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## WASP Barcode Unveils Two New TestDrive Online Demos

*WASP Barcode officially launches MobilAsset and Inventory Control software  
with Runaware's TestDrive service*

Fort Lauderdale, Florida (**May 27, 2009**)– Today, Runaware, [the global leader in online demos and software marketing services](#), announces that Wasp Barcode Technologies has started offering [online demos](#) of two of their software products with TestDrive – Runaware's online software demo service.

[MobileAsset](#) and [Inventory Control](#) will be the first Wasp applications to be available with the TestDrive online demo service. Wasp Barcode manufactures barcode software and solutions that include barcode scanners, barcode printers, inventory software, asset tracking, time and attendance systems, Point of Sale systems and a range of barcode labels and barcode accessories. They offer scaled down versions of complicated enterprise products that are ready-to-use, right out-of-the-box.

MobileAsset is the current number-one selling, industry leading asset tracking solution for small to medium-sized business. MobileAsset captures what assets your company owns, where they located, who has them, when they was checked out and due for return plus a number of other automated processes to track your businesses' assets.

Inventory Control is a solution that can assist in reducing costly inventory errors, improve customer service and can increase the value of a user's business. You can easily create barcode labels and simply track your inventory by location, serial number, lot or any combination of the numerous 'track bys' offered in Inventory Control.

[TestDrive online software demos](#) are a hosted version of Wasp software offering real versions of software live in a virtual environment through a web browser, without download and installation of the software, launching in seconds.

"I am excited to shorten our sales cycle and offer our prospects the opportunity to have instant access to our software without requiring them to install anything. Our main focus is to increase the sign-up rate for our one-on-one demos and the TestDrive hosted demos will help give more people access to our software and provide more qualified requests for the



demos provided by our sales staff," remarked Brian Sutter, Marketing Manager for Wasp Barcode.

To experience the MobileAsset or Inventory Control TestDrive online demos, or other [online demo clients](#), please visit our clients' page.

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### **About Runaware**

Founded in 1999 and with offices in North America, India and Europe, Runaware™ is the global leader in online software demos and software marketing services. Runaware™ offers ISVs and software publishers a revolutionary means of providing a hassle-free online demonstration environment that runs full versions of software safely and securely over the Internet – anywhere, anytime – with no CDs, downloads or installations required. More than demonstrations, Runaware™ also delivers industry-leading account management and software marketing services such as lead capture and customer profiling, demos for partners, demo localization, marketing campaigns and search engine marketing services. Runaware™ delivers intelligence and measurable results, producing higher sales and conversion rates, faster time-to-market and shorter sales cycles – all at a lower cost. For more information about Runaware™ visit [www.runaware.com](http://www.runaware.com)

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