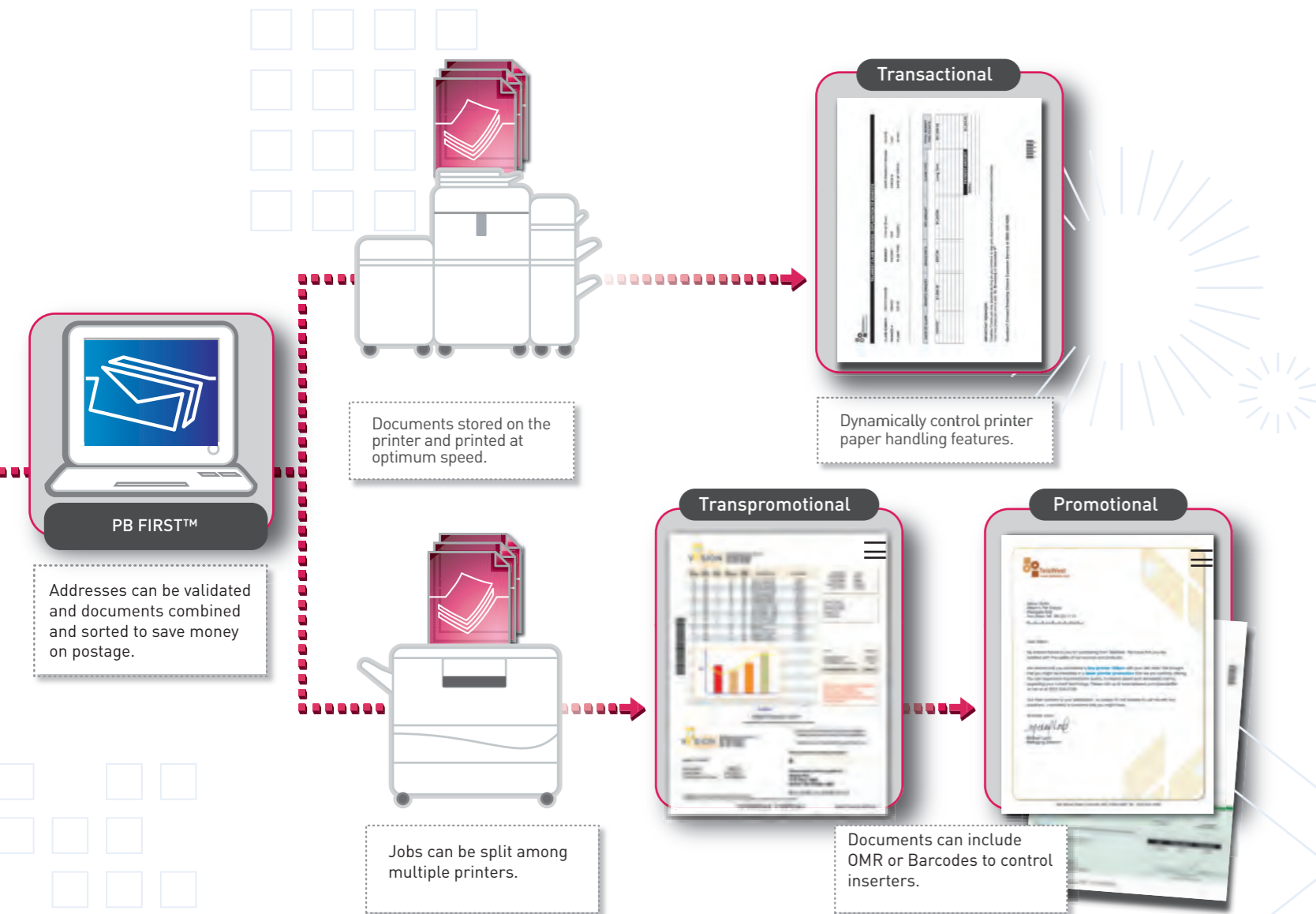


Business applications

Transactional documents	Promotional documents	Transpromotional documents
<ul style="list-style-type: none"> Multi-part business form replacement Invoices & statements Financial portfolio reports & updates Pick tickets & shipping labels 	<ul style="list-style-type: none"> Grey bar reports Checks Insurance policies & forms Grade reports And more... 	<ul style="list-style-type: none"> Direct mailings Discount coupons Postcards Tickets Letters Personalized collateral And more...
		<ul style="list-style-type: none"> Statements with targeted marketing messages Invoices with one to one promotions Customer loyalty programs And more...



Benefits of PB FIRST™

- Interfaces with Pitney Bowes SmartMailer™ Mail Management Software to verify addresses.
- Connects to VeriMove™ Net to update addresses when recipients move
- Sorts the addresses to achieve postal discounts.
- Saves money on postage by combining multiple documents for the same recipient into a single envelope.
- Improves production efficiency by printing separately documents with too many pages for automated processing.

Pitney Bowes Document Management Solutions

PlanetPress Suite is sold in a modular approach. PlanetPress® Design, the document design tool, is offered free of charge with the purchase of printer licenses or any other software module of the suite. PlanetPress® Server Lite, PlanetPress® Imaging (bundle of PlanetPress® Image and PlanetPress® Fax and PlanetPress® Search) and PlanetPress® Server are sold separately, allowing businesses to tailor the perfect solution for their needs.



PLANETPRESS DESIGN

Flexible and powerful transactional & personalized document creation

- Print complex documents at high speed
- Move to flexible open system laser printers
- Eliminate expensive pre-printed forms
- Reduce operational cost associated with printing
- Apply rules and conditions to better target your customers
- Improve output quality and corporate image
- Intelligently target your customers' personal interest by tailoring content based upon your customer data
- OMR / Barcode



PLANETPRESS SERVER LITE Optimized for PB FIRST

Automated document output distribution management & unlimited printing to PostScript® & Windows® printers.

- Gain operational efficiency
- Reduce costs associated with document distribution
- Capture and process data from almost any source
- Automate your document distribution workflow
- Route through user-defined business rules
- Maximize output capacity
- Eliminate errors due to manual interventions
- Unlimited printing to any printer PostScript® or Windows® without printer licenses using PlanetPress® Server
- Verify, update and sort mailing addresses to achieve maximum postage discounts



PLANETPRESS SERVER

* Supports up to two printers



PLANETPRESS IMAGING

Electronic image generation for archive, email & fax.

- Integrates with most EDM systems
- Up to the minute results
- Full control over PDF creation and security settings
- Frees up floor space from file cabinets for better business use
- No more misplaced or lost documents
- Allows for automatic distribution of documents via email and fax
- Eliminate costs associated with manual fax processing
- No user intervention required
- Ability to log files for easy tracking of email and fax activity to ensure communication integrity



Engineering the flow of communication™

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Stamford CT 06926-0700

For more information call:
1-800-322-8000
www.pb.com



Document Management Solutions That Provide Enhanced Data Printing and Greater Postal Savings



Mailstream Means Business:::

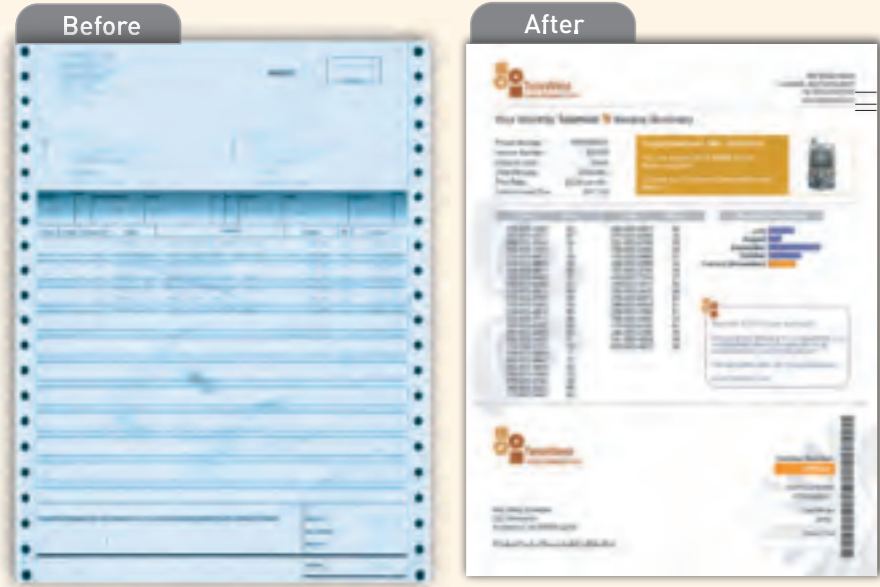
A modular approach to printing and mailing of complex documents with advanced output management capabilities.

PlanetPress® Suite enables easy creation and printing of transactional, promotional and transpromotional variable content documents as well as offering advanced automated distribution and workflow management capabilities.

Documents created with PlanetPress® Suite can be printed, archived, emailed and /or faxed as part of a sophisticated output management application driven by PlanetPress® Watch or PlanetPress® Server. Conditional text, business graphs and images can be incorporated based upon information contained within the data stream.

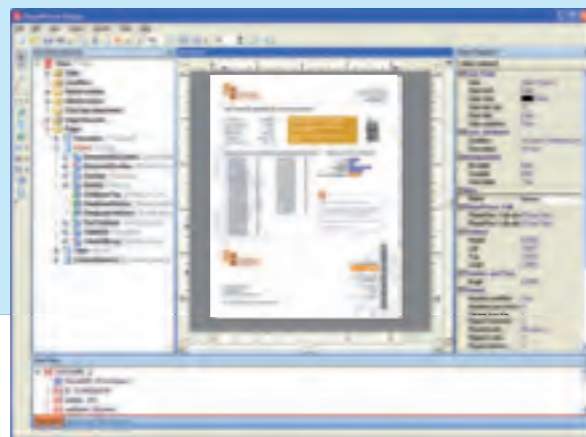
The documents can also include OMR marks or Barcodes to control Pitney Bowes tabletop inserters and achieve the highest level of mailing integrity. When combined with PB FIRST™, these applications can take advantage of improved address accuracy and save money on postage. The combined solution will also optimize your workflow for automated production.

PlanetPress® Design



Design capabilities

- Dynamic and conditional objects and layout
- Page overflow
- Whitespace management with snapping points
- Document construction (Conditional inserted PDF's)
- Paper handling (printer tray selection, mixed portrait/landscape)
- Resource types (PDF/JPG, etc.) and optimization (PS/VPS/FreeForm™/VDX)
- Drag and drop
- Configurable and dockable layout
- Easy to use WYSIWYG
- Real time preview
- Add OMR/Barcode for inserter control

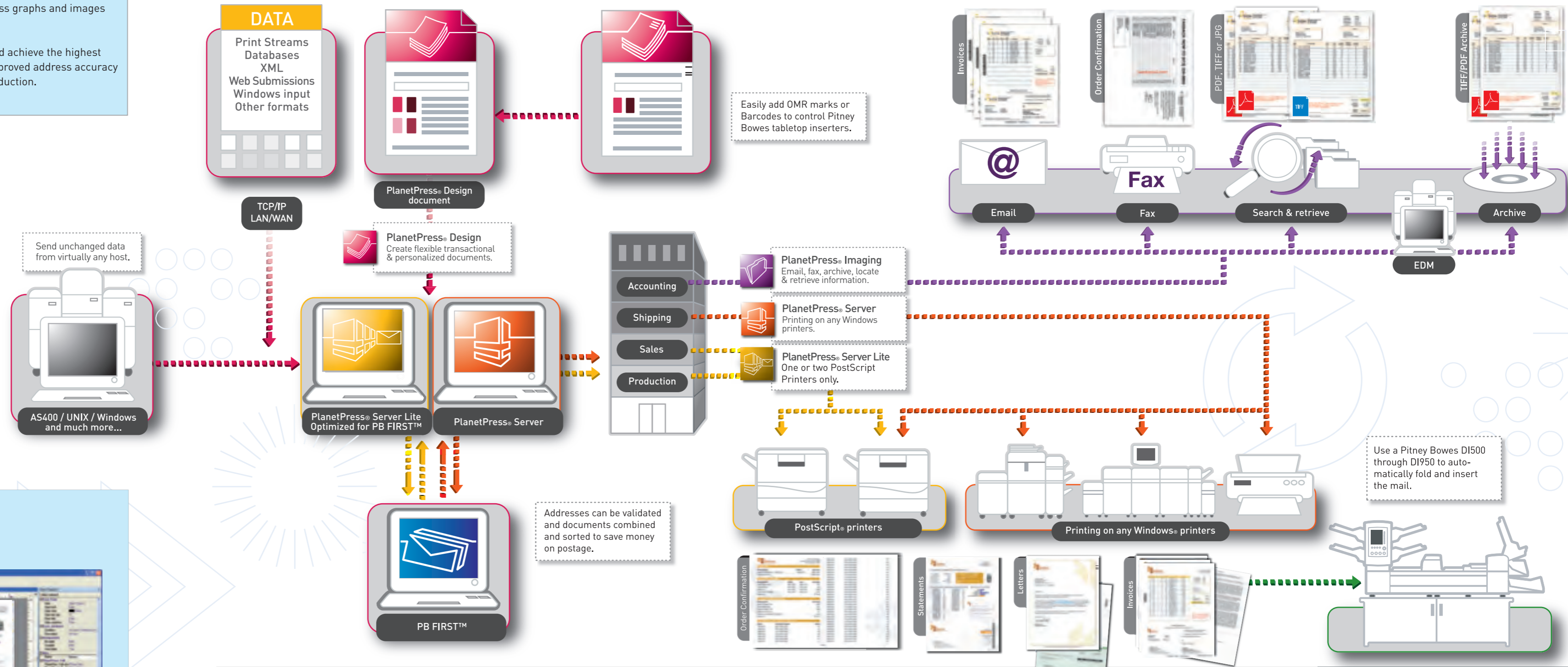


XML2PRINT Utilize flexible, open system XML data from CRM and ERP applications for quick and efficient document design and output using PlanetPress Suite.

Process print streams from any Windows® applications
Capture files sent from standard Windows® applications such as Great Plains™ and Crystal Reports™, convert their contents to plain text and use the resulting data file as input for PlanetPress® Design documents. Easily stabilize and repurpose data to create business reports that meet the needs of your organization and automate their distribution to the appropriate channels.

Automated document output and distribution management
Automate your processes to greatly improve your workflow and easily perform clustering and distributed printing, locally or remotely. You can also adapt the management of workflows and the distribution of your documents to suit your business processes. Deliver documents to answer the needs of your customers using their preferred delivery method (mail, email, fax). All, with no human intervention!

Email, fax, archive, locate and retrieve information
Generate PDF, TIFF and JPG images of your documents to automatically archive, email and/or fax them. An index file is also generated for location and retrieval of specific pages of the print run via an integrated search engine or using a third party electronic document management (EDM) system.



Communicate with external, e-commerce or web applications

HTTP Server - Natively process the contents of online forms and use them for real-time fulfillment of requests.
HTTP Client - Actively communicate with a third party web server and launch a process using source code from that web server for real-time repurposing of online data.

SOAP - Interact directly with SOAP client applications for interconnectivity with standard business applications such as CRMs and ERPs.

Optimal performance printing on PostScript® printers

For repetitive print runs, high volume printing cycles of purely transactional or transpromo documents, use native PostScript® on licensed printers. Storing the form on the printer and only sending the data when printing will limit the strain on your bandwidth and you will benefit from engine speed printing.

Convenience printing on any printers

In addition to native PostScript®, you can also benefit from unlimited printing to any printer (using Optimized PostScript® or Windows® printing), including thermal, inkjet and laser technologies. Make the most of specific finishing options offered by all printers using the manufacturer's Windows® driver.