

Learning Directory – an address reader extension for automatic address updating

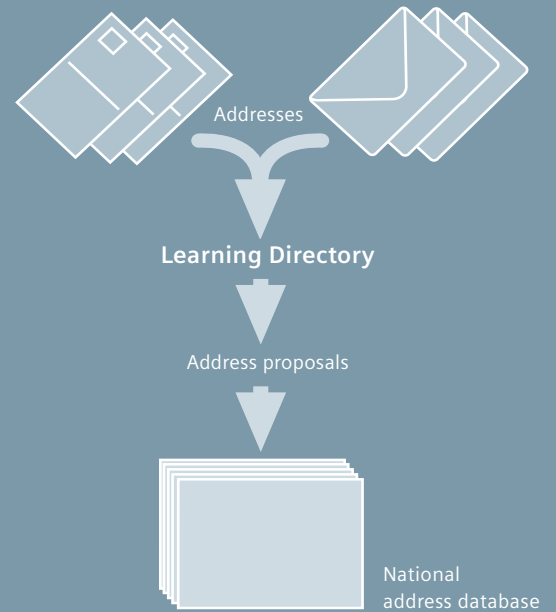
Current address reading systems can automatically read and interpret addresses – no matter if they are printed or manually written on an envelope – under one condition: A reference address must be found in the postal address database which uniquely corresponds to the one on the mail. Therefore the quality of this database is crucial. It should be complete, and contain valid addresses only. However, OCR results will often be rejected as unverified data, since the entry is missing in the database.

Learning Directory can overcome this deficiency, since it has the ability to learn addresses from the occurrence in processed daily mail.

It can identify new address elements frequently occurring on mail and not existing in the current database. They can be either acceptable writing variations of existing data entries, so-called aliases, or even new address elements, like from a new or renamed street.

On the other hand the database should not contain any addresses or elements which never occur on current mail, since this can lead to confusion errors. To avoid conflicts with similar addresses out of use and to keep the address database from growing unnecessarily, Learning Directory tracks address elements which are no longer in use and proposes to delete them.

New candidates, confirmed by an operator, will be fed into the national address database. The obsolete addresses can be removed from it after a given cooling-off period when one can be sure they're really out of use.

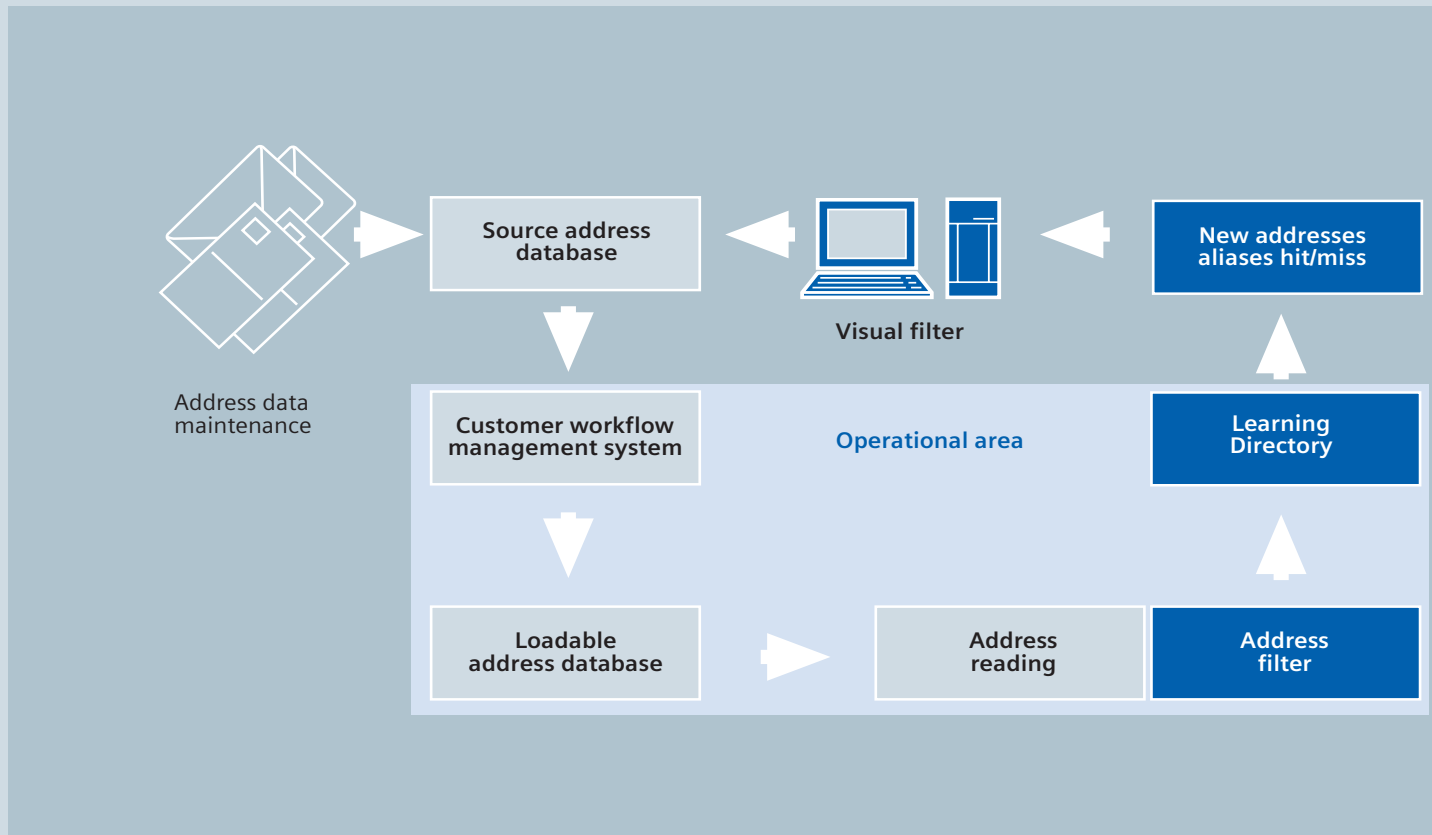


What can Learning Directory learn?

- It learns new address entries.
- It learns aliases for known names.
- It learns typical spelling errors.
- It learns typical OCR errors.
- It detects gaps in the directory.
- It purifies the directory from unused addresses.
- It can learn from the scratch or improve existing directories.

Learning Directory

Learning addresses from live mail –
the advanced way to sharpen up your address directory



Good reasons for Learning Directory:

- Continuous directory update by supervised learning
- Always highest quality of directory
- Sustained cost savings in directory maintenance process
- Higher READ performance
- Reduced costs for video coding
- Reduced efforts for manual mail processing

Siemens AG
Industrial Solutions and Services
Infrastructure Logistics
Postal Automation
Bücklestr. 1–5
78467 Konstanz, Germany
Phone +49 7531 86-01
Fax +49 7531 86-2421
E-mail: postalautomation.industry@siemens.com

Siemens
Energy & Automation, Inc.
Postal Automation
1401 Nolan Ryan Expressway
Arlington, TX 76011
USA
Phone +1 817 436-7000
Fax +1 817 436-7476

© Siemens AG 2007
All rights reserved
Order No.: E10001-PA-A19-V1-7600
Printed in Germany
Dispo No.: 21655 K No.: 28106
GB C-PAXX5207M04 DA 09072.
Subject to change without prior notice

The information provided in this brochure contains merely general descriptions or characteristics of performance which in case of actual use do not always apply as described or which may change as a result of further development of the products. An obligation to provide the respective characteristics shall only exist if expressly agreed in the terms of contract.