

1-2009



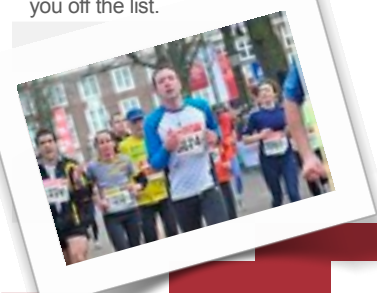
After a quite long and cold winter period you could find me huffing and puffing around the streets of The Hague and it was a wonderful achievement to reach the finish line of the half marathon of the City Pier City Run. Consequently my project for the spring time is more fitness and more practice.

We are very happy that spring is in the air and that we can forget a little bit of the economic crisis that is affecting many around us. However, we are proud to say that despite economical downturn Prime Vision is facing even busy times. Especially for Itella and a quick 'jump in' to help out one of our partners in New Caledonia. During Christmas we did a successful test at TNT with web-based video-coding.

New projects are on its way for further enhancement. Just before Christmas we celebrated our 5th anniversary which was the perfect opportunity to refresh our company identity.

When will we see you again? Perhaps in Washington. We will be exhibitor at the National Postal Forum from 17-20 May 2009. We've got booth 580. Hope to meet you there!

If you find this newsletter interesting, please forward it to colleagues or others. If you find it boring, send a reply to us and we'll get you off the list.



Welcome to the first PV newsletter "new style"

Latest news:

- **Web based video-coding at TNT**
- **Automation of Morocco's biggest international Mail Center**
- **Extensive video-coding system for Tollpost Norway**
- **Two OCR packages for TNT UK**
- **First Prime Vision Demo Center outside Europe**

New year, new style...

New company identity for Prime Vision

Have you noticed Prime Vision's new look for 2009? The theme is pixels and progress with a clear vision. Pixels are at the heart of what we do at Prime Vision, as our work usually begins with an image and every image is comprised of pixels!

In addition to the new look we have also launched a new primevision.com and a range of brochures, case studies and data sheets. We hope you like the results.



Web based video-coding at TNT



Flexible solution for peak periods

After a successful test period, TNT Netherlands decided end last year to implement a web based system for video-coding via a web-browser.

During the very busy Christmas period all work stations with a web-browser could locally log on to a web-server connected to the sort manager.

Advantages of web based video-coding are:

- The video-coding can be done everywhere in the company, even at other locations where f.e. the workload is at some moments less.

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- The software only has to be installed and managed at one PC.
- A standard internet browser can be used.

Extensive video-coding system in Norway

Custom made solution dor Tollpost

At this very moment we are implementing a video-coding system for Tollpost Norway, together with Sick and FKI/Crisplant. The package includes implementation, VCS training and statistics.



Unique cooperation for Morocco's biggest international Mail Center



Moroccan Post selects bid team including Prime Vision

The Moroccan Post Office has selected a Groupe Bull led consortium for the automation of its International Mail Center in Casablanca. Prime Vision is

pleased to announce its role on the project as provider of postal address recognition engines.

The Groupe Bull consortium comprises Address-Vision Inc. (AVI), its subsidiary specializing in automated mail solutions used to process more

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than 50% of all international mail, Prime Vision, and National Presort Inc. (NPI), a major mail sorting machinery manufacturer.

TNT UK**Higher read rates for TNT UK**

Recently TNT Post UK hasn't just adopted one OCR package but two. As well as the standard address-recognition system with its letter-sorter platform, it has also equipped all its UK sorting centres with Prime Vision's Address Reader which excels at capturing handwritten information.



TNT Post is using the PV Address Reader as a reject reader to process address images that are not picked up by the first-line OCR engine. The result is a considerably higher read rate.

Another benefit of the PV addition is its clear contribution to read rates at the deepest sorting level – house number, for example. This has the potential to improve the quality and profitability of the sorting product. Future enhancements will be on tuning handwriting recognition so that even higher sort rates will be achieved on this type of address.

First Prime Vision Demo Center outside Europe**Location: Stoughton, Massachusetts at Sick Inc. USA**

After a successful installation at Sick in Reute (Germany), we installed our first demo center outside Europe. Our ParcelVision demo system is connected to a test sorter with a

four-sided Sick ICR-890 camera tunnel.

The demo system consists of two Prime Vision OCR applications to read American addresses on parcels. Similar installations in the 'real' world have been installed more than 50 times on 4 continents.

Some ParcelVision features of the system are:

- Prime Vision Process Monitor
- Customized Video Coding
- Image Archive

Prime Vision Products**Cut costs with OCR/ite and ICR/ite****OCR that reads far more than just bar codes**

With the new products **OCR/ite** and **ICR/ite** Prime Vision brings an important message to any company wishing to improve its cost and operational efficiency through automatic identification.

"We can now use any detail in a data-capture image as a means of automating product handling, from simple product flow applications right through to the complete logistical process," explained Product Specialist, Jacob Dijkstra. "The Prime Vision recognition capability is a giant step beyond simple bar code technology. It takes in machine printed character reading, graphics and even handwriting to provide companies with the optimum auto ID solution to suit their application."

The areas **OCR/ite** and **ICR/ite** address are manifold. As well as practically eliminating the need for manual sorting, manual data entry and re-keying laser scanned no-reads, these products can recognise logos and handwritten numerals or other marks. They can capture crucial information on incoming and outgoing goods that are not contained in the bar code.

Importantly these products dispel the idea that automation demands massive investment. A basic level DLL solution costs just €12,500 and the payback through increased productivity is predictably quick. This is complemented by improved quality levels. Read rates are upwards of 95% and Prime Vision's patented High Yield Character Recognition Technology (HYCR™) will maximise the process well above human capabilities.

For more information and downloads:

www.octrlite.com.

Read further on next column

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ParcelVision**World's most flexible and open identification platform**

ParcelVision is our suite of products for 100% parcel identification and automation. ParcelVision offers a flexible and modular approach that has been hugely successful with our growing list of clients; now exceeding 45 sorting centres across the globe.

Clients may start with bar code reading and our ParcelArchive module, or perhaps video-coding of bar code no-reads and be secure in the knowledge that the same platform allows easy upgrade of more features at any time, for example OCR or web-based video-coding.

ParcelVision is our flagship product at Prime Vision and receives new features and functionality all the time. In addition to Prime Vision research and development, our clients are an integral part of the product development process. This combination of Prime Vision with a user community of the worlds leading postal organisations, integrators and express parcel companies will ensure we deliver the ultimate parcel and flats automation platform for many years to come. Surf our website for ParcelVision announcements and look out for ParcelVision 3.0 to be launched in August 2009.

