

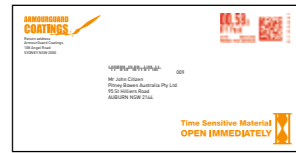
Use address validation software to manage your address data and improve your direct marketing activity

Cut costs and make the most of your marketing budget

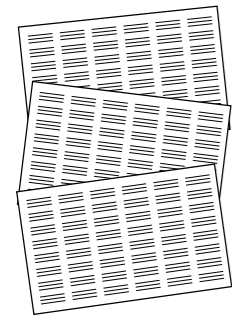
- Validate your address data to keep it up to date.
- Eliminate duplicate addresses.
- Pre-sort your mail and print address barcodes for postage discounts.

Ensure your mail hits the target

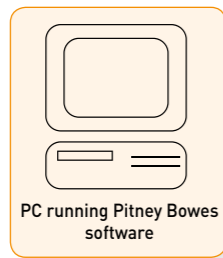
- Choose your target audience by segmenting your data using pre-defined or custom criteria.
- Merge data from different sources and produce a single address list without duplicates.
- Use the included mail piece design utility, Envelope Designer™ Plus, targeted attention lines and logos to your mailings; then print them using your address printer.



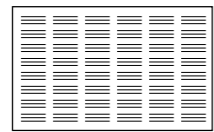
Design eye catching mail piece



Address data from various sources



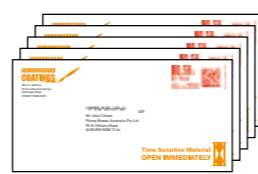
PC running Pitney Bowes software



Single de-duplicated mailing list with address validation software



Print using AddressRight™ Printer



Mailing ready to be processed through a Pitney Bowes Postage Meter

Optional Accessories

- Conveyor stacker
- Conveyor stacker stand
- Heater/Dryer
- FeedRight™ high capacity feeder (DA95F only)



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CE Pitney Bowes certifies that the AddressRight™ Printers comply with the requirements of the Low Voltage Directive 73/23/EEC and the EMC Directive 89/336/EEC.

An Equal Opportunity Employer.

Printed in Australia.

AddressRight™ AU | 09/2010



Make your mail stand out from the crowd
 AddressRight™ Printers



A Pitney Bowes Address Printer can help you increase your revenue.

Business mail can be a key part of your company's strategy for revenue generation through direct mail and customer communication. Increase response rates by using a Pitney Bowes Address Printer to include messages and graphics on the front of your envelopes.

Our range of Address Printers allow you to print addresses, graphics and barcodes on a wide range of mailing materials, including envelopes, postcards, tickets and booklets.

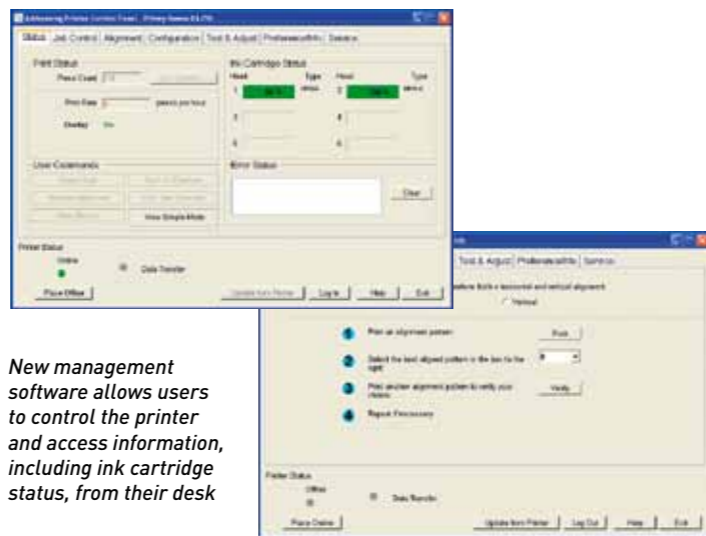


Easy to use with PC control panel software

Pitney Bowes has developed new printer management software that enables the user to monitor and control the printer from their PC. This gives operators the flexibility of controlling the printer from their desk or using the easy to read LCD control panel on the printer itself.

The software has a familiar Microsoft® Windows™ design, making it easy to use. It displays current printer status information, including the piece count, current throughput and ink levels for each cartridge in the printer.

All Pitney Bowes AddressRight™ printers come with an easy to use envelope design utility, Envelope Designer™ Plus, which lets the user create targeted attention lines and logos to their mailings.



New management software allows users to control the printer and access information, including ink cartridge status, from their desk

Bring the techniques of successful, large scale direct mail to your desktop

Ideal for small businesses or marketing/finance departments in larger companies.

- Easily print graphics and messages on your mailings to lift response rates, and apply postal barcodes with address validation software to access postal discounts.
- Include reply paid envelopes to boost response rates. The new Pitney Bowes print drivers allow you to specify multiple copies per mail piece, so printing Business Reply Paid envelopes is easy.
- Main controls conveniently placed for ease of use.

Process high volumes of mailing reliably and efficiently with the quality your clients demand

Ideal for production mail environments - mailing houses and high volume mailrooms.

- **High speed** - produce up to 30,000 envelopes per hour and manage output with an optional conveyor/stacker and heater/dryer.
- **Efficient power down** - protects the print head when power is switched off, avoiding clogged print heads.
- **Auto calibrating paper sensor** - sensors can be calibrated to allow for different types of media.
- **Low ink warning indicator** - can be configured to allow printing to stop or continue. This ensures optimal print quality while minimising downtime.

Produce high quality mailings quickly and easily

- **Ethernet/USB connection** - easily connects to a PC via USB 2.0 for speedy download of print jobs, or connect to an existing network and print using any computer on that network (not available on DA300).
- **Light mode printing** - light mode uses less ink which reduces costs and enables the ink to dry faster, improving productivity (not available on DA300).
- **User configurable print head maintenance** - allows print head maintenance to be temporarily disabled. This means a print job can be completed rather than interrupting it - ideal when meeting tight deadlines (not available on DA300).



Each printer features a control panel with an easy to read LCD screen and intuitive commands.

Print your company logo to help build brand recognition and increase response



High quality inkjet printing results in clear addresses and barcodes, allowing you to access postage discounts

Mr John Citizen
Pitney Bowes Australia Pty Ltd
95 St Hilliers Road
AUBURN NSW 2144



Postal Indicia printed by a Pitney Bowes Postage Meter

Time Sensitive Material
OPEN IMMEDIATELY



Add relevant messages to your envelope for greater 'openability' and increased response



The Pitney Bowes range of Address Printers

AddressRight™ DA300

Black Only,
Shuttle Head Printer



AddressRight™ DA50S

Black Only,
Shuttle Head Printer



AddressRight™ DA55S

Black and Full Colour,
Shuttle Head Printer



AddressRight™ DA70S

Black Only,
Shuttle Head Printer



AddressRight™ DA75S

Black and Full Colour,
Shuttle Head Printer



AddressRight™ DA80F

Black and Spot Colour,
Fixed Head Printer



AddressRight™ DA95F

Black and Spot Colour,
Fixed Head Printer

