patent-pending IntelliSEAQ technology. IntelliSEAQ provides a combination of advanced thermal printhead control and extensive reporting capabilities to supply information regarding virtually all aspects of printhead status and performance. This innovation uniquely enables users to precisely control and monitor printhead settings and usage statistics, resulting in optimal print quality and significantly extending the life of the printhead. IntelliSEAQ is available exclusively in Datamax printers and has been first employed in the H-Class family of printers.

The IntelliSEAQ (Intelligent Sequential Energy Adjustment for Quality) printhead contains a secured memory device that stores pertinent data about the electrical profile of the printhead as well as user operational data. IntelliSEAQ monitors, adjusts, and controls essential printhead functions. A PC-based software application extracts the information, imports it into an easy-to-read template which is displayed to the user.

“The impact this technology has on an organization’s label and tag printing operations can be quite profound,” said Doug Hall, vice president of marketing for Datamax. “Aside from the obvious advantage of delivering a higher degree of print quality, the active management of printheads results in minimized downtime, decreased administrative costs, and most importantly, a reduction in total cost of ownership. While IntelliSEAQ clearly provides an advantage to even single-printer users, the savings and benefits become dramatic when you consider enterprise-wide applications.”

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“The creation and implementation of IntelliSEAQ represents a significant technological and functional advantage over other printers and manufacturers,” Hall added. “Moreover, this advancement demonstrates the Datamax commitment to driving and elevating the industry’s standards for innovation, quality, and performance.”

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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