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In retrospect, 2014 has been a remarkable year at Prime Vision for many reasons. The rate of change in our core postal market is astonishing both in terms of the shift from 'traditional' letter mail to the eCommerce-led boom in small packets and parcels.

In fact, for a couple of our postal operator clients, 2014 was the year that revenues from parcels eclipsed those from letters. Meanwhile posts and logistics companies are adapting to the conundrum that end-users of services expect them to be 'smarter' and more sophisticated than ever, yet at the same time those same clients expect free delivery!

As an innovation and solutions driven company, this market backdrop provides an environment where we also need to adapt to meet new needs and I am pleased to say that Prime Vision is now addressing more of the postal solutions market than ever before. It's much more than automation within sorting centres! Prime Vision is now delivering solutions that make every step of the distribution process smarter and more efficient, with our 'Digital Mailman' services that run as apps on smart phones, decision systems that enable items to be re-routed in transit and control sorting processes, retail systems and services for post offices and franchise operators to new innovations in delivery methods and secure drop-off in the case the receiver is not present.

Continuous innovation is the key to remaining relevant and adding value, and that's also one of the attributes that link the sister companies within our new Prime Group that has really got off the ground this year. An interesting connection here is that our other group companies are working in the traffic and mobility markets, consultancy, big data and systems integration. These are all specialties that are also relevant to the postal and logistics market – just look at the buzz around big data in post – therefore I think its going to be a very interesting period ahead of us! So on that note may we wish you happy holidays and we are looking forward to 2015 as another year of great collaboration together.

Mark A. Ryder

What could be the best gift for Christmas?

We had some interesting product launches in 2014. You know us from sorting and identification systems but today our solutions can also appear at your doorstep. Digital mail man is a new development that allows those responsible for delivering the post to feedback important information to improve overall service quality and efficiency. It's an app for iOS and Android devices that provides the means for all manner of issues to be reported in the field, anytime and anywhere. For more information, please click [here](#).

In Australia we not just develop our software, our Prime Smart Systems facility in Sydney builds tailor made mail sorting solutions that automate processing or speed manual processes. All systems are designed and built using standard hardware and software components. Examples are the Image Lift System machine (compact machine designed to transport registered mail items in a singulated manner for the purpose of capturing an image of each item via an overhead camera); Sort2light cabinet (a hardware base with a mail identification functionality, from barcode reading through to OCR and indicia recognition, with touchscreen, keyboard and light guidance) and Assisted Sorting Console (for the automation of small batch and specialised mail streams).



Support news

Prime Vision Support has again increased headcount this year with a team of nine full-time colleagues, all specialists in software and hardware and all very aware of the processes that run at our clients operations. We provide 24x7 support across the globe and for most of our clients we visit their locations during the year for operational updates and preventative maintenance on hardware from servers to camera imaging systems. As well as maintaining performance levels, the support team is always on the look out for ways we can boost performance or add new functionality for our clients. Our most remarkable achievement in 2014: One of our clients nominated us as "Best Supplier Ever" which was fantastic feedback!



Did you know that...?

- This is the year of Prime Group? We launched a new website www.primegroup.nl and introduced a brand new group logo;
- We deliver next-generation solutions for tracking baggage in the airline industry? Are you annoyed that your luggage doesn't arrive on time? Prime Vision is bringing new innovative solutions for airports to handle your baggage faster and minimise delays and lost baggage;
- We are building a traffic control system in Sweden?;
- We also provide systems and recognition technology for the smart reading of TV subtitles? The Dutch broadcasting organization is using it and several other countries are at advanced stages of discussions too.

White paper: Address learning



When you have optimised your automated sorting systems to the highest degree what more can you do to reach the delivery point goal? Prime Vision is continuously seeking new ways to achieve performance gains and address learning is a perfect example.

For most posts sorting decisions are made when the address detail captured by the OCR is compared to a passive address database. Indeed, this assignment process is now central to the cost efficient running of many postal operations but the good news is this isn't the end of the story. There is the potential for even more economies to be made. By using this operational data to improve the address database - in other words, address learning - further cost and performance benefits can be achieved. And it is dynamic function whose efficiency improves every time a new sorting decision is made. Download the full White Paper [here](#).

Group news: Prime Data's Smart Container

Prime Data has been working on new ways to solve traffic queuing issues and to reduce waiting times at the International Container Terminal in Rotterdam.

The challenge was to come up with a solution based on the network of embedded systems, to combine different sources of near real-time data in order to improve both handling at the terminal, as well as the planning of container transport. This leads to reduced waiting time at the container terminal and a better utilization of transport capacity and the existing infrastructure.

In this collaborative project of 25 partners, Prime Data delivered the estimated time of arrival (ETA) and turn-around-time (TAT) of the trucks at the terminal via a smartphone application. It is possible to distribute precise ETA and TAT information based on monitoring the current GPS position of users combined with real-time traffic information and data on container placement on the terminal.

Read more about this project [here](#).

Expanding the team

Over the last year our team has expanded by more than 20%. The greatest area of growth was in the Software Engineering and Integration team. They have 5 new members (Prime Smart Systems included). Also R&D is doing well with 3 new employees. Moreover 2 enthusiastic Project Managers started and Finance has a new colleague.

Prime Vision is also a place where young talent can develop themselves. At this moment we have 3 trainees in different departments.

Maybe you know of good people looking for work or internship opportunities? We still have open positions.

Please check: www.primevision.com/careers.

