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FOR IMMEDIATE RELEASE

**LEADTOOLS 15 Barcode Update
Several New Barcode Symbols Supported -
Improved Recognition and Speed for PDF417 and Linear 1D Modules**

Charlotte, NC (January 23, 2008) - Today, LEAD Technologies, Inc., the leading provider of imaging development toolkits, announced the release of an update to LEADTOOLS Barcode Modules v15 with several new barcode types and dramatically improved barcode recognition performance.

LEAD has always been committed to staying ahead of the curve, providing our customers with the earliest access to new technologies and industry standards. The latest release of LEADTOOLS Barcode Modules with added support for the USPS 4 State symbol, GS1 DataBar symbols and MicroPDF417 symbols demonstrates this commitment and allows LEAD's customers to develop with the latest breakthroughs in barcode technology.

"LEAD's early adoption of these new barcodes is typical" says LEAD Technologies' president, Rich Little. "LEAD was among the first toolkit vendors to provide developers with support for reading and writing DataMatrix barcodes, PDF417 barcodes and QR barcodes. With the release of the latest Barcode Module update, LEAD continues its track record of being a leader in imaging innovation." By supporting a new standard early, LEAD ensures that customers will have access to a robust and reliable implementation when the standard gains commercial acceptance and becomes a required element of a product release.

New Barcode Types:

The **USPS 4-State** barcode symbol is used in the USPS Intelligent Mail system. It combines the data from both PLANET and POSTNET symbols and additional tracking information into one barcode symbol. USPS plans to require the 4-State barcode to qualify for automation discounts at the beginning of 2009 as documented on the USPS website.

GS1 DataBar (formally known as RSS) is a 1D barcode that will replace existing EAN/UPC barcodes in 2010 as documented on the GS1.org website. GS1 DataBar stores more information in a smaller space.

MicroPDF417 is a 2D barcode derived from PDF417 and is designed for applications that need to store a moderate amount of data (150 bytes of data, 250 characters or 366 digits) while keeping the symbol size to a minimum.

When MicroPDF417 is combined with GS1 DataBar, the resulting symbol is known as a **GS1 Composite Code B**. In a composite barcode, the primary data such as product id is stored in the linear barcode. Supplementary data such as weight, expiration date, etc. is stored in the MicroPDF417 symbol.

Improved PDF417 Recognition Algorithms:

LEAD is always **optimizing and enhancing** its barcode recognition algorithms to improve recognition and speed. For example, the new PDF417 engine is now able to recognize symbols that have been marked, scratched or stretched.

Advanced Image Processing:

LEADTOOLS includes **advanced image processing** functions that add value to the LEADTOOLS Barcode SDK. These functions can be used in special case situations to improve recognition and speed. Examples showing this are available from the LEADTOOLS support department and <http://support.leadtools.com/SupportPortal/cs/forums/18165/ShowPost.aspx>.

Availability and Pricing

LEADTOOLS version 15 SDKs are available for immediate purchase through the [LEADTOOLS website](http://www.leadtools.com) or by calling LEAD sales at 704-332-5532. Purchase may also be made through one of LEAD's authorized resellers or distributors.

Full Imaging evaluation toolkits are available free of charge from LEAD's website <http://www.leadtools.com>

About LEAD Technologies

Since 1990, LEAD Technologies, Inc. has been a global leader in the imaging developer toolkit market, providing programmers with feature-rich tools to "image-enable" their software applications. LEAD Technologies pioneered the fastest software-only image compression and continues to lead the field in advancing new imaging technologies and offering those technologies to programmers worldwide.

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