

Q3-2009



Over the last few months our engineers have been working hard on the latest version of Parcel-Vision, our high-performance and modular parcel automation solution. ParcelVision 3.0 contains lots of interesting new modules like improved read rates by utilizing different OCR engines (orthogonality), a new video-coding platform, new parcel archive and much more besides.

The web-based video-coding is a revolutionary development with lots of potential for the future.

As a result of successful trials during the last Christmas and New Year's period, TNT Post contracted Prime Vision to build a fully functional version within a very short timeframe. This new functionality creates a secure video coding environment making it possible to encode letters via a standard internet browser at any location with internet connectivity.

We have also had great success with our project at Finland Post and our team is currently working hard with the roll-out in Helsinki following successful installations at Finland post locations in Vantaa and Oulu.

I must say, I'm still a little bit injured from the half marathon from earlier this year and I'm looking forward to the next marathon: Post-Expo. This means: long days, many hours of walking around and tired feet, yet it's always a fascinating experience and valuable opportunity to meet all our friends in the industry. I am really looking forward to it.

Why don't you stop by and see us? We are at booth 2016. Even if you don't have a need for our mighty fine OCR technologies, you can always enjoy a chair massage or drink some coffee.

See you then!

Ready for showseason

Latest news:

- **Prime Vision at Post-Expo 2009 Hannover, Germany**
- **NEXT Retail plc UK**
- **TNT Post and Prime Vision sign new contract**
- **Upgrade: New Flats Reader for Denmark Post**
- **Prime Vision: New White Paper regarding parcel & flats automation**
- **PV-ID**
- **Prime Vision is hiring! Welcomes new member to team**

Prime Vision at Post-Expo 2009 Hannover, Germany

A lot of new features in ParcelVision 3.0

Prime Vision will show the latest OCR and video-coding technologies at POST-EXPO. This year's theme will be the introduction of ParcelVision 3.0, a highly flexible platform for parcel automation.

New branches on the ParcelVision tree are centralised and/or web-based video-coding solutions, 24-hour worldwide support through the company's LiveLink concept and guaranteed read rates ensure cost savings. Visitors will be able to see a live demonstration of Prime Vision's **OCRlite** using different cameras, as well as our award-winning word recogniser, which automatically reads handwriting.

On October 1st, CEO Eddy Thans will be speaking at the Sorting and Moving of Parcels workgroup, with a paper entitled 'Saving more money through OCR and video-coding', explaining why OCR and video-coding are more than just ways to automate mail and parcels.

POST-EXPO is the world's leading event for the international postal, express and mailing industry. Held in Hannover Germany, the event will host over 250 exhibitors and more technology than ever before. Post-Expo 2009 will find place 29, 30 September & 1 October.

We hope to see you in Hannover, booth 2016.

POST-EXPO2009

NEXT Retail plc UK

Five years Support Agreement

Many Prime Vision clients are discovering the benefits in establishing a long-term support agreement for their systems. NEXT Retail plc in the UK are one of several leading companies to do just that.



Prime Vision leads the industry with its wide range of support services and was the first to invest in a 24/7 hotline manned by Prime Vision software specialists.

Ben Schellingerhout, Prime Vision Support Manager, comments "every system comes complete with a secure support link back to Prime Vision headquarters that enables us to be online with the system within 5 minutes of receiving a call from the client. We are able to offer absolute piece of mind via this service as our specialists can see the status and history of every hardware and software module in the clients system and offer immediate support."

Mark A. Ryder adds "Prime Vision are pushing the boundaries of performance and reliability with every new product release which presents an interesting paradigm when it comes to support; systems are so reliable that when an issue occurs the clients site engineering or I.T. team may not have had to look at the system for months at a time. This is where Prime Vision can be called upon for immediate specialist assistance".

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Contract clients benefit from a tailored SLA (Service Level Agreement) that guarantees both the response times and escalation procedure between the client and Prime Vision. Contract clients also receive free-of-charge software updates as they are released and routine proactive system healthchecks and maintenance.

For a tailored support package and valuable multi-year benefits, contact Prime Vision today.

TNT Post and Prime Vision sign contract for new techniques

Smart ideas for higher read rates

TNT and Prime Vision have signed a contract to develop new fundamental techniques and to apply these in the "recognition-chain" of TNT Post. There are two main goals: Further enhancement of the read rates and reduction in the error-rates at TNT Post, plus investments in new, promising techniques.

Mr. De Rijcke, Head of R&D, proudly tells us: "within our team there are always so many research ideas regarding how to improve handwriting recognition. Certainly in the field of handwriting and difficult typescript there are a lot of possibilities (potential) to improve. The economical circumstances are nevertheless such that it is hard to convince customers to invest any way. We are happy that our ideas are that good that TNT Post trusts that the new fundamental techniques which are envisaged by Prime Vision, will lead to a further innovation in the recognition-chain of TNT".

The project will provide an address reader, next to the development of new technical modules. This new address reader will be added as the last recognizer in the chain of TNT. The new recognizer will therefore have the name LCD (Last Coding Device). Strategically this order will be very interesting for all our clients in the future as it will deliver enhancements to Prime Vision core-technology that are utilised on all our programs.



Upgrade: New Flats Reader for Denmark Post

Best system performance with OCR orthogonality

Some months ago, Prime Vision and our partner NEC from Japan have jointly completed an OCR read rate improvement program at Denmark Post. The whole project took about two years and the goal was to reduce video-coding on flats by at least 50%.



With NEC being main supplier and system integrator, Prime Vision's focus was dedicated to increase the OCR read rates while maintaining the minimum error rates. Prime Vision was able to bring together a team with valuable experience on many projects, not least which, from our systems deployed at Post Denmark's parcel sorting centre in Brøndby near Copenhagen. This gave us the confidence to substantially improve the system performance based on our experience in Denmark.

The fourth and final software release has now been delivered to Post Denmark. In total, the read rates have been improved substantially, leading to a video-coding reduction of more than 60%.

This of course reduces manual handling, therefore leads to substantial savings in operational costs. Today, our software solution is running at four sorting centres throughout Denmark. This joint program with NEC is a perfect example of how combining OCR's leads to the highest automation rates and pushes the performance boundaries beyond what was achievable with a single OCR engine.

At Prime Vision, we have always said that "it's not just who is best on the OCR market, it's who is different"; of course we strive to be the best, but we also recognise the value in being different.

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These differences between OCR engines, or orthogonality as it is known, delivers the real value for any organisation looking to maximise their automation rates. For more information on this topic of orthogonality, why not contact us and we will be pleased to discuss in more detail.

Prime Vision: New White Paper regarding parcel & flats automation

ParcelVision saves you money from day one

In the October 2009 edition of Postal Technology the White Paper "Parcel & flats automation hits prime time" will be published. The White Paper introduces ParcelVision version 3.0 which provides a complete automation platform to process the identification of flats and parcels on automated sorting systems, of course for the lowest price. To download the White Paper please go to our website.



PV-ID

Advanced Identification techniques from Prime Vision

If you need camera based object detection techniques in your Parcel or Logistics application, then PV-ID comes to rescue.

In PV-ID the state-of-the-art object identification techniques, developed by Prime Vision have been bundled in one complete package.

Building on years of expertise, PV-ID enables robust object detection and identification for a large range of applications. With PV-ID the identification of logo's, signs of payment (i.e. marks, stamps, indicia), labels, or even whole boxes can be handled with an absolute minimum of user interaction.

PV-ID naturally complements ParcelVision 3.0 and **OCRLite**, where object detection and identification techniques are an essential part of automation processes.

Prime Vision is hiring! Welcomes a new member to the team

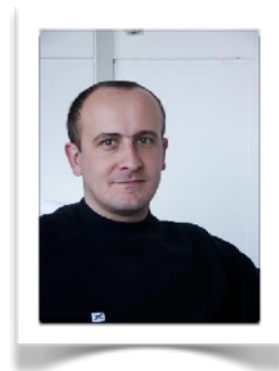
Marius Bulacu: New member of R&D department

We are happy to introduce our new colleague Marius Bulacu who started one month ago as a member of the R&D department.

Marius (35) studied Biophysics in Bucharest and obtained his PhD at the University of Groningen. During that promotion assignment, he successfully developed methods for automatic writer identification and verification, one of which actually forms the technological kernel of the Prime Vision Writer Identification system (WIE).

In recent years he worked as Postdoc Researcher during which he developed systems for document layout analysis and reading text, as well as a search engine for historic handwritten documents in the Cabinet of the Dutch Queen.

Marius will be assigned mainly to the "Kennis-investerings program", Prime Vision's fundamental research R&D investment, where his task will be to develop technological improvements and technological extensions to our pattern recognition techniques and software library.



Read further on next column