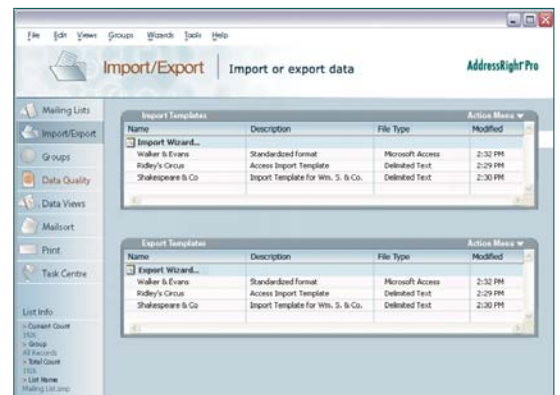


AddressRight™ Pro

Cost Effective Mailing Campaigns



Direct marketing is a proven method for successfully growing revenue, acquiring new customers and protecting existing customers. With AddressRight™ Pro, Pitney Bowes helps to increase the impact of your mailshot and reduce all related expenditure. Connected to an addressing printer, AddressRight™ Pro will maximise the effectiveness of your mailing campaigns.



» Enable your campaign to make the mark

Choose your target audience accurately by segmenting your mailing list, using predefined groups or ones that you create yourself.

Improve the response rate to your mailings by increasing the accuracy of your database using the de-duplication search to find and delete duplicate entries. Multiple search options available.

Enhance the openability of your mail by using advanced graphics and features such as barcodes, imported images and intelligent address, all enabled by the "point and click" interface.

- ★ Save time on recurring jobs by saving your settings as re-usable templates. Use job builder to script jobs with a sequence of tasks.

» Increase efficiency and save costs

Reduce "Return to Sender" mail, by cleaning your address data using the Royal Mail's Postcode Address File (PAF). Your mailing cost is then well invested. Every mail piece's materials and postage are spent on real validated opportunities.

Receive Cleanmail discounts* by cleansing your database and using OCR readable typeface or CBC barcode - both supported by AddressRight™ Pro.

- ★ Save operational costs by accessing Mailsort rates* - AddressRight™ Pro supports postal breaks, produces bag labels and all the Royal Mail specified documentation for Mailsort mailing.

» Easy to use

- ★ Easy to programme - Wizard based processes make once complicated tasks simple to execute and error free.

Easy to View - View records in list (spreadsheet) or detail (address card) formats.

Easy to Print - Preview designs and make changes easily before printing. There is a dedicated print wizard for envelopes and labels.

*Providing that Royal Mail criteria are met

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Technical Information

System requirements

AddressRight™ Pro will work on any computer running Windows® 2000, XP or newer operating system. A minimum 256 MB of RAM is required and 512 MB is recommended.

Supports your addressing printer

AddressRight™ Pro has model specific features built in for example the label designer can recognise and display ink cartridge position for your Pitney Bowes AddressRight™ addressing printer.

Licensing and Subscription

Licensing - Buy only what you need!

In order to have access to all the mailing benefits of AddressRight™ Pro you need to purchase a one off license, along with an annual subscription which includes quarterly updates of the Royal Mail's PAF. This annual subscription will enable you to keep your database up to date with the latest Royal Mail discount requirements.

Walksort™ can be added to AddressRight™ Pro at any time. Just call your Pitney Bowes Account Manager who will arrange this for you. Additional licenses can be arranged in the same way.

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Specifications are subject to change without notice. Performance may vary depending on exact job configuration and environmental conditions