

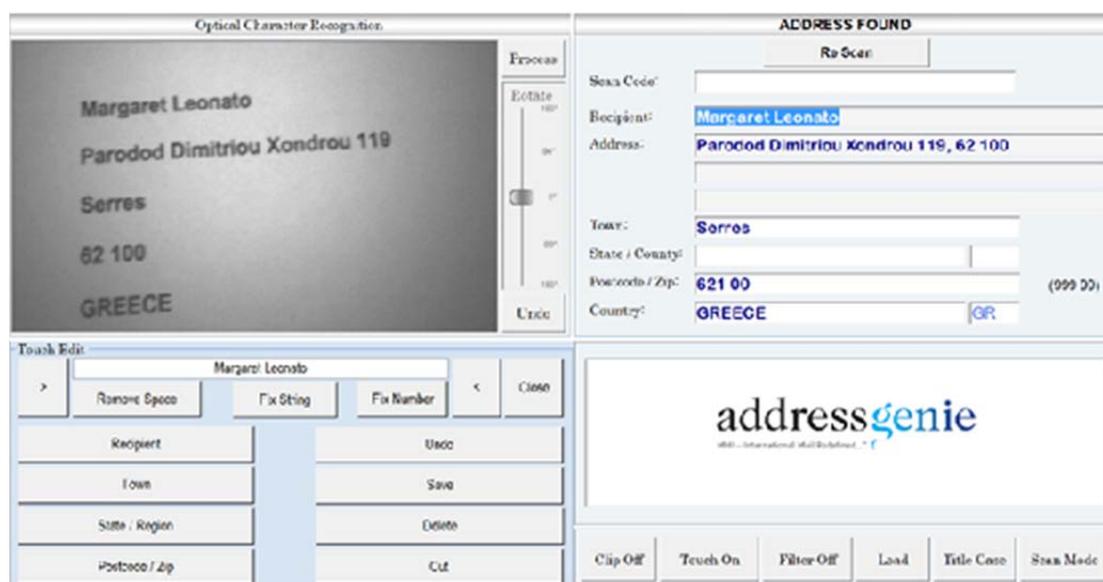


## Address Genie case study

Address Genie is used in our own warehouse environment to upgrade client mail items from a standard postal product to a fully tracked service where no electronic data has been provided.

Our client is a leading online retailer of book and media items. MHI have been able, through the implementation of Address Genie, to automate the provision of enhanced mail products therefore reducing dispatch time, validating and amending address detail and greatly improve the consumer delivery experience.

Address Genie OCR is designed to be usable with a minimum of training within the rigors of warehouse environment. The user interface is designed to offer a robust yet effective approach. The operative has the ability to carry out image manipulation and text editing using Address Genie's touch screen interface aimed at making the task as efficient, accurate and simple as possible.



The image scanning process uses either a standard web cam or hand held barcode scanner with imager. We primarily utilise the imaging functionality within our hand held scanners (Honeywell 4800i), this ensures we do not require additional hardware as it fits into our current warehouse structure. The OCR technology converts these images to text, this text is then passed to the A.G. Validate & Fix module to correctly extract the country, postcode, town, region, street and name

data. These are amended where necessary before the data is uploaded in the required format to the relevant parcel/post carrier.

"We are an internet trading company and we sell up to 100,000 media items (books cd's and dvd's) a week for delivery to customers world wide. It is a very competitive business and the key to our success is to find the lowest cost postal solution that is also reliable – the customer has paid for every item we post. We have worked closely with MHI over the last three years and we use their ECROS system to optimise the postal solutions. I cannot recommend MHI highly enough." .....**MD international media etailer**

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