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technology international

POST-EXPO SHOW ISSUE



GETTING SOCIAL

Social media is huge. How can it benefit your postal business?

INTERVIEW

What does the future hold for Deutsche Post DHL?

Waste not want not

BLOCK REVENUE LEAKAGE, INCREASE PROFIT

Inside: What to see at this year's Post-Expo in Stuttgart!

POST-EXPO 2011
EXHIBITOR

PARCEL ADDRESS RECOGNITION

Which OCR solution has been adopted by the United States Postal Service?

Recent declines in letter volume, and particularly in first class mail, have created concerns for many companies that are in the business of sorting mail. Those in the commercial mail market segment – where pre-sort mailers enjoyed the benefits of postal work share discounts for years and postage savings were driven by stable overall mail volume – are particularly concerned.

A couple of years ago the United States Postal Service's new shape-based rates increased discounts for automation of first-class flats, making it an attractive extension for letter processing. With further mail volume declines anticipated worldwide, as a result of electronic substitution and online initiatives, commercial parcels can be seen as an additional avenue of compensation for possible revenue declines, helping to provide a sustainable commercial mail business. According to Boston Consulting Group, package volume growth provides a bright outlook for the next decade, with increases of approximately 40 percent in volume anticipated between 2009 and 2020.

Savings in sorting, however, cannot be efficiently realised without state-of-the-art optical character recognition technology. Parascript's long-term strategy is to offer a universal OCR solution applicable to all types of mail – letters, flats and parcels. The most challenging task for parcels is the recognition of addresses because of peculiarities associated with the correct region of interest location. Correct identification of addressee information is crucial for achieving the highest possible read rates and lowest possible error recognition rates.

Parascript's parcel recognition technology has been used successfully before, through different integrator partners in a number of USPS programmes, including the Automated Package Processing System (APPS). Recently Parascript was awarded a multi-million dollar contract to automate the processing



of parcels and bundled mail for the USPS under its Automated Parcel Bundle Sorter (APBS) OCR programme. Under the terms of this contract, Parascript will provide close to 200 OCR units for various USPS facilities throughout the USA.

The Parascript APBS-OCR systems will provide recognition, arbitration and connectivity services to the USPS APBS. Parascript's technology will automatically locate and recognise destination addresses, optional endorsement lines and pre-sort stickers on parcels and bundled mail, and will output finalised address information based on an address directory database.

Parascript has offered a unique solution with both machine-print and handwritten address recognition provided through a single vendor that exceeded the USPS's requirements. This creates a great opportunity for increased efficiency and greater flexibility in system lifecycle

management and potentially a better return on investment.

With increasing parcel volumes and growing demand for OCR technology suitable for the commercial parcel market, Parascript intends to make the most of its technology through the introduction of its AddressParcel product, which is designed specifically for commercial parcel processing. Parascript is already working towards this goal with leading postal integrators. International customisation of Parascript's technology for parcel processing is also available.

FIND OUT MORE

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