

IMb[®]

A Smart Alternative to QR Codes

USPS 2012 Mobile Commerce &
Personalization Promotion

Intelligent Mail and IMb are trademarks of the United States Postal Service



USPS Mobile Commerce Initiative - 2012

- ▶ 2% discount on first class and standard class letters, flats and cards
- ▶ Use of 2-dimensional barcode or a print/mobile technology that can be scanned by a mobile device
- ▶ Mobile bar code must lead the recipient
 - ▶ to either a mobile-enhanced website where a PURCHASE can be made, or
 - ▶ to a personalized mobile-enhanced website that leads to a unique page directed to the specific recipient



QR Code - Challenges

- ▶ Most QR codes are static and direct the recipient to a generic web site
 - ▶ Often a turn-off and perceived as not worth the effort to scan
- ▶ Costly to design and print individualized QR codes
 - ▶ Requires scarce IT resources
 - ▶ Takes up premium real-estate on the face of the envelope
- ▶ QR scan action is cumbersome to change after it has been created and printed
 - ▶ Redirect to a web site
 - ▶ Display a video or a voice clip, etc.



IMb as a QR code alternative

▶ IMb Advantages Over QR Codes

- ▶ Since IMb barcodes are already being printed on most Standard and First Class mail items, there is no need to create, manage or print new code
- ▶ Customizing the action of an IMb scan for each mailing or recipient is as simple as updating a mailing database
- ▶ Changing the action of an IMb scan can be done at any time (before or after the IMb has been printed)
- ▶ IMb barcodes already provide the means of deriving the name and address of the recipient & this information can be used to pre-populate mobile optimized web pages
- ▶ Real-time “touch marketing”; final delivery confirmation



✓ GOOD NEWS

USPS has recently extended the option to utilize the **IMb** in lieu of **QR** codes for their summer mobile promotion



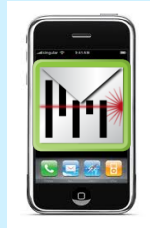
Mail Recipients

Mailers

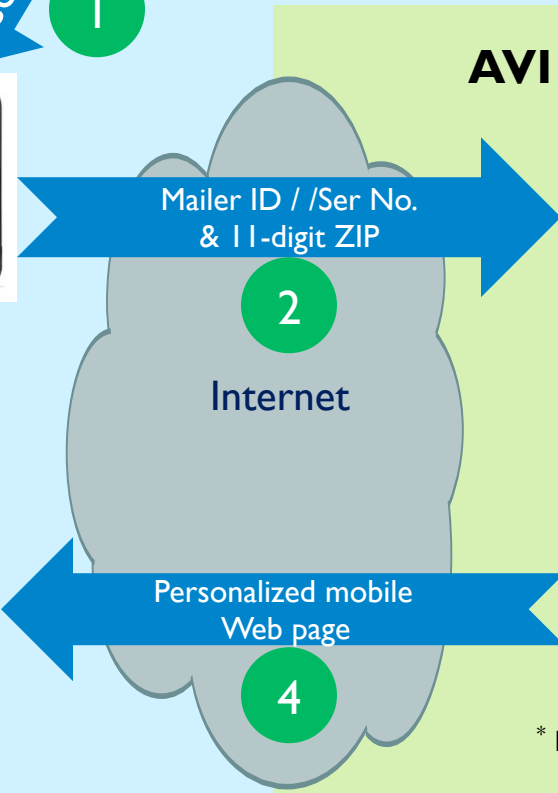
Process Flow

Scan barcode with mailScan app

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mailScan

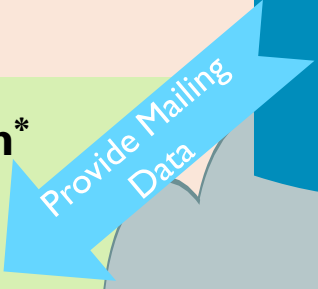


AVI Solution*

* Patent Pending

Name, 11-digit ZIP, Ser No.
Name, 11-digit ZIP, Ser No.
...

Mailing Data
- MID, Ser No. Range



One Time Setup

Web Data

- Company logo
- Image
- Message text
- Actions





Responsibilities

AVI



- ✓ Provides mailScan app
- ✓ Loads IMb data into DB server
- ✓ Loads Web page elements into Web server
- ✓ Designs mobile optimized Web pages
- ✓ Hosts Web pages
- ✓ Generates PURL for each recipient
- ✓ Delivers personalized Web pages to mobile devices
- ✓ Gathers statistics
- ✓ Generates usage reports
- ✓ Provides tests & mailing quality control

Mailer

1. Provides mailing data extract
2. Prints “scan” guidance on mail piece
3. Approves mobile web page design





Scan barcode with "mailScan" App & win \$250 ↓



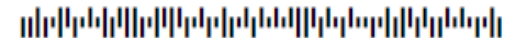
**Director of Sales
AddressVision Inc.
201 Main Street, Suite 400
La Crosse, WI 54601**

Example Envelopes



**Director of Sales
AddressVision Inc.
201 Main Street, Suite 400
La Crosse, WI 54601**

Download "mailScan" from aviMobile.net & scan ↘

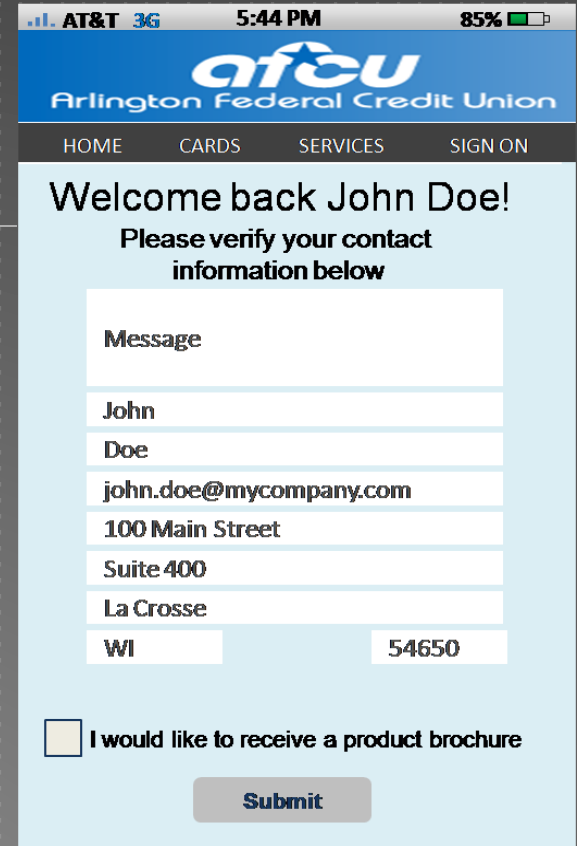


mailScan - Sample Mobile Web Templates

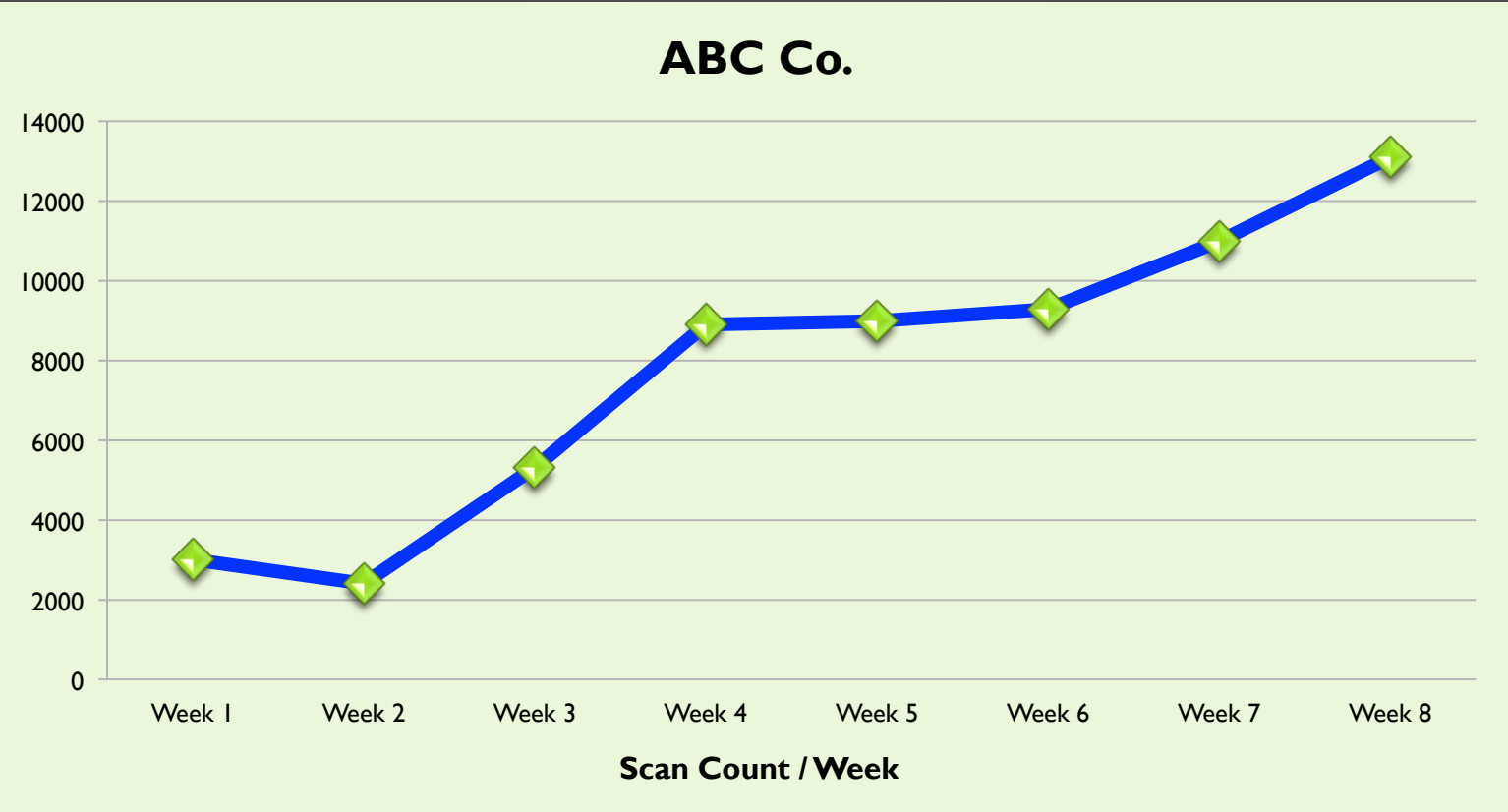


Different text messages and/or image based on category of recipient

- Sample Actions:
1. Send "printed material"
 2. Play "video message"



mailScan - Sample Analytics



mailScan - Sample Analytics

ABC Company

Scan Report

Mailing Name: **Mother's Day Sale**

Mailing No.: **10013**

Mailer ID: **000965**

Period: **4/16/2012 – 5/14/2012**

<u>Recipient Name</u>	<u>Time of Scan</u>	<u>DPC</u>	<u>Serial No.</u>	<u>Device</u>
John Doe	14:32:11 04/17/12	56785123409	100011234	iPhone 4
Mary Smith	20:00:10 04/18/12	45689111399	100012341	Galaxy S2
Jane Moore	21:12:01 04/18/12	33456123408	100011345	iPhone 4S
Rudolph Jaeger	09:12:23 04/19/12	33467223490	100023356	Droid X
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Contact

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AddressVision (AVI) is a Bull company and one of the world's premier providers of postal automation technology. AVI offers solutions to postal authorities, couriers and commercial mailers worldwide.



Backup Slides

