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Flights are booked, hotels secured and our booth is being packed ready for its journey to Stockholm for Post-Expo 2014 later this month! We are all really excited about meeting the postal industry at this annual get-together and this year we have our largest contingent of 'Prime Visioners' in the halls and conference with 16! Will we see you there? We hope so! Tip: Let us know your plans and we can arrange a time at the booth to make sure the right people are around for your visit. As well as our booth at A12:05, we are participating in two of the conference workshop sessions. Our very own Head of R&D, Michiel de Rijcke will be speaking at the session "Is there a need for a single addressing platform in Europe?" on 24th September between 2-4 pm, and I'll be talking about "100% Sorting Efficiency" on 25th September between 10-12 am. Further major news this month is the launch of the Prime Group website at [www.primegroup.nl](http://www.primegroup.nl). Take a look as it will give you a better overview of the sister companies and joint-ventures of the group. The themes across the group are the same as you expect of Prime Vision; innovation, technology, being different, professional yet fun to team with. The group companies are performing beyond our dreams and with this new corporate structure we can exploit our innovations in diverse new markets whilst retaining the focus in traditional markets that our clients value. Read more about Prime Group below.

*Mark A. Ryder*

## Introducing Prime Group



**To create a framework for future growth, the Prime Group has been established. It is an umbrella under which complementary industry segments can be served, new initiatives pursued and new partnerships forged. It ensures structured and specialised diversification in different markets with innovative pattern recognition and data processing as the common denominators.**

Prime Vision remains the largest group company and the foundation upon which skills have been developed that have spawned new business opportunities. Recently awarded "Top Financially Healthy Companies of 2014" by Graydon, its principle business interests are postal automation and support but this expertise also extends to industry at large where pattern recognition for warehousing and logistics is a growing market.

Technology is the key, not only to greater profitability, but also to survival for many posts. Prime Competence came into being to provide a source of truly independent and specialist knowledge to guide postal organisations through the process of boosting productivity and introducing new services. Prime Competence has smashed all expectations for contract awards and is currently expanding the team to meet demand.

Whilst both Prime Vision and Prime Competence operate globally, the two newest Group companies are currently focused largely on the home market in The Netherlands. The first is Prime Ear that specialises in speech-recognition technology and has developed solutions for the Dutch Ministry of Justice, the police, broadcast organisations and hospitals.

The second is Prime Data. This new ICT company offers a fresh approach to turning 'big data' into competitive advantage. A typical example of its work is the capture of real-time information on traffic movement to create smart data for effective traffic management. Like Prime Competence, Prime Data has met with considerable initial success with its first €1m+ contract awarded and a massive scaling up of the team.

Indeed, traffic management is a burgeoning market for pattern recognition and the Prime Group. Eddy Thans, CEO, commented. "The new group structure enables us to easily pursue opportunities that our core technologies present for new markets or applications. This includes forming joint-ventures in order to combine technologies and bring new capabilities to market." One such example is the new partnership between Prime Group and ARS T&TT B.V. that has resulted in the formation of Scapeye B.V. to bring innovative technological solutions to the traffic market.

"It's all about diversification not dilution," added Eddy Thans. "None of our customers need fear our expansion. We won't lose our flexibility or specialisation. Each of the Prime Group companies will remain small and highly focussed; there will simply be more of them."

He concluded: "The state-owned research company, TNO, remains the academic shareholder for all Prime Group entities so innovation in high-tech recognition remains at the heart of everything we do. By expanding the scope of our research and development, each of our markets will benefit from technology exchange. And our customers will have the assurance that they are dealing with a group of companies that is both stable and vibrant." More info at: [www.primegroup.nl](http://www.primegroup.nl).



# Itella renews its support contract with Prime Vision

Early and efficient intervention to iron out any problems in postal automation systems is essential to the economic operation of all posts. Even a small loss in efficiency can have a significant impact on profitability and for this reason an increasingly large number of posts and parcel companies worldwide are signing up to support services provided by Prime Vision.

One organisation that has benefitted from this support and come back for more is Itella in Finland.

"In Finland, Itella is facing the same structural change that occurred much earlier in other western countries," explained the company's CEO Heikki Malinene. "The rapid decrease of demand,

which has continued for several years, combined with weakened profitability and the changed needs of customers, means Itella had to make structural changes."

Its previous contract came to an end in April but with its eyes firmly set on rationalising its operations to meet market needs, Itella recognised that ongoing support from Prime Vision was essential to the success of its plans for growth areas of the business, such as parcels and logistics.

With such a focus on quality of service to its clients and some of the most advanced and automated sorting centres in Europe, Itella is positioned to adapt to these changing market needs and continue to be a strong player despite the challenges with traditional mail volume decline.

Itella has signed a new three-year agreement with the company for five of its sorting centres.

Itella joins 30 other postal organisations receiving ongoing support from Prime Vision. Each package is tailored to individual needs and can include 24/7 hotline, pro-active monitoring and escalation services to support post's in-house teams.



## Visit us at Post-Expo

Prime Vision has some great innovations for Post-Expo this year, all with the objective of making sorting, handling and automation processes as efficient as possible.

**POST-EXPO 2014**  
23/24/25 SEPTEMBER 2014  
STOCKHOLM, SWEDEN

New modules for our ParcelMatch platform solve recurring issues such as how to handle barcode no-reads whilst the item remains on the sorter and enhancing

existing systems with new functionality. Our goal is to minimise or eliminate costly and time consuming manual handling at postal and express parcel operators; with these new tools, 100% sorting is now a reality. Also being showcased at this year's show is our new subsidiary "Prime Smart Systems" which specialise in developing tailor-made postal solutions for assisting manual sorting, registration and processing tasks. Our team is excited to meet with integrators, OEMs and express and postal operators to explore what we can do together for your business. Stop by booth A12:05 for a chat and a typical Dutch caramel waffle!

## Positive engagement with OEMs and integrators

Prime Vision has always advocated openness and collaboration with all interested parties to achieve the best possible solution for the customer and now it has built on this concept. The company has appointed a dedicated technical sales engineer to work directly with systems integrators and materials handling companies.

He is Tanaka Moyo and his role is to ensure the channels of communication are always open and details of new research and development exchanged so that the best hardware and software solution for the task is identified.

"Prime Vision is known for its OCR and video coding capabilities but we also have

substantial R&D resources at our disposal, both in house and through our close links with TNO, the largest research body in The Netherlands," Tanaka explained.

He continued: "As a result we are able to engineer some very effective software solutions for our OEM and systems integration colleagues. Our positive engagement is a beneficial move for everyone and especially the customer."

Tanaka Moyo first worked with Prime Vision as an intern in 2009. He subsequently joined the project management team and was directly involved in a proof-of-concept project for the company's image archiving and revenue protection capabilities. More recently he moved

into technical sales and now, in addition to having special responsibility for OEM business development, he is also a key accounts manager.

"In conclusion, Tanaka added, several new developments in our ParcelMatch & LogisticsMatch platform translate to significant benefits for OEM's and materials handling integrators and their clients, so this is an exciting time to be working together. Examples include new strategies for handling reject items on the sorter such that 100% of items may be processed whilst still on the sorter rather than being handled manually at a reject line. Detection of forms and dangerous goods labels are another example where we offer new innovations, so give me a call to explore what we can do for you."



## Prime Vision wins financial award



According to Graydon, the leading financial rating agency, Prime Vision is among the top companies regarding "financial health". This means that Prime Vision is a trusted business partner. We are very happy with the award and will continue to do our utmost to be a good supplier and buyer.

## News from Down Under

Prime Vision's joint office and production facility has been in operation for over a year now, serving as its Australian head quarters in the Western Sydney suburb of Arndell Park.

Located in an industrial precinct, Prime Vision's Australian facility has allowed for improved access to local suppliers and producers, a more permanent site of operations, and has provided Prime Vision's Australian office with designing, manufacturing, and testing capabilities to service an increasing demand for Prime Vision's sortation, and integrated systems technologies in the Asia Pacific region.

The warehouse facility has already enabled the assembly and testing of software and hardware systems designed for mail sortation at Post NL's distribution centres, such as the Smart Solutions

Postal Sortation Cabinet, and Prime Vision's Image Lift System.

The spacious, modern facility is the primary office of General Manager, Tom Ellis, and Senior Systems Engineer, David Horton, whose collective experience in systems integration has included a wide-variety of projects for a number of industries, such as Pharmaceutical, Food and Beverage, and Postal and Parcel.

With the acquisition of this facility Prime Vision's Australia office intends to extend its manufacturing capabilities, as well as its staff base, improving such fields as CAD, PLC and PC programming, assembly, installation and commissioning, and



project management. Overall, the new facility has already proven to assist in the expansion of Prime Vision's Australian office, and it will continue to do so, with increasing interest in Prime Vision's unique technologies throughout Australia and the Asia Pacific region.

## Group News - Prime Competence: Automation model evaluation

Prime Competence was asked by an international postal operator to do an independent evaluation of several delivery and automation models that the same operator had compiled internally. Focused on efficient and effective delivery models in 2020 and beyond, the objective was to maximize EBIT (Earnings before Income and Tax) by automating the mail sort process as well as the pre-processing which took place before mail was handed to delivery agents. The main automation opportunities were in the machine sorting of large letters and in the automated sequencing of mail before handing to post men and -women.

In order to do an evaluation, many parameters such as different mail volumes, number of delivery points (DP) including urban vs non-urban DP's, average delivery route size, future volume growth or decline expectations, sizes, weights, etc., were identified and analysed. These calculations and interpretations led to 8 possible automation models to which the various letter- and flat sorting machine suppliers were mapped.

Prime Competence and the postal operator were able to jointly create a detailed and solid vision of how the operator's future pre-processing and mail sorting scenarios could look giving rise to useful input for possible investment scenarios.