



Q4- 2009



Andy Williams was singing it 46 years ago and we at Prime Vision still can confirm it. And it's not just Christmas that gives us a happy feeling. Time after time we've received very good results in our customer satisfaction surveys, scoring a 10/10 on many occasions. Thanks very much for the trust you give us!

Besides a wonderful time, it's also a very busy time. We have a lot of enquiries to work out and are working in partnership with a couple of major European postal companies for their next generation recognition solutions. We hope to be able to make an announcement in the next newsletter.

Prime Vision is also currently delivering OCRlite projects in Japan and Europe, with more in the pipeline. There is a lot of interest in our range of solutions and clients increasingly see Prime Vision as the "one-stop-shop" specialist for automating all types of mail-streams and logistics processes.

It's also a busy time of year for you. It's rather nice to think that Prime Vision software is helping speed the deliveries of Christmas greetings and gifts from the arctic circle of Finland to the scorching outback of Australia.

All at Prime Vision wish you a wonderful Christmas days and a great New Year.

It's the most wonderful time of the year

Latest news:

- **OCR helps speed Christmas mail**
- **Successful Factory Acceptance Test of Moroccan Address Reader**
- **Prime Vision graduate wins Red Dot Design Award**
- **New web services for TNT Netherlands**
- **Job vacancy at Prime Vision**

OCR helps speed Christmas mail



The British Forces Post Office (BFPO) has a twin role, that of service provider and also of morale booster. As a result it has always been keen to embrace the latest technology to optimise its function in support of forcesserving abroad.

Prime Vision is therefore delighted to be playing its part, particularly at this time of year when efficient communication between family and friends is especially important.

Working with the main integrator partner, Crisplant, Prime Vision has provided BFPO with a complete turnkey hardware and software solution. This included the installation of two CCD line scan cameras, dimensioning systems, servers and Prime Vision OCR for parcels and mixed mail. The system is complemented by our video coding solution for processing any exceptions.

The parcel traffic includes a high percentage of free-form addresses and special codes representing destinations all over the globe. Typically, more than 50% of the address details are hand-written, the automatic capture of which is a particular strength of Prime Vision's patented OCR software.

Families of British service personnel are also able to send packages up to 2kg, free of charge. The automation of this unique service was therefore one of the special requirements of this project.

"This was a great project to be involved with," explained Prime Vision's CEO Eddy Thans. "BFPO was already very experienced in the use of OCR for letter mail and the requirement was

therefore to develop an enhanced system that incorporated parcels too."

Successful Factory Acceptance Test of Moroccan Address Reader

In February 2009, the Moroccan Post Office, Barid Al-Maghrib (BAM), has selected Prime Vision to deliver the address recognition engine on the automation project for its International Mail Center in Casablanca. Meanwhile, a professional project team at Prime Vision has been developing a dedicated address reader for Moroccan letters. The main challenges are the highly variable Moroccan address layouts in combination with the incomplete address database, which is being improved during the project.

The intermediate development results are very promising. In November 2009, a factory acceptance test took place at the office of our partner AddressVision Inc. We were all very



pleased to get a sign off from BAM on this test. The project manager of BAM was pleased with the current progress on the read rate, because the required

performance was exceeded with more than 10%. The final recognition release is to be delivered early 2010.

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Prime Vision graduate wins Red Dot Design Award with Third Vision System



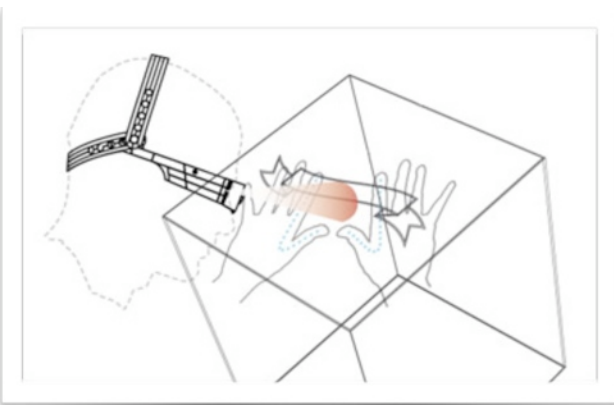
In August our trainee Oscar Javier Reyes Acosta won a Red Dot Design Award in a design competition of the Red Dot Institute. Oscar graduated in July 2009 and enjoyed the competition with his graduation project "Third Vision System".

In sorting centres manual handling can never be completely avoided, there will always be odd shape parcels that can not be placed in the main conveyor, for this reason human operators are needed. It takes 3 operators and 20 seconds to sort just one parcel and manually keying the postcode and address create the biggest bottle neck for the sorting processes. The current hand held scanners used by the operators recognize only bar code or they are attached to fixed points by cables. Prime Vision felt that there was a lot to gain in this area and started the development of the Third Vision System, together with the Industrial Design faculty of the Technical University Delft.

The Third Vision System is an intelligent machine for image processing. It consists of a Third Eye cam and the Third Vision software. The Third Eye cam is a wearable head held camera designed to gather images of the parcels' surfaces from the operators' point of view using hand gestures to control the camera. The Third Vision software is developed to recognize framing hand gestures in front of the camera. The system is able to locate and read address labels at parcels during the manual handling of parcels. It is a wireless solution to be used in sorting centres, warehouses and every industrial environment where human labour is needed to sort goods (packages) while gathering the postcode, address and client data written or printed on the parcels' labels.



A Wonderful Christmas and a Great New Year!



The Third Vision system has a lot of advantages. During the first tests it became clear that the sorting time can be reduced up to 7 seconds! But apart from this the system will make the handling of parcels a more encouraging, motivational and challenging activity with less stress.

The Red Dot Design Award is one of the biggest design competitions in the world, with more than 11.000 entrees from 61 countries. The winning products will be exhibited to an international audience in the Red Dot Design Museum in Singapore. An international jury judges the entrees on the basis of criteria as innovation, functionality and formal quality. The granting ceremony took place at 24 November 2009 in Singapore.

New web services for TNT Netherlands

For the project 'NRS web' we are creating web-services for TNT Netherlands. These components will be used to process services that are now covered by the Dutch Post Offices. Some examples of web-services are: vehicle & boat registration, fish license, gift cards, and prepaid phone cards.



Creating these web-services is a new chapter in the Prime Vision history and heralds the capability to deliver many more value-added solutions for our clients.

We're Still Hiring! New employees and job openings

We are still growing. The R&D team recently is strengthened with a new employee and IT also welcomed a new colleague. We still have a vacancy for a soft-ware engineer. If you follow the link below you can read more about this job.

www.primevision.com/en/jobs