



# Exemplar™ Mail Sorting Solution

*Power your legacy BÖWE Bell + Howell system with leading edge technology from Pitney Bowes*

Now you can sort even smarter and gain a competitive advantage with Pitney Bowes' innovative Exemplar™ Mail Sorting Solution. With the Exemplar™ architecture added to your legacy BÖWE Bell + Howell transport, you'll replace aging technology with leading edge solutions. You'll supercharge your read rates with unparalleled OCR technology using RAF® Platinum, Parascript® and more!

## Upgrade with confidence and get unparalleled results

The Exemplar™ Mail Sorting Solution provides an intelligent platform to update your aging technology with one simple, well-planned upgrade. Replace outdated multibus card cages, BÖWE Bell + Howell software-based control systems, and average OCR technology in one easy pass.

## How will the Exemplar™ solution affect your bottom line?

Combine a high resolution camera system with superior OCR technology and you'll get the read rates you need to help meet your tough SLA commitments. Pitney Bowes' advanced, high-resolution optics provide clearer images to help minimize the risk of the OCR misrecognizing characters, which can (and does) happen with older low

## Your platform for innovation – built for today, designed for tomorrow

- ✓ **Replace aging technology** – with one intelligent solution that keeps you ahead of the competition, now and in the future.
- ✓ **Unparalleled OCR** – provides superior read rates and efficient sorting, decreasing your processing costs and improving your profit!
- ✓ **Flexible service offerings** – get exactly the support you need with our 24/7 nationwide support network and highly trained helpdesk professionals.
- ✓ **Supports the USPS FASTforward® system** – to help ensure the most up-to-date change of address data.
- ✓ **TrueScan™ System Verification** – easily verify your transport is operating to optimum standards.
- ✓ **Automated USPS Tray Tag Generation** – easily generate USPS compliant tags to help ensure highly accurate mail submissions.
- ✓ **Available for legacy BÖWE Bell + Howell transports** – J-Series MLOCR.



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## The Smart Decision

resolution 200 DPI systems. Our exclusive implementation of RAF® Platinum and Parascript® OCR technologies allows you to read as much automation mail as possible, even handwritten address information!

### Supply your team with an easy to use system

You'll also find that the Exemplar™ Solution's intuitive Windows-based graphical user interface gives your team ease of use and consistency, while easily supporting your existing Videojet printing technology.

And as for USPS® postal documentation, the Exemplar™ Mail Sorting Solution supports First and Standard Class mailings, combined postage mailings, and USPS reports to make your mail submission a breeze. Comprehensive

customer billing reports are also provided standard to ease your billing operation, with electronic data export!

### Get the quality assurance features you really need

The TrueScan™ verification system – a Pitney Bowes exclusive – is also standard equipment on the Exemplar™ Mail Sorting Solution. TrueScan™ provides you with comprehensive self-test functionality that verifies your transport is operating to optimum standards, allowing easy end-to-end system verification while supplementing your own internal quality control procedures.

Host PC networking is also available to seamlessly interface data from multiple transports. And the camera hardware is compliant with the new USPS

OneCode<sup>SOLUTION</sup> barcode initiative, so you'll be ready to accept any new USPS technology challenges.

As you've come to expect, Pitney Bowes is on the leading edge of the technology curve, providing solutions for you as you need them, and allowing you to serve your customers better.

### Choose from flexible options with Pitney Bowes Service

Pitney Bowes has established unparalleled standards for service and support – not to mention customer satisfaction. Our 24/7 nationwide support network and highly trained professionals help ensure you get the support you need when you need it. We offer flexible support options designed to fit your unique needs: on site, on call, help desk and supplies.

**For more information, call us today at 800-983-9368 or visit us on the Web at [www.pbdmt.com](http://www.pbdmt.com).**

**Pitney Bowes** leading-edge hardware, software and services can help you grow revenue, cut costs and strengthen customer loyalty, to drive your long-term profitability.

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Engineering the flow of communication™

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