

The Dutch in Australia

The first European sighting of Australia was in 1606 by the Dutch vessel Duyfken, captained by Willem Janszoon, followed in 1616 by another Dutchman, Dirk Hartog, who landed off West Australia. In 1642 the Dutch seafarer Abel Tasman claimed our current state "Tasmania" for the Netherlands, calling it "Anthonij van Diemenslandt". In 1644 he named the main-land, "Nova Hollandia" (New Holland), a name that remained in use for 180 years.

However, considering it an ideal location to send criminals, Australia was eventually to be colonized by the British. From such inauspicious beginnings, Australia became a nation in 1901. This, surprisingly, makes it the 6th oldest continuously functioning democracy in the world.

It's no surprise that despite its small population, Australia has the 9th biggest industrialized economy (DFAT 2007). The only nation to govern an entire continent (of 7.7 million square kilometres, twice the size of Europe) and with a population of only 21 million people having a higher standard of living than all but one of the G8 nations, Australia requires efficiencies and has a high uptake of technology.

Nowhere is this greater than in Postal and Parcel. Prime Vision, traditionally strong in the Postal industry with world leading OCR, ICR and Video Coding, is playing an increasing role in the parcel industry by leveraging these technologies in their integrated systems to provide greater sort rates and increase the yield in Revenue Recovery.

Apart from a base of operations from which to extend our innovative systems integration approach to Australasian clients, our new Australian location will help us provide support to our worldwide customers around the clock.

The Australian Dream

During a business trip to Sydney in 2009, I had the opportunity to live one of my personal dreams: Running along the Opera House. The Nike ad says: 'Just do it'. And despite the weather (rain, storm and even more rain, like I'd never left Holland) I did "it" and it was truly awesome! Who would have known that two short years later we would be opening our very own office in Sydney. The office is based in the Citigroup building in Sydney, serving our valued clients and partners in and around Australia. Another dream came true.



Best regards,

Eddy Thans, CEO Prime Vision

An Australian base for Prime Vision

The new office provides the full range of products and services, including consultancy and automation system design. Heading this operation is new General Manager Tom Ellis, a respected industry specialist with considerable knowledge of the Australian market. And it is a market in which Prime Vision already has an established customer base.



Prime Vision products are not all designed for postal automation applications however. The company's LogisticsMatch product, for example, is providing verification of price-per-kilo with barcode for the leading Australian supermarket chain, Coles.

Commenting on the launch of Prime Vision's Australian operation, Tom Ellis said: "I have worked alongside Prime Vision for quite a few years on a number of projects and have come to know the company well. The Prime Vision philosophy to be the best by listening to the customer, exceeding expectations by providing quality, flexible solutions and

being in it for the long haul are precisely what drives me personally. I am excited at the opportunities that lay before us and look forward to leveraging my industry experience and our innovative technology to the benefit of our customers. Prime Vision Australia is now open for business – please call."



Indicia recognition makes it possible to automate the identification of stamps, even the one with Abel Tasman can be recognized. With our Revenue Recovery notification of under-stamped mail can be generated automatically.



Prime Vision Projects in Australia

Even without an Australian office, Prime Vision systems have been installed nationwide.



For example in Australia Post's letter sorting centres. In partnership with AVI we delivered advanced OCR engines for hand printed and machine printed letters.

Prime Vision was granted a contract in January 2007 for delivering advanced OCR and ICR modules to sort domestic and international letters to DPID (Differential Post Detection Integration) level. This contract was part of a large overall program won by our partner Address Vision Inc. from La Cross, WI, USA. The overall program includes the supply of a new infrastructure including an Open Recognition Platform, a workflow manager, an address database and interconnection to existing letter sorting machines. The final commissioning took place in 2008. After years of successful operation, an improvement program to automate the letter volumes even more was granted in 2010.



From manual mail processing to highly effective letter sorting in New Caledonia

Prime Vision was also responsible for the OCR technology that enabled New Caledonian Post to upgrade from manual mail processing to high effective letter automation.

The project comprised both machine and hand print address recognition performance in a format that can easily be managed by the post. Unlike the first selected OCR vendor, the Prime Vision engineers managed to successfully deal with the restricted latency time, the great variety in address layouts and the unclear writing styles in New Caledonian addresses. The reader component makes use of the open CEN interface and

applies state-of-the-art technology in order to read domestic addresses to the depth of street and house number level as well as foreign destinations.



Advanced Key-IT video coding for Australian Air Express

The company also played its part in the Australian Air Express 'Building our Future' investment programme. Prime Vision was chosen to provide advanced video coding applications for processing parcels at the new Australian Air Express facilities in Melbourne and Sydney. It was an important part of the overall automation system that won major national and state awards within months of becoming fully operational.



99% read rates for grocery retailer Coles

For Australia's leading grocery retailer Coles, Prime Vision was contracted to supply a state-of-the-art recognition solution that automatically reads the price-per-kilo and the bar code. The OCR result is then matched against a database to verify if the price corresponds with the destination.

With read rates exceeding 99%, the customer was very satisfied and had one less thing to worry about bringing him one step closer to the Australian National slogan "No Worries Mate!"



Of course these are just some examples of what Prime Vision is capable of. For more real life examples and solutions, please contact us at ausales@primevision.com or +61290047940 to discuss your application and requirements.

Totally at your service: Tom Ellis

As General Manager of Prime Vision Australia, Tom will be the main contact person for your region. Let's introduce Tom:



"I have been involved with automatic identification since leaving college in 1986. Though I had been the Australian Managing Director of a leading camera and scanner manufacturer for a decade, I feel my position with Prime Vision provides the ultimate environment to capitalize on the experience I have gained over the last 25 years.

I think the most rewarding part of my job is the bond created with clients after providing true value to them. There is no greater reward than the pride and the team relationship that exists between us, the customer, our suppliers and contractors once a system is up and running.

I enjoy spending time with my family and take the opportunity whenever we can to travel around the country. Like many Australians, I enjoy the outdoors, swimming at the beach or pool, barbecues and most sports, particularly football and cricket. Beyond my work and leisure pursuits, I proudly volunteer my time helping with Special Olympics and other such organisations."