

### OMR / 1D & 2D BCR Mark Generation & Postal Discount Software For Intelligent Automated Inserting and Optimized Mailings

Formax MailDoc<sup>™</sup> is a powerful, easy-to-use, software suite that generates Optical Mark Recognition (OMR), 1D Barcode Recognition (BCR) or 2D Barcode Recognition marks directly on documents for intelligent inserting of varying multi-page documents such as invoices and statements.

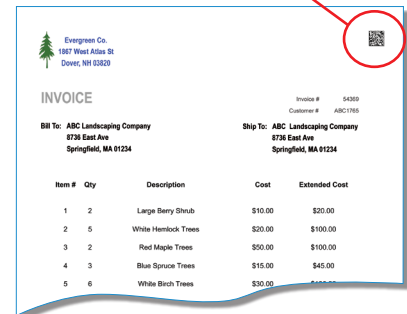
MailDoc<sup>™</sup> reduces printing and postage costs by sorting through your unprinted documents and collating together any that are intended for the same recipient so they are sent in the same envelope. MailDoc<sup>™</sup> can also convert traditional simplex printed documents to duplex printing to reduce paper costs and provide postage savings. The optional Postal Module further increases savings by running addresses through CASS, PAVE list management software with the use of NCOA for list certification. These processes provide address correction and optimization to take advantage of significant postal discounts for first class mail.

In addition to these cost saving tools, MailDoc<sup>™</sup> will also allow you to fully utilize a Formax inserter equipped with OMR or BCR through enhanced security of sequence check marks, target marketing with selective feeding and diverting of sets based on selected criteria. Adding electronic overlays with company logos, messages or borders can enhance your printed document image while eliminating the need to inventory pre-printed forms.

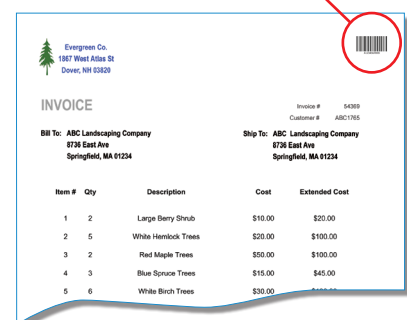
|  | MailDoc<br>Beginner | MailDoc<br>Professional | MailDoc<br>Professional w/<br>Postal Module |
|--|---------------------|-------------------------|---|
| Generate Basic OMR, 1D BCR or 2D BCR Marks (Insert/Accumulate only) to process varying page sets   | ✓                   | ✓                       | ✓   |
| Unrestricted Printer Speed   | ✓                   | ✓                       | ✓   |
| Sequence Checking for document integrity and accuracy  |                     | ✓ *                     | ✓ *   |
| Automatically Divert Documents, for example, statements with a zero balance  |                     | ✓                       | ✓   |
| Selective Feeding for target marketing   |                     | ✓ *                     | ✓ *   |
| Group Documents with Similar Addresses or Account Numbers in the same print file so they are inserted into the same envelope to reduce postage costs |                     | ✓                       | ✓   |
| Simplex to Duplex Printing   |                     | ✓                       | ✓   |
| E-mail Document Capability   |                     | ✓                       | ✓   |
| Optional Electronic Overlays   |                     | ✓                       | ✓   |
| Optional Customization   |                     | ✓                       | ✓   |
| First Class PAVE Presort for Postal Automation   |                     |                         | ✓   |
| First Class CASS Accuracy for Postal Automation  |                     |                         | ✓   |
| Optional NCOA Certification for Postal Automation  |                     |                         | ✓   |

\* Advanced Inserter hardware required to utilize these functions

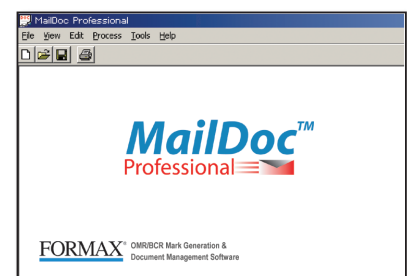
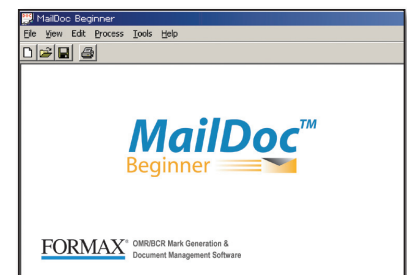
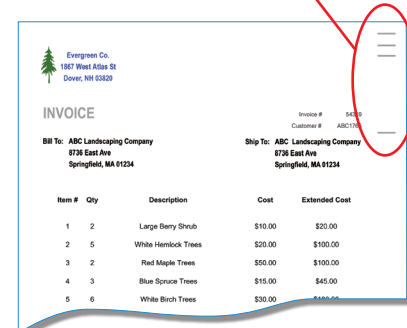
2D BCR Marks



1D BCR Marks



OMR Marks



## Reduce Costs Thru Postal Savings & Automation

MailDoc™ Professional can reduce your postal costs with the following features:

- Simplex to Duplex – MailDoc can take your multi-page invoices and statements and duplex print them to utilize both sides of the page. This step can reduce the weight of your stuffed envelopes and lower postage costs while saving paper.
- Grouping – A typical accounting department will export an entire day of invoicing in one PDF print file to the MailDoc software. Within this one file there may be multiple separate invoices addressed to the same customer. MailDoc Professional can group and print these documents together so they are all inserted into the same envelope. This feature can reduce the number of mail pieces sent to the same customer reducing postage costs, paper and envelopes.
- Divert Feature – Automatically divert statements with zero balances to reduce postage and media costs.
- E-Mail Document – Customers have the choice of printing out documents to be inserted into envelopes or sending invoices via e-mail.
- CASS, PAVE First Class Mail - Checks lists for address accuracy and presorts by ZIP code or AADC for optimized postal savings (requires Postal Module)
- NCOA Certification - Cleanses mailing addresses and updates them to qualify for First Class postage discounts and avoid undeliverable mail (requires Postal Module with optional NCOA certificate)

*Savings Chart based on presort of First Class metered mailing up to 1 oz. at \$.48 per piece and mail pieces between 1.1 oz and 2 oz at \$.68 per piece using MailDoc Postal Module*

| Mail Piece Weight | Presort Levels |         |        |            |
|-------------------|----------------|---------|--------|------------|
|                   | 5 Digit        | 3-Digit | AADC   | Mixed AADC |
| Up to 2 oz        | \$.381         | \$.406  | \$.406 | \$.435     |
| 2.1 oz - 3 oz     | \$.641         | \$.666  | \$.666 | \$.695     |

### MailDoc™ Advantages

**Save up to 10¢ Per Piece!**

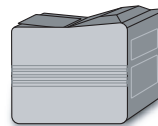
- MailDoc Beginner and MailDoc Professional are simple-to-use, Windows® based drag-and-drop interfaces that accept exports of data files in a print data PDF format. Each system runs independently of your accounting software, eliminating the need for IT involvement and restructuring of data.
- Printing Speeds – MailDoc provides unlimited printing speeds at a fraction of the costs of competitive solutions.
- Sequence Check Marks – Virtually eliminates the possibility of sending the wrong invoice to the wrong customer.
- Target Marketing Thru Selective Feeding – This feature allows you to insert additional documents with your invoices based on criteria you select.



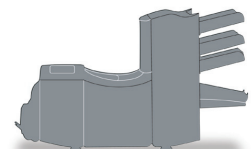
Invoices or Statements are simply exported and saved in one PDF file. No integration is needed with your existing accounting software.



Select OMR or BCR mark functions and location of marks. Create templates for each recurring job for quick and efficient processing.



Documents are printed at any speed from MailDoc with OMR or BCR marks ready for intelligent insertion.



Formax inserters provide secure, automated insertion of documents.

### Schedule An On-Line Demonstration Today!

Please ask your Formax dealer to arrange an on-line demonstration of MailDoc and see just how easy it is to generate your OMR and BCR marks for secure, intelligent insertion through a Formax inserter while reducing postage and media costs!

JaMarK & Associates, LLC

262-375-4368

### System Requirements

#### Internet Connectivity

#### PC Hardware

- Pentium 2GHz PC with 1 GB RAM or higher
- 4 GB free hard disk space
- CD-ROM
- Windows 2000 OS or higher

#### Software

- Works with any Windows® compatible printer (prints to multiple printers with one license)
- Pre-formatted data files in a PDF format
- PDF Reader
- Java Runtime