

@Post Overview

Investors

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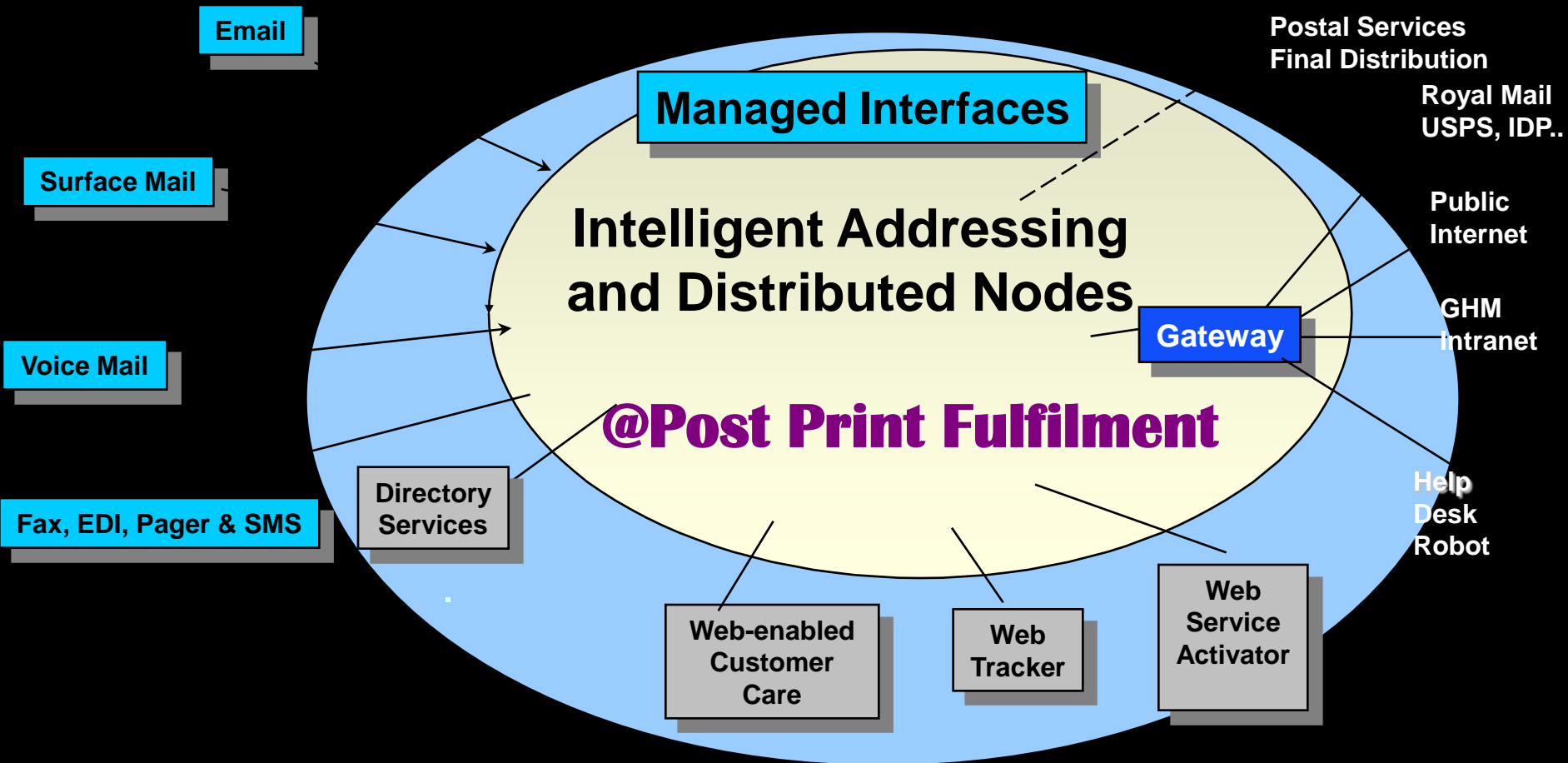
*The perfect love affair is one which is conducted
entirely by **post** - George Bernard Shaw*

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@Post Product Concept

- @Post expands Postal Services Integrating:
 - **Postal Letter Service & Logistics**
 - Unified Messaging
 - Directory Services
 - Web
 - Telephony
 - Fax, Pager, EDI and SMS
- + other key service features like redirection, print-on demand, Legally Admissible Messaging, **Virtual** Email & Fax addresses

@Post Architecture



@Post IP in Trade Secrets

- *Methods for Integrating Internet SMTP Electronic Messaging with Postal Services*
- *Breakthrough in In-Bound Mail*
- *Integration with [@Fulfilment](#)*

Global Hybrid Mail Market 2002

- 124b letters world-wide
- 27% of total letter mail traffic
- 38% of the market potential for hybrid mail
- Web-based @post potential 18-to-40% of GHM depending on country (USA 40%)
- Source: by Jean-Francois Rodriguez, Business Development Manager, IDP 1999

@Post Direct Mail Market

- Direct Mail Growth > 30% pa achievable
see the UPU Direct Mail Survey 97-98
- Target 100 direct mails/capita
- Contra -4% pa business-to-business
- SME Business-to-Consumer is prime @Post
- Markets: 1 - Direct Mail and 2 - Billing

The wheels are spinning faster

- It took 38 years before 50 millions Americans were listening to radio;
- Television reached 50 million in 14 years;
- Internet reached 50 million in 4 years.
- This is a wake up call for Postal Services
- Projects: Defence=5-10 years, MIS=1 year and E-Services=1-3 months.

Other Postal Messaging Initiatives

- IDP PC ePOST & Sweden Post @Post
- US E-Stamp and Stamp Marker Internet Postage Metering
- Tumbleweed Posta™ PostECS Post Electronic Courier Service by USPS-Canada Post-La Poste=Posta™
- ELetter® and MessageBlaster
- Pitney Bowes DirectNET
- Mail2000 Hybrid Mail Service
- Canada Post Electronic Post Office

Customer Preferences

- Hardcopy preferred over electronic media:

<u>Category</u>	<u>Consumer %</u>	<u>Business %</u>
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- | | | |
|----------------|-----|-----|
| • Document | 94% | 83% |
| • Invoice | 89% | 79% |
| • Bank statem. | 85% | 71% |
| • Advertising | 74% | 63% |

Source: Finland Post Annual Report 1998

Hybrid Mail Consumer Benefits

- Full automation of the postal process from printing, addressing, folding, inserting into envelop, franking-metering & delivery
- Annual saving of 100+ hours per person
- No technology required for consumer to receive and send email and fax = **virtual email & fax !**
- Wrongly addressed mail minimised by PAF DPID
- Speed of delivery maximised
- Quality printed paid letter vis. junk email

Physical Delivery 2020+

- Mailboxes evolve into Intelligent Physical Delivery Points forming part of the Physical Access Control and Security of a Premise
- Letter Post & Logistics to Merge
- Rule and Rights of the B-Party Receiver will be imposed on the A-Party Sender
- Changes to Universal Delivery Obligations

Inbound Logistics Screening

- All inbound mail and parcel post after entering the in-bound delivery stream will be subject B-Party rules and screening
- Scanning, Imaging, Physical Inspection, Storage and Archival, Hold or Destroy or Deliver as per B-Party rules
- See [@fulfilment](#), [@post](#) and [investors](#)

Intelligent Inbound Mail

- The greatest Postal Service asset 2020+ is the daily visit to every Physical Delivery Point. This opens next to endless possibilities to replace any letter post revenue lost 2020+.
- The good old “*Postie*” will be the Intelligent Mail Router 2020+ – the core business has not changed for more than 2000 years will be revolutionized like never before.
- Our R&D focus is on Intelligent In-Bound Mail.

Intelligent Delivery Point

- The true revolution in Logistics and Postal Service will be pushing out Intelligence from the Network Core to the Edge.
- Our R&D focus is on Intelligent Delivery Point IDP for Logistics and Postal Service.
- We anticipate mass deployment in 2020-to-2050.
- [Contact](#) us to [purchase](#) our 2020+ Intellectual Property for Postal Service and Logistics.

Additional Information

- [Intellectual Property Public Information and Protected Investor Areas](#)
- [Messaging Research of Key Information Providers, Technologies and Vendors](#)
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