



The world-wide leader in advanced pattern and image recognition, intelligent information extraction and data verification solutions

KEY SMART MATCH-i BENEFITS

- Provides the highest assignment rates with the lowest number of errors
- Scalable to search millions of records at phenomenal speed
- Optimally tuned to enhance RAF's Argosy Post Adaptive Intelligence™ Technology which dynamically adjusts in real-time to achieve the highest possible read rates
- Extremely flexible user interface for ease of localization
- Streamlines your maintenance operations because you have access to the same world-class RAF Technical Support that you have come to trust with Argosy Post

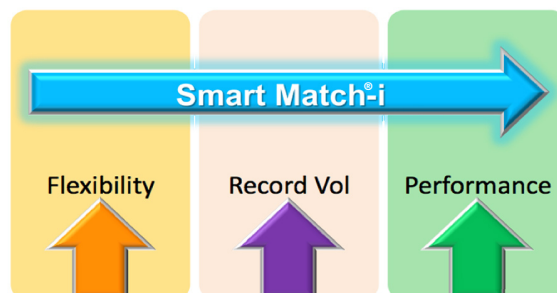


Smart Match[®]-i

THE SITUATION

Today's postal marketplace is comprised of extremely mature markets, brand new burgeoning markets and everything in between. To automate the processing of mail in any market will require an address matching technology that can translate the sender's intention via the address to actionable sorting. In the

past creating a new address matching technology for each market has proved a substantial barrier to entry as this process is extremely complex and can be very different based on sorting rules and local processes. In addition, most directories can provide a significant burden to the data administrator because they require stringent data management policies and ongoing database optimization to achieve assignments. This problem can be further compounded when you also factor the challenge of managing the integrity of your data. On average, 20% of the overall mail stream can be unrecognizable due to misspellings, abbreviations, and/or improperly addressed mail. In order to maintain the highest possible assignment rates, data administrators are forced to constantly make tradeoff decisions between adaptability, record volume and performance.



THE SOLUTION

RAF has now changed the equation through our revolutionary new product called Smart Match-i. This product not only allows directories to be created easily and quickly to meet aggressive expansion to the world's postal market opportunities, it also can be done with extreme efficiency thus keeping cost to a minimum. With Smart Match-i, letters are sorted to the correct delivery point because all the data in the address block is obtained and used providing a marked increase in assignments.

Smart Match-i

- Enables customers to quickly and efficiently create highly accurate directories for rapid entry into new or existing markets.
- Provides customers with the industry's highest assignment rates with the lowest number of errors.

Smart Match-i was designed to be an extremely flexible directory retrieval system, and can easily manage a variety of mail processing applications such as incoming or international outgoing. A customer's current database can simply be ported into Smart Match-i, and immediately benefit from proprietary matching technology providing high assignment rates by accessing millions of address records without compromising record volume, processing speed or accuracy. Our unique design allows data administrators to easily assign key data fields needed to sort mail, and provides adaptive assignment and layout data patterns which can accommodate all cases such as alias names, street name transposition, and even detect and correct data errors. If data does not exist, Smart Match-i can easily create a new database through RAF's Smart Key LVE system, which enables a non-automated market to be automated in short order.

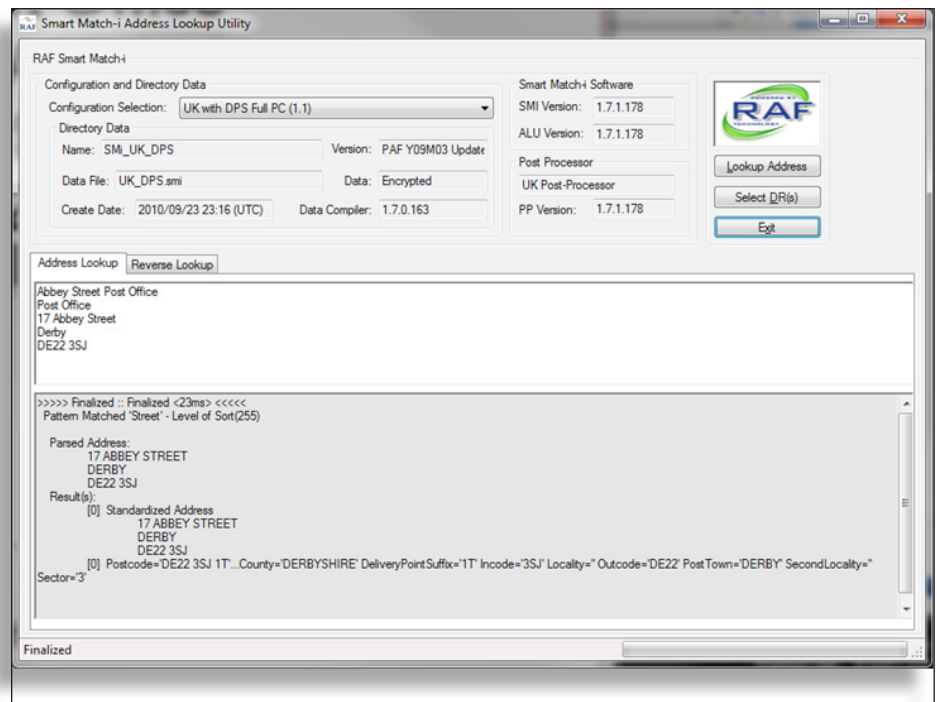


KEY SMART MATCH FEATURES

- Automatically adapts and corrects various degrees of address corruption
- Eliminates unwanted character noise which reduces errors
- Differentiates multiple aliases for a name (e.g. abbreviations, or historic names)
- Flexible search rules that allow you to define multiple address block patterns
- Provides an address & reverse look-up utility which can be used to determine routing issues
- Customer data can be customized to generate multiple outputs (e.g. Postcode, Standard address carrier route or GPS coordinates)
- Supports both outgoing & incoming applications
- Fully meets all Foreign Postal Authority data requirements
- Includes a standard interface for local and remote Video Encoding systems
- Leverages cutting-edge technology developed for the U.S. Treasury

Smart Match-i is a directory retrieval system with specialized features that enhances Argosy Post Platinum by increasing finalization rates and reducing errors. Smart Match-i improves your overall MLOCR performance by:

- ✓ Recognizing all desired addresses
- ✓ Dynamically comparing all possible alias names
- ✓ Incorporating a flexible user interface that uses structured rules to achieve maximum results
- ✓ Minimizes address look-up times regardless of process volume. If a match exists...the record is done!
- ✓ Provides the highest performance engine which solves the most difficult addressing problems



RAF Technology
15400 NE 90th St.
Suite 300
Redmond WA 98052
Tel: 425.867.0700
Fax: 425.882.7370
info@raf.com
www.raf.com

GET SMART TODAY

For more information and to contact us about upgrading to Smart Match-i, please visit our website at www.raf.com or call us at 425.867.0700