

# Olympus® II Mail Sorting Solution Advanced Optical Character Recognition

## Top Five Reasons Why Adding Our OCR Technology Subtracts from Your Postal Costs

Constant pressure to control postage costs has increased the urgency for higher address block read rates when using a Multi Line Optical Character Reader (MLOCR) to read mail piece addresses on a sorter. This inspired the engineers at Pitney Bowes to create an OCR system with five best-in-class features to help you consistently garner postal presort discounts.

### Reason #1: Finer Focus

The Olympus® II sorting solution's OCR camera images have a higher resolution thanks to a mirror in the transport. How can a mirror help with image resolution? The mirror lets us artificially extend the focal distance from the mail piece beyond what would normally be possible within a sorter. This longer focal distance keeps address images in sharper focus, even for thicker mail pieces with surfaces that are closer to the lens. A sharper image makes it easier for the OCR software to correctly read the address.

Additionally, the OCR transport is driven by long-life compliant pressure rollers, rather than consumable foam rollers. This helps create a flat, even mail piece surface as it passes before the camera. The result is a cleaner, clearer address image for more mail pieces.

### Reason #2: Brighter Envelope Faces

Ordinary OCR cameras are obscured by dark spots caused by uneven illumination from fluorescent or LED lighting. We've found a way to evenly distribute illumination to eliminate dark spots. Our lighting system consists of four brilliant quartz halogen lamps,

arranged in two sets of two. Light from these lamps is combined into, and evenly distributed by, fiber optics. This broad, bright light eliminates dark spots that can cause misreads, rejects and wasted opportunities for discounts.

### Reason #3: Clearer Address Block Locations

Some mailstreams (direct mail is just one example) have images with non-address text and/or color that may clutter the exact address block location. With the Olympus® II solution's OCR software you can cut through the clutter

to identify the precise location of the address block, every time. It's easy. On a mailstream basis, via a graphical interface, you simply draw a box around the address block area. The software then applies this reference to pinpoint the address.

### Reason #4: More Correctly Identified Characters

OCR technology uses the image of the mail piece to instantly generate a list of candidates for each character. Let's say an address contains a lower case "l." From the OCR's perspective this could be a

### ONE PERCENT MAKES A WORLD OF DIFFERENCE

Every rejected discount-eligible mail piece wastes money. But that doesn't always mean you lose discounts for just one piece. It could be hundreds. Let's say, for example, that you have exactly 150 pieces destined for the same five digit ZIP™ Code. In this case, a single misread piece could be the difference between getting the three-digit discount rate and the higher five-digit discount. Worse still, every rejected piece may require costly manual handling.

Pitney Bowes estimates that, at a mailing rate of 100,000 pieces per day, a 1% improvement in address read-rate accuracy can add up to more than \$40,000 in increased postal discounts annually. With our advanced OCR technology the more mail you run, the more you save. It's that simple.



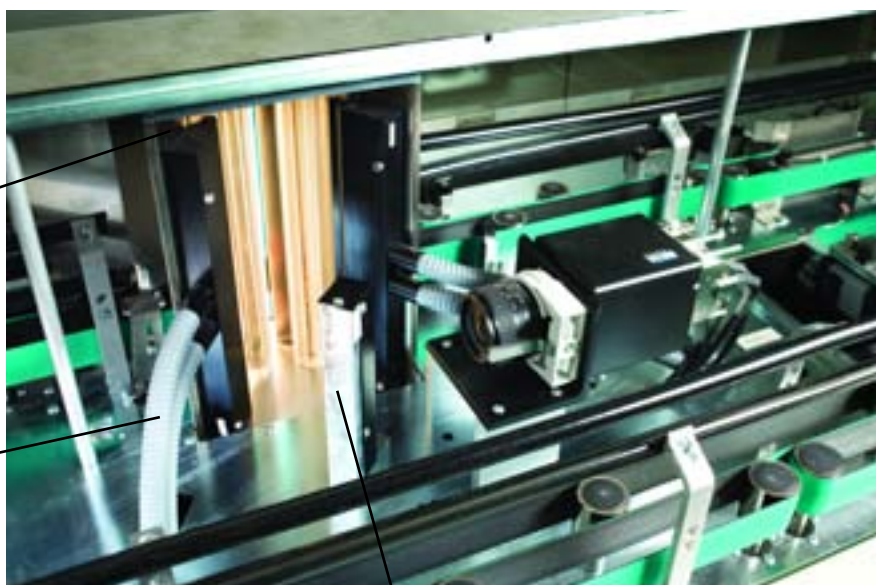
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## Put your best face forward:

Long-life compliant rollers help create a flat mail piece for clearer, cleaner images.

## Bright lights, cleaner images:

Fiber optic cables combine light from four brilliant quartz halogen lamps.



## Not just smoke and mirrors:

The mirror in the Olympus® II sorter creates a longer focal length, leading to sharper, easier-to-read images.

lower case "l," the number "1," or maybe even a lower case "i." How does the OCR know what it is? The lower case "l," along with all the other character possibilities contained within the address, are matched to the USPS® database using a high speed Directory Retrieval Service (DRS). Our ultra-fast software keeps matching against the options presented by the DRS, over and over, until an address match is found.

operation to update your technicians on system efficiency. TrueScan can be run on any schedule. If it reveals the OCR is not functioning at peak

performance levels, you can immediately take corrective action. This accuracy check keeps those valuable discounts rolling in, run after run.

## Our advanced OCR integrates with the Pitney Bowes Olympus® II Mail Sorting Solution to help you achieve maximum profitability from your outgoing mail operations.

### Reason #5: TrueScan™ System Accuracy

The TrueScan System calibration system, a Pitney Bowes exclusive, allows an on-demand analysis of your OCR

Need a clear idea of how much you can increase your postal discounts with our advanced OCR? Get in touch with your Pitney Bowes representative and he or she will be happy to help you run the numbers, the impact of which will be hard to discount.

**Call 877-536-2736 today.**

Pitney Bowes has the software, services and hardware for end-to-end mailstream solutions that integrate and optimize the flow of mail, documents and packages across a range of business operations.

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