FACT SHEET

DISCOVERY READ&PRINT

Complete Read, Print and Track solution for Automated Finishing of Web2Print applications

SOLUTION OVERVIEW

Windowed envelopes can be operationally problematic, costly and impractical for many direct mail applications requiring personalized sensitive content, addressing and messaging on the outside of envelopes.

Operationally, windowed envelopes cause more equipment jams, reduce productivity and increase costs both to produce and store. In addition, environmental pressures means that all paper elements of your mailing, including the window, must be recyclable at household level. Recycled glassine windows present challenges for reliable inserting along with symbology reading issues for IMB, 1D/2D barcodes, and OCR characters.

These issues are driving greater demands for windowless envelopes. However accuracy is critical; having the correct data content both in and on your documents and mail pieces is crucial to your success.

Discovery READ&PRINT Solution

Discovery READ&PRINT tracks each document through the finishing equipment from an initial Read and databased verification to final Print, providing a higher level of document integrity. Discovery READ&PRINT can asynchronously track mail pieces based on time, distance, cycle counts, multiple encoder pulses, and sensor reads to ensure the proper piece is being printed with the correct variable information. Since there is no buffering of the reads, Discovery READ&PRINT knows when a piece has been added or removed between the camera read and the ink jet heads. The bottom line is that the correct variable information, graphics and addresses are printed on the correct matching pieces with minimal interruption to your operations. Discovery READ&PRINT can simultaneously run additional integrity functions such as matching, sequencing and address format verify.

Integrated, Turnkey Solution - from one vendor

Discovery READ&PRINT is provided as an integrated package from one vendor which includes all necessary hardware equipment and software tools followed up with exceptional installation, training and maintenance services. This equates to all components operating seamlessly together reducing integration time and costs and more importantly you only have one point of contact for all your support needs.

High performance Inkjet Print-Head Technology

Discovery READ&PRINT utilizes the latest thermal print-head technology which provides unparalleled performance, quality, flexibility and cost performance.

The Discovery READ&PRINT can handle batch files in excess of millions of records and perform data look-up to maintain production speeds with all industry finishing equipment. Because the Discovery READ&PRINT generates 20% smaller size droplets (24pl vs. 30pl for competitive solutions), this results in less ink spread, producing sharper edges on graphics and fonts and more refined printed image resulting in higher quality and lower costs due to less ink consumption.

The Discovery READ&PRINT dual-jet technology has overlapping nozzles that utilize 640 nozzles with two rows of overlapping nozzles. This virtually eliminates "white streaks" through the print area.
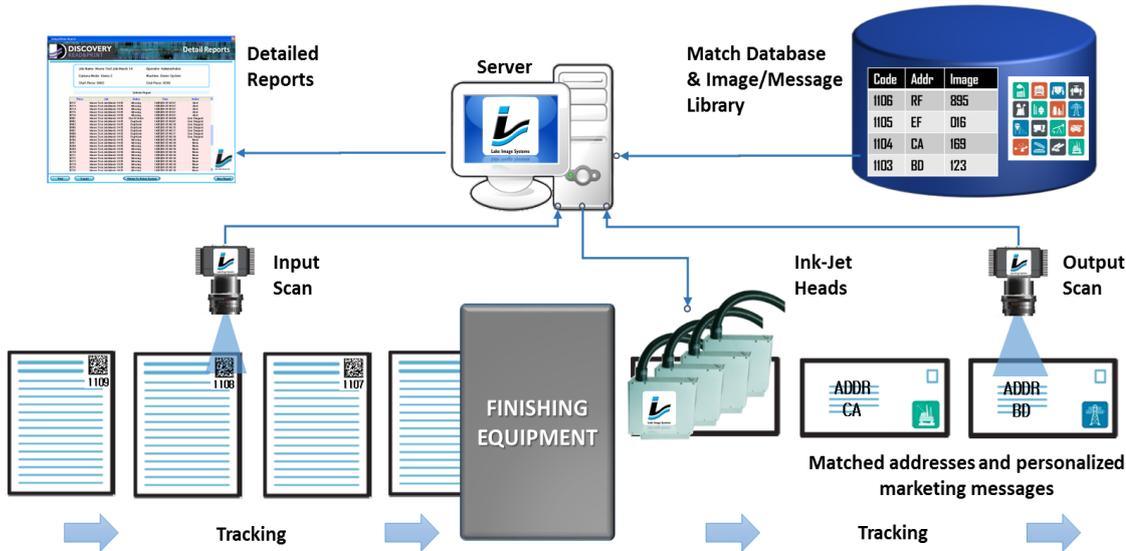
Migrate to Cost Effective Windowless Envelopes

The Discovery READ&PRINT solution enables printing and mailing operations to migrate to windowless envelopes rather than using job specific windowed envelopes. Windowless envelopes are cost effective to purchase, store and require less frequent equipment set-up with lower jam rates. Windowless envelopes offer increased security for personal content sensitive jobs and provide a platform for greater productivity through merging of jobs for higher throughput and postal rate optimization.

Better Marketing

The Discovery READ&PRINT solution enables direct mail companies to add personalized content, addressing and messaging on the outside of envelopes. Envelopes can be personalized with marketing messages based on database driven criteria triggered by reading the input codes on the printed document, enabling higher open rates, better campaign success rates and greater revenue per campaign.

DISCOVERY
READ & PRINT

FACT SHEET

Detailed Reports — Server — Match Database & Image/Message Library

Code	Addr	Image
1106	RF	895
1105	EF	016
1104	CA	169
1103	BD	123

Input Scan — Ink-Jet Heads — Output Scan

FINISHING EQUIPMENT

Matched addresses and personalized marketing messages

Tracking — Tracking

DISCOVERY READ&PRINT SYSTEM CONSISTS OF:

- 1 to 12 camera capability
- Discovery READ&PRINT software for asynchronous multi zone tracking, reading, matching, data base look-ups, integrity control, data verification and post print verification
- LIS reporting package including real time detailed reads & errors reports, summary statistics and image archive
- In-Line Divert / Transport (Optional)
- PC, monitor, stand, keyboard & touchpad
- Encoders, brackets, triggers and cabling
- 6 Months application phone support
- 6 Months parts depot labor warranty
- Standard software maintenance agreement. Upgrades Available

READS:

- Variable Data
- OCR, Barcodes,
- 2D, QRcodes,
- PDF 417
- Postal Barcodes

PROVEN ON:

- Envelope Inserters
- Attachers
- PoD Booklets
- Photo books
- Polywrap Lines

KEY FUNCTIONALITY:

Control
- Address Masking & Matching
- Database look-up
- File Audit
- Variable data integrity

Machine Interface
- Machine Stop
- Divert
- Batch
- Manual Reset

Verify
- Correct sequencing
- Print File reconciliation
- Duplicate & missing pieces

In-Line Printing
- Addresses & Variable data
- Marketing messages & images

Log and Report
- 100% Proof of printing
- Operator/job/production data
- Full networked reporting

INKJET PERFROMANCE:

- **Print Technology** — Thermal drop-on-demand
- **Print Width** — 0.5 - 2.0 in per head
- **Resolution** — 600 dpi nominal
- **Firing Mode** — Binary
- **Drop Volume** — 24 pL
- **Print Speed** — 600 dpi: 40 in/sec (61 m/min)
  300 dpi: 80 in/sec (122 m/min)
- **Throw Distance** — Up to 6.0 mm
- **Ink Compatibility** — Water-based, solvent
- **Ink Colors** — Black, spot colors
- **Firing Rate** — 24 kHz

SOLUTION BENEFITS:

- 100% data matching & integrity
- Reduced costs and issues with windowed envelopes
- Increase response rates through personalized messages
- All components from one vendor
- Machine independent - Can be retrofitted to most existing equipment

BUSINESS APPLICATIONS:

Envelope Inserters - In-line printing of addresses and variable marketing messages

Attachers - Personalize plastic cards and carrier documents all full production speeds.

Polywrap Lines - Direct addressing on each pack.

Booklet Makers - PoD Booklets & photo books

Web - Print serial numbers and PIN's with guaranteed match at full web speeds.