

Case Study



No worries Mate! OCRlite checks every product leaving the factory.

Prime Vision System Eliminates Labeling Errors

Australia's leading grocery retailer has one less thing to worry about thanks to OCRlite from Prime Vision.

The challenge

Australia is a huge continent that presents challenges for any company operating nationwide. Just think of the logistics challenges for a grocery supplychain that is required to deliver fresh produce to major urban centres and ensure the same quality of service in remote towns and villages hundreds of miles apart.



This is just one of the issues impacting prices in stores resulting in varied pricing across the nation; therefore the "price-per-kilo" of goods sold by weight varies by sales location. In the worse case scenario, human error when labeling goods can result in huge losses when products are being shipped to rural areas for city prices.

The means to detect pricing errors is on the label itself as the destination is coded in the bar code. The challenge is that the price-per-kilo is printed in text for the customer, so in order to cross-reference both you need to "read" the price. Enter **OCRlite**...

Fully automated price validation system installed with read rates nearing 100%!

Prime Vision was commissioned by the client's integrator to supply a state-of-the-art **OCRlite** recognition solution that automatically reads the price-per-kilo and the bar code. The OCR result is then matched against a database to

verify if the price corresponds with the destination.

The results

- Read rates exceeding 99%.
- The complete system could be pre-tested allowing the integrator to complete a smooth installation and commissioning on-site with the back-up of our team of experienced project managers and engineers.
- A very satisfied customer, that has one less thing to worry about bringing him one step closer to the Australian National slogan, "No Worries Mate!"

Of course this is just one example of what **OCRlite** is capable of. For more real life examples and solutions, please go to our website or contact us to discuss your application and requirements.



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