



AP Product Bulletin	Date:	April, 2011
Platinum Benefits	Revision:	4.8



RAF's New Argosy Post Platinum Cycle-N featuring Adaptive Intelligence technology with Smart Match introduces even greater value and consistently outperforms all single & multi-engine recognition systems by providing the highest possible recognition rates in the industry.

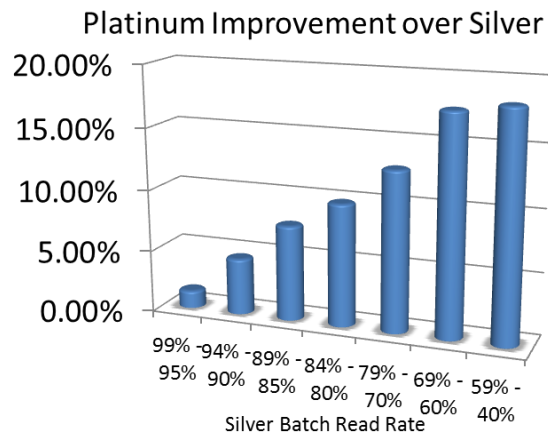
1. Overview

Continued improvements in read rates enable commercial mail presorter's to accelerate their return on investment. Argosy Post Platinum Edition in conjunction with Smart Match is the next evolution in RAF OCR software which demonstrates superior recognition compared to earlier versions of Argosy Post. In addition to better read rates, new features and functionality have also been added to increase usability for both operators and technicians. Finally, an upgrade from Silver D to Platinum is seamless because both products share the same unified software architecture.

2. Improved Recognition

Aggregate: Platinum has demonstrated internally and in the field an overall improvement of **11%**! It will also provide benefits no matter how high current read rates are. For example, if you are currently processing an average of 200K pieces of mixed mail per day @ an average read rate of 94%, converting your current version of OCR SW to Platinum will increase your monthly revenue stream by \$9,760.00. That equates to an overall **annual revenue increase of \$117,120.00**

Batch Read Rate for Silver	Projected Platinum improvement
99% - 95%	1.50%
94% - 90%	4.60%
89% - 85%	7.70%
84% - 80%	9.90%
79% - 70%	12.90%
69% - 60%	17.60%
59% - 40%	18.20%





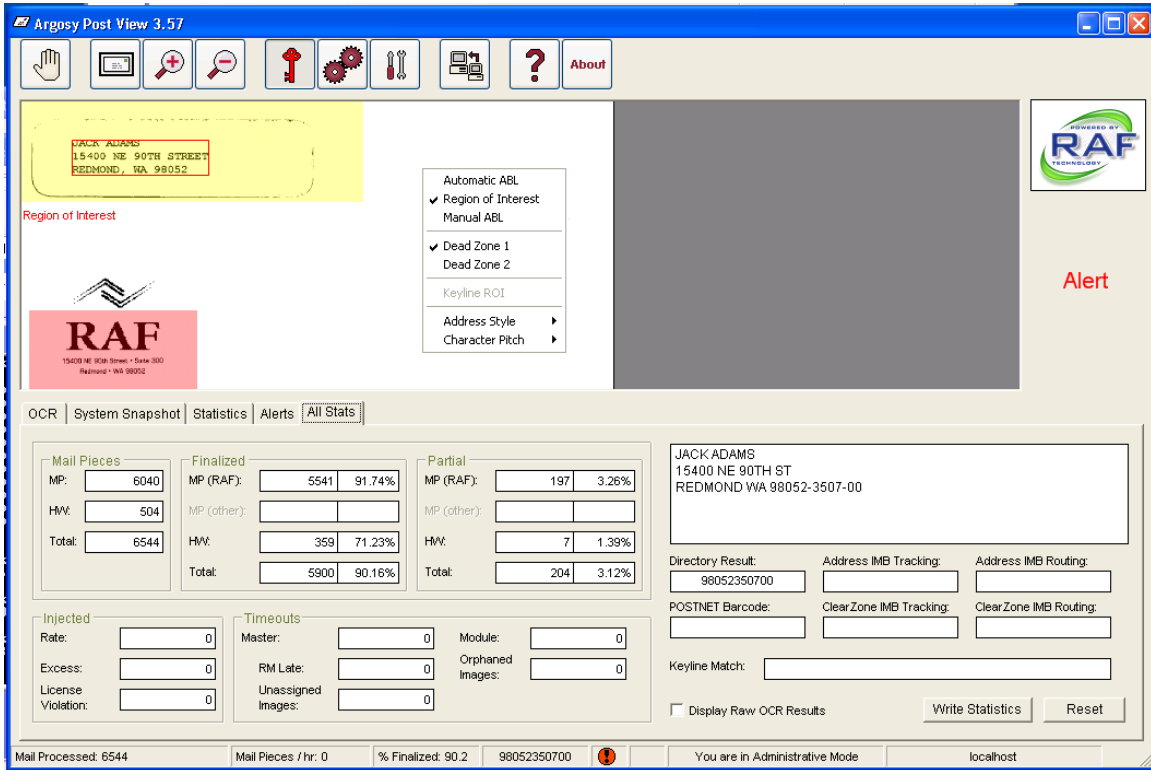
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Comparison of which RAF product is best for you

Feature	Platinum Edition	Silver Edition
Offers a context menu to Region of Interest (e.g. ABL)	√	√
Simple to use graphic navigation for configurations	√	√
Provides Administration Level Authorization	√	√
Includes System Snapshot capability for system profile	√	√
Postnet and IMB barcode reading	√	√
GUI controlled Binarization	√	√
Supports User Settable Dead Zones for non-read area	√	
Provides an Auto Clean-up (Despeckle) functionality	√	
Supports Custom Configurations	√	
Offers a convenient Batch Level Directory Toggle	√	
Multi-Directional Address Block Locator	√	
Keyline reading for Manifest Mail or Address Change Service	√	

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3. Platinum Features



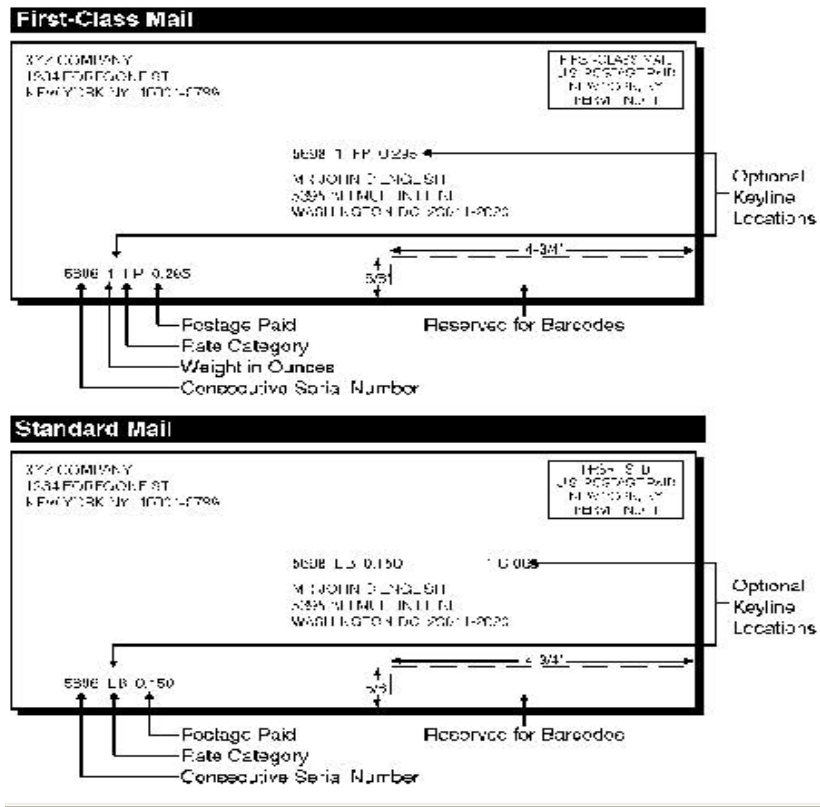
- Context Menu: Users can set regional parameter from the main GUI e.g., Region of Interest, Manual Address Block Locator, and Dead Zones.
- Dead Zones: User settable non-read areas. This allows the user to define their own area of the mail piece that they want to be ignored in the recognition process.
- Specialization: Custom configurations can now be set within the main configuration and be assigned to a specific batch instead of whole mail stream.
- Sub Products: This allows the switching of directories and databases on a batch level.
- Multi-Directional Address Block Locator: For sorters that can run mail on a variety of axes Platinum provides a Multi-Directional ABL.
- Binarizer Interface: This allows the user to set parameters that compensate for mail pieces with glare, color backgrounds, or light printed

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fonts. These parameter settings can be saved as a configuration for use on those mailings in future runs.

- g. Keyline: Platinum can be used to identify and read keyline data. The data can be of any type including Manifest Mail System (MMS) or Address Change Service (ACS). MMS is a method of verifying postage payment of permit imprint mailings as an alternative to weight verification. The MMS is an automated system that allows a mailer to document postage and fees for all pieces in First-Class Mail, Standard Mail, Package Services, and international permit imprint mailings. MMS allows commercial presorters the opportunity to group multiple weight mail pieces together for greater discounts.

Exhibit 3.1 Letter-Size Keyline Information

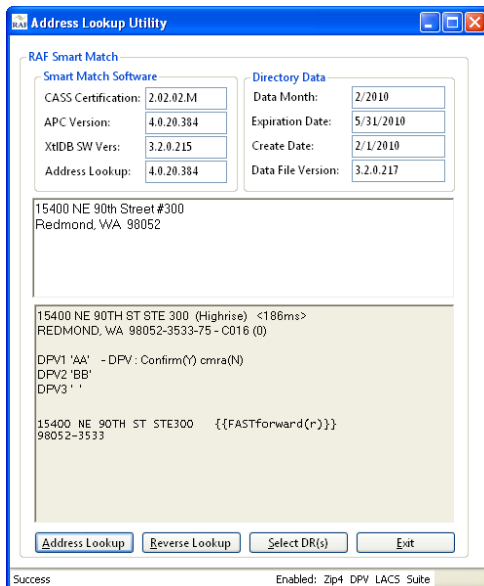


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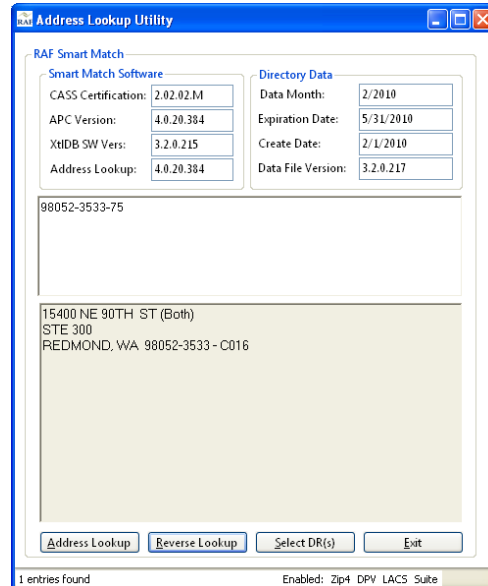
4. Smart Match®

Introducing Smart Match® – A fully integrated, fine-tuned database of addresses for use by Argosy Post software to accurately route mail. We assigned a dedicated team of software professionals to design and optimize Smart match, allowing Argosy Post to provide optimum character recognition and maximize finalization rates. Smart Match is tightly integrated to enhance the Adaptive Technology in Argosy Post Platinum. Understanding the failures of routing due to CASS regulations and directory issues, Smart Match maximizes the number of pieces routed correctly, minimizes the common points of failure when routing the mail, and dramatically decreases lookup times. Benefits Include:

- Enhanced adaptive intelligence of Argosy Post Silver and Argosy Post Platinum editions.
- Mitigated losses due to Cycle N DPV™ implementation.
- LACSLink™ & SuiteLink™ fully implemented
- Advanced Lookup Utility allows the user to manually lookup addresses for testing or debugging. Users can also do reverse lookups to determine the correct address or address range for a given ZIP code.



Results of a Smart Match address lookup.



Results of a Smart Match reverse lookup.



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5. Integration

RAF's Omni font engine operates by taking an individual character and determines by the pattern of the character what the character is within a confidence of 0-255. RAF's approach to dynamically examine each individual character utilizes sophisticated algorithms that in real-time will analyze each perspective character to accurately interpret data accurately and efficiently versus applying simpler and less accurate recognition techniques such as masking. It will also return alternative characters in the cases where the images of the characters maybe ambiguous e.g., ll1, O0. This highly intelligent technology, which is protected by trade secrets, was developed over 15 years ago and has successfully read a myriad of new fonts that have been created since its initial release. However, this is only a piece of the puzzle. In order have successful mail recognition solution. It also has to identify the correct data to OCR (the address block). Then it has to segment block into lines, words, and individual characters. Once the address block has been dissected into its pertinent elements the complete structure has to be reconciled by a directory.

Our high performance engine fully integrates with the new Smart Match directory with all steps of the mail recognition process to obtained superior read rates which enables you to realize a return on investment much more quickly. Smart Match will eliminate the ambiguous characters and indeterminate space between words or characters. Argosy Post Platinum patented feedback process has consistently demonstrated the highest possible recognition rates compared to any other competitive product in our industry today, and we typical record average read rates > than 95%. Coupled with distinctive value added features such as our dynamic binarizer, anti glare removal technology, and region of interest detection; no other recognition engine can accurately recognize address data on the first pass better than Argosy Post.

6. Continual Development

As part of our ongoing commitment to improve product performance and value, RAF is planning future software releases for Platinum and other OCR products in future USPS Cycle releases. These new features and enhancements will continue to improve overall 1st pass mail processing read rates and incorporate the latest innovations developed exclusively for the mail processing presort industry.



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7. Supportability

Troubleshooting: Since Platinum ties the components of the imaging, OCR, and directory together troubleshooting routing failures is easier and quicker for the trained technician.

Tunable: Platinum has the ability to be adjusted to work with a variety of esoteric conditions.



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