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Latest news:

- ParcelMatch from Prime Vision
- Indicia Recognition
- Process-IT semi-automated workstation
- Automatically generate fines for understamped mail
- Prime Vision presentation at the Post-Expo conference

During the last few months we've been busy with the preparations for the next Post-Expo show and conference in Stuttgart, 27-29th of September. Come and say hi to our friendly team at booth 5018. We'll have the latest developments with our ParcelMatch and MailMatch open, modular platforms for postal automation that save and raise money for your business. We'll be showing our latest technologies and demonstrations in indicia recognition that enables new capabilities for revenue protection and recovery. Our new Process-IT semi-automated workstation speeds through manual postal processes saving both time and money, plus increasing quality and accuracy.

Are you intrigued by the possibilities of the 'Postal Cloud'? Our team will be on-hand to discuss new trends and capabilities in cloud-based live processing platforms that Prime Vision is supporting and developing that enable automation improvements at unparalleled performance levels and low cost of entry.

Eddy Thans, Prime Vision CEO, will be presenting during the conference on Thursday 28th of September. The main theme will be "the cloud in the postal automation world" but Eddy will also give more background about indicia recognition, revenue recovery and other trends in postal automation.

We have a lot to talk about, so come on over!

ParcelMatch from Prime Vision



ParcelMatch is an open and modular parcel-processing platform for post and parcel shipping organisations. At the operational and process level, ParcelMatch manages many forms of data capture, i.e. barcodes, weight, dimensions, images and couples that with sorting systems and your business logic to smooth the flow of parcel sorting and processing. ParcelMatch links with all the leading sorting systems available on the world market today in addition to your business systems and databases. Prime Vision often develops new interfaces as required.

ParcelMatch modular components include:

- Key-IT our video-coding solution that speeds through manual coding requests, whether local, central or even cloud-based on the other side of the world.
- Read-IT is our recognition solution that is tailored to your specific needs and application, whether we need to identify addresses, printed or handwritten information, indicia and so much more.
- Archive-IT is our 100% image archive solution that enables you to store and recall images of any item passing through the sorting centre. Fantastic for tracking purposes and also for claims managements.
- Report-IT is our powerful reporting package that delivers management information reports based on any criteria you set.
- Process-IT is our scalable semi-automated workstation solution that speeds the processing of items that require some manual intervention, for example relabeling, packaging, security checks etc.

- Monitor-IT is our graphical user interface onto your complete parcel processing operation and all elements involved in the process, whether hardware or software.

Please explore our new website www.parcelmatch.com and learn more

about this new platform. It's not just information but also fun to explore! What about Letters or Flats? Well, all these same benefits and modular solution are available with our MailMatch platform. Just ask us for more details and we'll be pleased to tell you all about it.

POST-EXPO 2011





Indicia Recognition

Effective, automatic postage stamp and frank recognition presented the Prime Vision research and development team with a considerable challenge. The mission however is now accomplished and Prime Vision is pleased to announce the availability of a smart label identification tool whose algorithms can recognise multiple postal imprints.



Prime Vision's core OCR technology is not only unique but also the subject of continuous development. And stamp recognition is the product of this ongoing high commitment to R&D. A vital ingredient in the success of this process is the speed of the recognition engine and this is where Prime Vision's newly enhanced technology scores highly.

In a matter of seconds during the automatic sorting process Prime Vision OCR is able to recognise individual or multiple stamps and other imprints in parallel with text and handwritten address reading. It is also able to 'read' the stamps regardless of their orientation.

Prime Vision stamp recognition works by comparing descriptions of calculated interest points on the image with descriptions stored in a database.

Prime Vision uses a unique combination of methods for the detection, description and matching of image features which provide greater reliability. With these techniques, combined with additional validation steps, Prime Vision is capable of identifying more than 95% of stamps automatically.

So what happens when a new design of stamp is introduced or an existing design, such as a Christmas-themed stamp, discontinued? The Prime Vision solution anticipates this need by providing a stamp configuration tool. This specially developed software allows customers to manage their own image database. It allows interest points on the new stamp design to be automatically identified and stored in the database. Similarly, out-of-date designs can be deleted in a few key strokes.

With the introduction of its new stamp recognition system Prime Vision offers postal organisations the potential for considerable cost savings. Not only does it reliably automate another process, it also enables understamped mail to be auto-

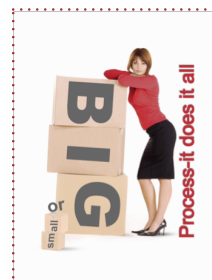
matically detected. And, in common with all Prime Vision developments, this capability is supplied as a module that can be integrated at any time.

Process-IT Semi-automated workstation

How do mail and logistics operators process automation rejects or difficult to automate letters, flats, packets and parcels? For the large majority it involves handprocessing items at the mail or parcel centre on various measuring devices and keying stations, often across multiple systems. This is both time-consuming and costly, but the good news is, there is a cost-effective alternative.

Prime Vision has now introduced its Process-IT, semi-automatic coding workstation which tackles the problem holistically. What it brings to market is an intelligent and modular approach that enables a tailored, high performance solution to be achieved to meet the customer's precise needs and available budget.

To some extent this knotty problem has been addressed by other automation specialists but these largely focus on boosting the performance of individual aspects, not the efficiency of the overall process. For example, they may facilitate improvement in keying or measurement. The fully independent, Prime Vision solution incorporates every element, combining best-of-breed hardware with a significantly higher order of software performance and functionality. The solution can include address reading and interpretation of machine printed and



handwritten addresses, detection of service level and other marks on the mail piece, dimensioning, volume measurement, weighing, bar code reading and image capture. All data characteristics are

captured in a single workstation.

This tailored package can be totally integrated with back office, OCR and even third-party systems. And it is also fully scalable. Further workstations can be added as the process and postal volumes dictate.

Prime Vision presentation at the Post-Expo conference

Delivering continuous improvements in postal automation rates, quality and new services can be a challenging field financially, as most platforms require up-front investment. Why not transform those fixed costs into flexible costs with a cloud-based platform? This presentation explores the capabilities offered and, importantly, the benefits to the postal operator.

Our CEO Eddy Thans will be presenting in the morning session "Managing organisational change in the postal environment", Thursday 29th of September. If you're not attending the conference but interested to see Eddy's presentation, please send an email to info@primevision.com and we'll forward you the presentation content after the Post-Expo show.

Automatically generate fines for understamped mail

As mentioned above, Prime Vision's indicia recognition identifies more than 95% of the stamps automatically. And this new tool can even be used to earn money. The Prime Vision Revenue Recovery is a program that enables postal companies to get back money for under stamped mail. The by the customer provided data of incoming parcels (dimensions, weigh and postage) are compared with the valid data. In

case of a discrepancy an email will automatically be generated and sent to the customer with the request to pay the difference. In this way postal companies can generate revenue from the mail stream that would otherwise be lost, and as it's from Prime Vision, it's low-cost and efficient!

