FOR IMMEDIATE RELEASE

Loftware Spectrum® 3.5 Introduces Business Intelligence and Layering Capabilities to Enterprise Labeling

Provides Labeling Insight with Advanced Analytics and Enhances Control Over Label Design

Portsmouth, NH — October 10, 2017 - Loftware, Inc., the global leader in [Enterprise Labeling Solutions](http://www.loftware.com/topics/what-is-enterprise-labeling.cfm), today announced [Loftware Spectrum](http://www.loftware.com/products/spectrum) 3.5, the latest release of the only 100% browser-based solution designed to meet complex, high volume customer and regulatory specific labeling requirements. Spectrum 3.5 increases flexibility, efficiency, and control over enterprise labeling processes, introducing Business Intelligence capabilities that give users insight into labeling data and activities. The release also offers a new level of control over label design with the introduction of Layers, as well as enhancements for multi-label layout, session management and auditing, along with a new Epson native printer driver.

Spectrum’s Business Intelligence brings a new level of insight to enterprise labeling. With configurable dashboards and 25 pre-defined reports, Business Intelligence offers users advanced analytics and real-time reporting on vital information including labels, printers, print jobs, users and audit data. Spectrum 3.5 users can leverage analytics to be better informed and drive improvements to labeling processes. Users also gain additional flexibility and visibility with the ability to define dashboards and create ad-hoc reports that can include information incorporated from external data sources.

Spectrum 3.5 introduces unprecedented control and consistency over label design with the ability to add multiple layers of varying size and content to a label. This feature enables different groups (e.g. regulatory, brand, compliance, product management) within an enterprise to “own” and control specific layers of a label, streamlining label approvals and mass label updates. Spectrum’s Layers improve label consistency and accuracy, while reducing the time and effort needed to manage large numbers of label templates.

“With powerful features like Business Intelligence and Layers introduced in the 3.5 release, Spectrum continues to raise the bar for Enterprise Labeling Solutions,” stated Josh Roffman, Loftware’s VP of Product Management. “Spectrum 3.5 gives our customers the Business Intelligence capabilities they need to gain unparalleled insight into labeling while Layers empower stakeholders in the labeling process to easily segregate and manage the real estate on a label. Many of the world’s most successful companies use Spectrum to manage their labeling globally and we look forward to sharing Spectrum 3.5 with them.”

Spectrum’s new Multi-Label Layout functionality streamlines the process of designing and printing sheets of different sized labels that are often used in industries ranging from healthcare to manufacturing. It enables users to place different label templates of varying size on a single “multi-label” layout/sheet which simplifies label management, saves time and enhances label printing flexibility.

Spectrum’s expanded Session Management capabilities offer added visibility and control over the labeling process, allowing administrators to view and manage user sessions. Administrators can easily manage upgrades and system updates by broadcasting messages to users, forcing user logoffs and preventing user log-ins when necessary. Administrators also achieve greater visibility with the power to monitor and control individuals, groups and user sessions.

Expanding the ability to access, view and work with audit data, Spectrum 3.5 features Enhanced Auditing, which allows administrators to have real time access to a detailed and complete view of all user activity. These capabilities enable users to set the level of audit data needed to meet an organization’s requirements. This is especially significant to customers in validated environments that need to meet 21 CFR part 11 requirements. Offering additional flexibility, audit data is also available for analysis and reporting via the new Spectrum Business Intelligence capabilities.

Spectrum 3.5 enhances support for color printing with the new ESC/Label native driver for Epson [ColorWorks TM-c7500](https://epson.com/For-Work/Printers/Label/ColorWorks-C7500-Inkjet-Label-Printer/p/C31CD84011) series of on-demand inkjet label printers. This new Epson driver enables organizations to get the speed and performance of a native driver while removing the requirement of having pre-printed label stock to print labels in color.  Spectrum 3.5 also supports the latest Windows Server 2016 operating system.

**About Loftware**

Loftware, Inc. is the global market leader in Enterprise Labeling Solutions with more than 5,000 customers in over 100 countries. Offering the industry’s most comprehensive labeling solution, Loftware’s enterprise software integrates SAP®, Oracle® and other enterprise applications to produce mission-critical barcode labels, documents, and RFID Smart tags across the supply chain. Loftware’s design, native print, and built-in business rules functionality drives topline revenue, increases customer satisfaction, and maximizes supply chain efficiency for customers. With over 30 years of industry leadership, Loftware’s Enterprise Labeling Solutions and best practices enable leading companies to meet their customer-specific and regulatory requirements with unprecedented speed and agility.

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