Database/Postal Software

--SERP-CERTIFIED™ CANADIAN ADDRESSING: Verify Canadian addresses, standardize them to Canada Post SERP requirements, and print labels with this optional feature.

--GEOCODING: Append latitude/longitude and other location-based information with this optional feature.

--PALLETIZATION: Faster delivery, less handling, more savings for high-volume mail with this optional feature.

APIS & CLOUD SERVICES: A collection of fully scriptable API components and Cloud services for U.S. and Canadian address verification, postal presorting, and delivery indication:

--PERSONATOR®: Global ID verification and fraud prevention service verifies a name corresponds to an address, email, and phone number; appends missing name, company name, phone number, and/or email address to your records; and provides current addresses for people and companies that have moved going back 20+years.

--GLOBAL ADDRESS VERIFICATION: Standardize, correct, transliterate, and format address data for 240+ countries to help ensure mail deliverability and reduce fraud. CASS and SERP Certified.

--GLOBAL EXPRESS ENTRY®: Address autocompletion tool that verifies addresses with type-ahead search function to reduce keystrokes & eliminate shipping costs due to incorrect addresses.

--SMARTMOVER: U.S. & Canadian change-of-address processing to update the addresses of people or businesses that have moved. Access USPS NCOALink and Canada Post NCOA data and meet USPS Move-Update requirements for discounts.

--PRESORT OBJECT®: A PAVE CERTIFIED solution, including palletization, to sort qualifying mail pieces for maximum postal discounts and direct mail savings.

--MATCHUP®: Gain a unified view of contact data across your organization by identifying duplicate records with domain-specific knowledge of contact information. Implement three custom merge-purge functions and find near-data matches with industry-accepted 'fuzzy matching' algorithms.

--GLOBAL IP LOCATOR: Reduce fraud and geo-target prospects by identifying a website's geographic location.

--PROPERTY CLOUD SERVICE: Identify real estate trends and neighborhood characteristics with access to comprehensive U.S. property and mortgage data for over 140 million records. It includes 165 information fields to customize your property lists by owner information, property value, current sale information, and much more.

--LISTWARE®: Self-service data quality tool to clean, verify, and enrich your contacts in all your lists. Available in the Cloud (online) or as plugin for popular systems like Microsoft® Excel®, Salesforce®. Capabilities include global address verification, address auto-completion, demographic, geographic, property enrichment, and more to increase the sales and marketing power of your contacts.

CONTACT: For more information call 1-800-MELISSA (635-4772), visit www.melissa.com, and follow us on Twitter @melissadata.

§ Pitney Bowes Inc.

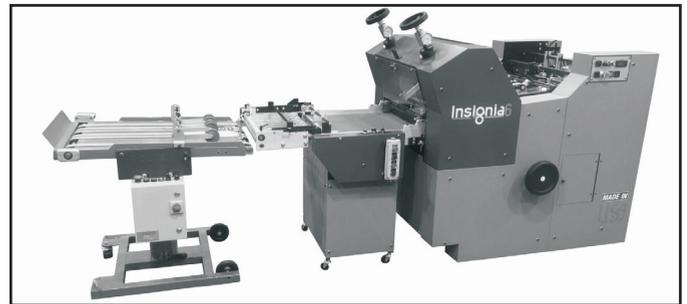**CATEGORY:** Database/Postal Software

PRODUCT: ConnectRight™ Mailer

COMPANY: Pitney Bowes Inc., 3001 Summer Street, Stamford, CT 06926-0700. Tele: 877-682-7687. Web: PitneyBowes.com

CONNECTRIGHT MAILER LIST MANAGEMENT SOFT-WARE: Cleanse addresses, update moves and presort mail for the best possible USPS discounts with a single click. ConnectRight Mailer list management software from Pitney Bowes makes it easy to cleanse and process mailing lists by giving you access to the latest USPS address information and full service NCOA Link. Our USPS CASS and PAVE address data software combines a local app for saved jobs and fast processing with the power and flexibility of the cloud to ensure you always have the latest USPS address data and reports. There's no need to manually update any local software. You also get access to various USPS commercial rates including First Class, Standard, mixed-weight processing, and other services. Additional features include list suppression from DMA (Do Not Mail and Prison Suppression), a job presets and hot folder function that allows anyone to submit and process lists across your organization and leveraging the power of Intelligent Mail Barcode for mail tracking. The software has been updated to support the newest postal initiatives such as Informed Delivery®. You have a lot invested in creating the perfect communication- don't waste it with poor data. ConnectRight Mailer is an easy-to-use software to help ensure your mail is delivered at the best rate possible.

CONTACT: For more information call 877-682-7687 or visit Pitney Bowes at PitneyBowes.com.

Die Cutting Systems

Insignia6 Die Cutter

§ Rollem International

CATEGORY: Die Cutting Systems

PRODUCT: Insignia Die Cutting Machines

COMPANY: Rollem International, 1650 S Lewis St., Anaheim, CA92805-6413. Phone: 800-272-4381. Web: www.insigniadiecut.com.

DESCRIPTION: The Insignia machines are offered in a variety of con-figurations to best suit each users individual production needs. The machine is offered in three sheet size capacities; Insignia5 handles up to a 20x15" or 51x38cm sheet, Insignia6 handles up to a 20x20" or 51x51cm maximum, and the largest Insignia7 will run a B2 size 30x24" or 76x61cm sheet. The New InsigniaX3 handles up to 24x24" (61x61cm) and stock weights up to 30 pt. thickness.

FEATURES: Built with a purely mechanical functionality in mind, the Insignia machines do not rely on servo motor timing or complicated electronic sensors to remain in phase. From the double sheet detector to the true "press register" system, the Insignia functions on a geared, chain-linked movement cycle, so the timing of the machine is ensured to remain constant day in and out. Utilizing flexible die technology, the Insignia machines are capable of being changed from job to job in a matter of minutes. Featuring a press-style register system and top suction air feeder, the Insignia can process a range of materials and stocks anywhere from 50LB cover weight papers all the way up to 30pt card.