

# NEWS RELEASE

*For Immediate Release*

## **Neopost Introduces Eazimark™ Software Designed To Ease Document-Inserting Tasksage**

**HAYWARD, Calif., July 26, 1999** — Neopost, a leading marketer of mailing, shipping and document-handling systems, has introduced BTA PrintMachine™-Eazimark™, print-preparation and printer-control software that prints optical marks on document sets for easier collating and inserting by Neopost folder/inserters systems.

The easy-to-install, PC-based Eazimark™ software also allows companies to use laser printers for printing documents such as invoices or statements, as opposed to using line printers and/or pre-printed documents.

The new software product is the result of a joint venture between Neopost and Chicago-based BTA Digital Works (USA), Inc.

Eazimark™ is an easy-to-operate, cost-effective software tool that enables businesses to use optical-mark-recognition (OMR) technology to:

- group a set of documents together for one recipient;
- group multiple sets of documents for one recipient;
- arrange for the selective feeding of enclosures, such as brochures, business reply envelopes or leaflets, to specific addressees on a mailing list; and
- sequence-check documents, verifying that a job is done correctly.

The Windows-based PC software enables the quick and easy configuration of host-generated documents with OMR marks, which can then be read by either a Neopost FE-8 Intellifeeder™ or an AS1A optical-mark recognition system. These two units can be added onto most of Neopost's System 7 line of folder/inserters.

"This application helps a company manage the output of its documents," says Heather Liu, product manager for Neopost's Document Handling Group. "It is also a low-cost, user-friendly alternative to programming marks in the host application and pre-printed forms."

The BTA PrintMachine™-Eazimark™ software can also generate an electronic template or form, eliminating the need for costly pre-printed forms and line printers. Eazimark™ draws up and formats documents in a selected font, integrates a business logo, then codifies and prints OMR marks.

The software is ideal for any business that processes document sets with varying page lengths, or those companies that want to switch to laser printing.

### **Simple to Install, Easy to Operate**

"Eazimark™ represents an easy-to-install solution for companies that want to use OMR to streamline the mail insertion process, save postal dollars and increase productivity," Liu says. "Because the software runs in a PC environment, no modifications to the host application are required, and data integrity is maintained."

Liu adds that using Eazimark™ to configure data with OMR marks does not require special programming skills or outside consultants — on-screen "Wizards" provide step-by-step guidance for users. Eazimark™ addresses the MIS/IT issues that, in the past, prevented businesses from automating the mail-insertion process with OMR.

"The fact that Eazimark™ is so easy to use is especially critical today, when Y2K compliance issues have created project backlogs in many companies' MIS/IT departments," Liu says. "Because available programming resources often are limited or non-existent, OMR projects are frequently given a low priority rating."

### **About Neopost**

The Neopost Group is a leading provider of mailing systems, addressing systems, document handling systems, logistics systems, and e-postage products worldwide. Neopost Inc. is headquartered in Hayward, Calif., where the corporate offices, customer service and product development departments for the Neopost Group in North America are located. Local sales and support are available throughout North America.

Neopost is the world leader in sales and development of desktop and tabletop folder inserters. Neopost's innovations in the folder inserter market include: the first compact desktop folder inserter; the first tabletop folder inserter that inserts into both flats and business-size envelopes; and high security optical mark reading similar to costly floor models.

Neopost's history dates back to the 1920s when the organization's founders introduced the first postage meters in Europe. Over the years, the company has continued to serve as a leader in the design and manufacture of modular mailing, logistics, document handling and e-postage products. The Neopost Group has operations in the world's top mailing markets: the United States, Canada, France, and the United Kingdom. Today, Neopost's products are sold in 70 countries.

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