



ARTread™ – The Art of Reading

An advanced recognition toolbox for
postal address reader applications

Postal Automation

SIEMENS

ARTread – the art of reading



Mail processing without limits

Siemens address reading technology dates back to the pioneering days in the early seventies. Since then continuous R&D combined with experiences in more than 40 countries has led to today's comprehensive reading coding technology ARTread, the basis for elaborated and perfected solutions to the benefit of postal services worldwide.

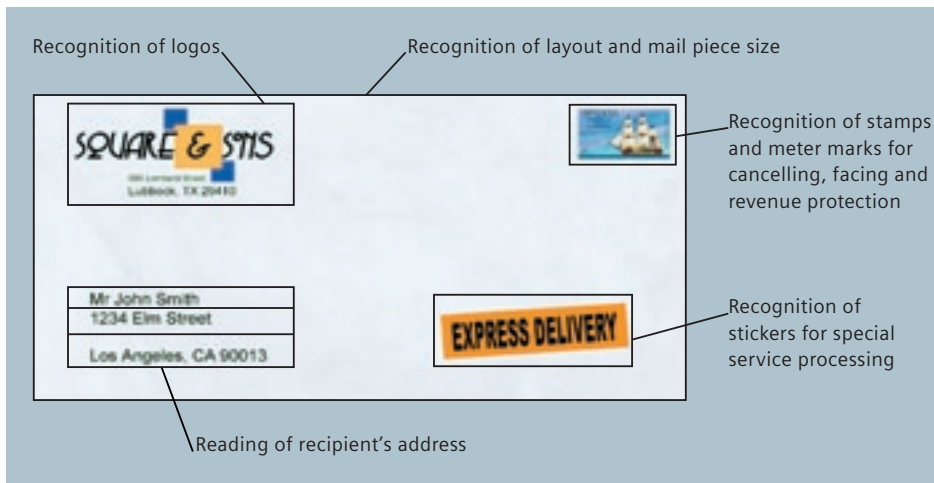
ARTread™

ARTread, the comprehensive recognition toolbox, sets a new benchmark concerning speed and flexibility

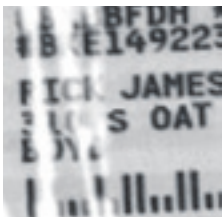
Up to 60,000 times per hour mail pieces of all kind can be read now by a single postal address reader at a speed of up to four meters per second. This sets a new benchmark showing the double speed since the introduction of automatic address reading. But also smaller equipment or larger interconnections up to country-wide networks of sorting centers can be operated. The ARTread toolbox efficiently allows to configure for each customer the solution perfectly tailored to his needs.

ARTread can sort the mail to different levels of sortation, like cities, streets, house numbers, organizations, or even private names. No matter whether the address is printed or handwritten, behind a window of an envelope or applied on a label, written in Latin, Cyrillic, Arabic letters or another requested alphabet, ARTread can recognize the language and read the address. It delivers the distribution code for the sorting equipment. This code contains all the necessary information for a secure guidance of the mail to the right sorting bin. On request the mail can also be sorted to the postman's order of route. Local binarization makes it possible to obtain optimal results from text, image, and graphics zones.

ARTread makes special solutions obsolete. They can be replaced by one powerful and comprehensive solution for all types of mail and all reading tasks. On letters, flats, parcels, magazines, and irregular mail, everything can be captured, which is relevant to the postal distribution process.



The automation process takes all information into account.



Standard image

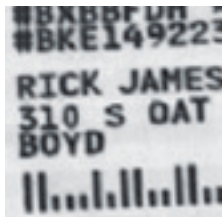


Image with ARTread filtering

- Combines information from gray and color scanner images to one final compound result
- Adaptable to all local peculiarities: address layout, writing conventions, address syntax, etc.

Benefits

- With its modular system, ARTread offers every postal service an optimal system, tailored to the individual needs with regard to:
 - Recognition tasks
 - Speed
 - Additional services

ARTread – the toolbox

ARTread uses highly specialized fast speed scanners from Siemens, perfectly adapted to the task of capturing color and gray images of mail, on request also both in combination, with a spatial resolution of 256 dpi, a benchmark for this class of speed. Thus – ARTread has learned it.

Recognizing the postal essentials is a challenge

- Where is the address block? – ARTread will find it
- How to cope with interference with:
 - Text
 - Graphics
 - Photos – no problem for ARTread

- How to read:
 - Very small fonts
 - Connected cursive script
 - Fancy fonts
 - Noisy and disturbed images? – ARTread has learned it.
- Where to send if unreadably as addressed? – The ARTread facility for automatic forwarding will tell.
- How to check postage and which mail class is present? – ARTread will check it!

The answer is ARTread: with this versatile recognition toolbox, a personalized postal address reading system will be built exactly tailored to your needs.

Avoid unnecessary video coding time by early detection of illegible mail

ARTread can recognize all the features necessary for automatic forwarding of letters and flats to recipient without costly detours. ARTread can recognize all the elements necessary for revenue protection, e.g. it allows indicia control already during preprocessing.

Last but not least, ARTread can detect unreadable mail at an early stage and avoid unnecessary and successful video coding.

With ARTread, for the first time one system suffices for all mail and for all recognition tasks

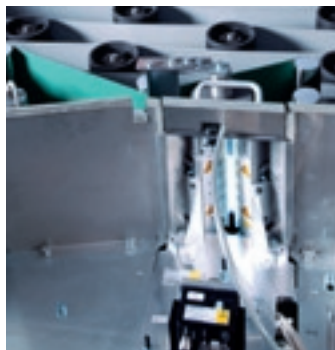
- Addresses in a large variety of alphabets and languages
- Even hard-to-read handwritings
- Stamps or indicia
- Correctness of postage
- Mail ID from image, without barcode

Only one single read software for all applications

- For letters, flats, magazines, newspapers, parcels, etc.
- For all recognition tasks
- Reads also nearly illegible and small addresses
- New filter technology allows to read also addresses behind reflecting windows

Good reasons for ARTread

- One solution for all mail types
- Optimal results for each zone
- Access to profitable new services
- Long-term investment protection
- A multilingual solution for all countries: automatic sorting of local and international mail in one run
- Highest read performance on the market through reader synergy



Letter scanner LSC1020



Flat scanner FSC1050



Color scanner CLSC2050

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