Intelligent Mail

Kim Wolff, Sales Specialist USPS

Total Visibility
An Integrated Approach

What is Intelligent Mail?
- Improved visibility through technology
- Improved verification of postal services
- Increased efficiency and productivity
- Intelligent mail
- Electronic mail
- In-Process & Post-office-based mail verification
- Total Visibility
- Electronic mailing
- Electronic advance notification

Multichannel Marketing

- Enhanced customer experience
- Improved delivery times
- Increased engagement
- Streamlined processes
- Enhanced customer satisfaction
OneCode Vision™ for Letters and Flats

Future:

Mail Preparation

Intelligent Mail Barcode Placement

Barcode in Address Block
When the barcode is included as part of the address block:
- Above the address containing the recipient’s name
- Below the city, state and ZIP Code line, except when using an Intelligent Mail barcode to access OneCodeACS
- Above or below the optional endorsement line

Intelligent Mail® barcode Symbology (4-states)?
- The term refers to the 4 different positions that bars within the barcode can occupy
- The code will:
  - Uniquely identify the sender
  - Uniquely identify the mailpiece
  - Provide a destination ZIP Code for sorting & routing
  - Encode Special Service indicators & Address Change Service (ACS) requests
- DMM changes underway
Inside the Intelligent Mail Barcode

- Barcode ID: 2-digit field to specify present makeup, "00" if you don't use OEL
- Special Services: 3-digit field used to identify extra services like Confirm, DieCode ACS "700" First Class, "702" Standard, "704" Periodicals
- Mailer ID (MID): 6- or 9-digit Mailer identifier assigned by USPS
- Adjustable Field: 3-digit field used for MID (if 19-digit MID) or for Serial Number (if 6-digit MID)
- Unique Serial Number: 6 or 9-digit field used to uniquely identify mailpieces
- Destination ZIP: 11-digit Delivery Point ZIP Code
Benefits of OneCode for Mailers

- Minimize code real-estate with one information-rich barcode
- Preserve mail aesthetics, one code uses less space
- Improve mail service – new diagnostics
- Ease doing business – one mailer ID per mailpiece
- Simplify acceptance – Easier mailer/Postal interchange
- Simplify mail preparation and processing

How to apply for MID

- Go to http://ibbs.usps.gov/index.cfm?page=intellmailidapp
- Click on MID application (Word) or (PDF)
- Complete form, contact MDA (505) 346-8101. You will most likely have to leave a voice mail message, or
- Email Andrew Barva at andrew.j.barva@usps.gov
- and
- Email Zenon Zamora at zamora.z@usps.gov

Questions

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What is the Intelligent Mail® barcode?

The Intelligent Mail barcode, formerly referred to as the 4-State Customer barcode, is a new Postal Service barcode used to sort and track letters and flats. The Postal Service is promoting use of the Intelligent Mail barcode because it expands the ability to track individual mailpieces and provides customers with greater visibility into the mainstream.

How does it work?

The Intelligent Mail barcode combines the data of the existing POSTNET™ and the PLANET Code® barcodes, as well as other data, into a single barcode. The Intelligent Mail barcode is a type of high-information barcode that uses four distinct vertical bar types (Full, Tracker, Ascender and Descender) as shown below.

Note: The Postal Service Flat Mail Identification Code Sort (FICS) program uses another type of 4-state barcode that looks similar to the Intelligent Mail barcode, but it is applied as an ID tag on non-barcoded flat mail pieces only.

What about automation discounts?

Effective March 2007, mailers using the Intelligent Mail barcode can qualify for automation discounts as long as all other automation requirements are met including meeting addressing, readability, and other requirements for processing on automated equipment.

The Intelligent Mail barcode must contain a proper routing ZIP Code™ and a valid Mailer ID (MID) to satisfy the automation discount criteria. Mailers without a previously-assigned MID should contact their local Mailpiece Design Analyst (MDA) at http://www.usps.gov/medialty/modf-mds-intro.asp.

Mailers printing the Intelligent Mail barcode solely to qualify for the automation discount must populate the Service Type ID field with one of the following values: 700 for First-Class Mail, 702 for Standard Mail, 704 for Periodicals, or 706 for Sound Printed Matter.

Remittance and reply mail, such as CRM, MPM, CRM, and QBM may use the Intelligent Mail barcode by populating the Service Type ID field with the First-Class Mail designation.

Am I required to use the Intelligent Mail barcode in lieu of POSTNET and PLANET codes?

Currently, use of Intelligent Mail barcode is optional; however, research shows it offers significant advantage over POSTNET and PLANET Code barcodes (including using less mailpiece “real estate” and offering more overall data capacity), most customers have found it makes good business sense to adopt this new format, today. Postal Service’s current plans are to require use of the Intelligent Mail barcode to qualify for automation discounts beginning January 2009.

Where can I place the Intelligent Mail barcode?

When used to qualify for an automation discount on letters, the Intelligent Mail barcode can be placed in the address block or in the barcode rejection zone (found on the lower right corner of the envelope). On flats, the Intelligent Mail barcode can be placed anywhere on the address side as long as it is at least 1/8 inch from any edge of the piece.

What are the dimensions of the barcode?

The 31-digit Intelligent Mail barcode (65 bars) is slightly longer than the 11-digit POSTNET (62 bars). The print specification allows mailers some flexibility in choosing the height and width of the barcode they produce.

Will I have problems passing MERLIN® program requirements?

No. The Postal Service’s Mail Evaluation Readability and Look-Up Instrument (MERLIN) program is a tool that assists with the acceptance of business mail. The Intelligent Mail barcode tolerances are similar to POSTNET®’s and will work with MERLIN.

Will I need to complete CASS™ or MASS™ certification again?

The Coding Accuracy Support System (CASS) certification enables the Postal Service to evaluate the accuracy of address-matching software programs. The CASS process is applicable to mailpieces with the Intelligent Mail barcode, but there is no need to retest this certification.

The Multi-line Accuracy Support System (MASS) certification is an extension of CASS. It has an annual certification requirement and the Intelligent Mail barcode certification is now incorporated into this process.

What tools are available to help me or my provider adopt the Intelligent Mail barcode?

A number of tools and other resources are available on the Rapid Information Bulletin Board System (RIBBS) web site at http://www.usps.gov/OneCodeSolution/ such as online encoder/decoder, encoder software for a range of platforms and Intelligent Mail barcode fonts.

Where can I find more information on the Intelligent Mail barcode?

For the latest information on the Intelligent Mail barcode, including the full dimension specification, visit the Rapid Information Bulletin Board System (RIBBS) website at http://www.usps.gov/OneCodeSolution/

EXHIBIT 1: Today, four lines used for ACS, POSTNET and PLANET CODE services.

<table>
<thead>
<tr>
<th>Address Service Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>#BWNKVCV</td>
</tr>
</tbody>
</table>
| ffflfffffflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflflf

EXHIBIT 2: With Intelligent Mail barcode, one line combines all services and other data.

| JOHN SMITH |
| 249 AMBERVIEW LN |
| MEMPHIS TN 38141-8346 |