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Finland Post Corporation Goes Live!

Flagship Parcel Sorting Centre, Helsinki Receives The **Parcel Vision** Magic

Delft, The Netherlands, January 31st, 2007

Prime Vision, a leading supplier of mail and parcel automation solutions, is pleased to announce that it's Parcel Vision system for Finland Post Corporation's **itella** unit is in full operation at the main parcel sorting centre in Helsinki, Finland.

Prime Vision developed a full parcel automation and identification solution for **itella**, including OCR, Video Coding, Image Archive, Monitoring & Management Tools and Interfaces. In addition, Prime Vision was also the main contractor and integrator for the project, supplying both hardware and software components; for example camera scanning tunnels.

Richard Hagen, Director of Sales Prime Vision, comments, *"The **itella** team were a delight to work with on this project; together we have delivered a system we can all be proud of. We find that the Scandinavians appreciate the role of high-technology and smart solutions; in that regard, **itella** are clearly now at the leading edge of technology for parcel automation in the world".*

The Helsinki parcel-sorting centre is an established distribution centre originally operating with tilt-tray parcel sorters (supplied by FKI Logistex), laser barcode scanners and manual key stations. Today, high-resolution camera-based scanning tunnels (supplied by Prime Vision) that automatically capture multiple sides of the parcel during sortation have replaced the laser scanners.

Camera images are processed by the Parcel Vision system, with Prime Vision OCR automatically reading the full address block from the parcel label and many special service marks too. Video coding and image archive solutions among other modules supplied by Prime Vision also enhance these systems.

Prime Vision is a leading supplier of mail and parcel automation solutions. Prime Vision's parcel automation identification solutions suite, Parcel Vision, is fast becoming the de-facto high-performance standard in the global express-parcel market. Renowned in the industry for the implementation of a turnkey Parcel Vision OCR system for Post Denmark in a record 12-weeks from contract award; Prime Vision continues to set the standard with Parcel Vision for clients and partners around the world.

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