# SmartAddresser 5

*Mailing Software Redefined*

*Total Address Quality*

*Maximum Postal Discounts*

**FREE Demonstration!** Visit us at: www.smartsoftusa.com

# SmartAddresser 5

*Mailing Software Redefined*

## *Total Address Quality. Maximum Postal Discounts.*

**From state-of-the art Address Correction features and all of the very latest Postal Presorting options, to innovative new features such as 24/7 unattended mail processing with Job Scripting, the all-new SmartAddresser 5™ is the postal software you can trust to keep your data accurate and your mail prepared correctly - saving you time and saving you money!**

### Total Address Quality
CASS Certified™ with DPV™ logic, SmartAddresser 5 standardizes, validates and barcodes your addresses, rewarding you with automation rates, faster mail delivery and a reduction in returned undeliverable as addressed (UAA) mail. Eliminate wasted exposures to non-existent addresses!

### Stay Up To Date As Addresses Change
Seamlessly integrated, our optional Move Update Module utilizes NCOA$^{Link®}$ and ANK$^{Link™}$ technology making immediate change-of-address modifications for individual, family, and business moves before your mail enters the mailstream.

### Flexible Importing and Exporting
SmartAddresser 5 reads more than a dozen of the most popular data formats including dBase, ASCII, Excel™, and CSV. Our exclusive "Auto-Map" feature automatically identifies common field names, making manual field mapping obsolete.

### Does Your Database Have Twins?
Further reduce postage, printing charges and customer irritation by removing duplicates using our patented duplicate detection algorithm featuring soundex (sounds like) and exact match technology. Take it a step further and design your own duplicate detection method based on any field or group of fields that you choose.

### Presorting, Postal Forms, and Container Tags
SmartAddresser 5 is PAVE™ Certified. Our Presort Setup window walks you through the process of presorting to provide maximum postal discounts. SmartAddresser 5 produces USPS® required standardized documentation (i.e., Qualification Report) for each mailing as well as tray/sack tags, postage statement facsimiles, and other valuable tracking reports automatically. Reduce time and error by saving all of your presort settings for your next mailing tasks!

### "I'm Searching For…"
Use Quick Find to locate data in a specified field. For advanced searching, use the Search Editor to draw on over 100 conditions to define your custom search over multiple fields to locate data.

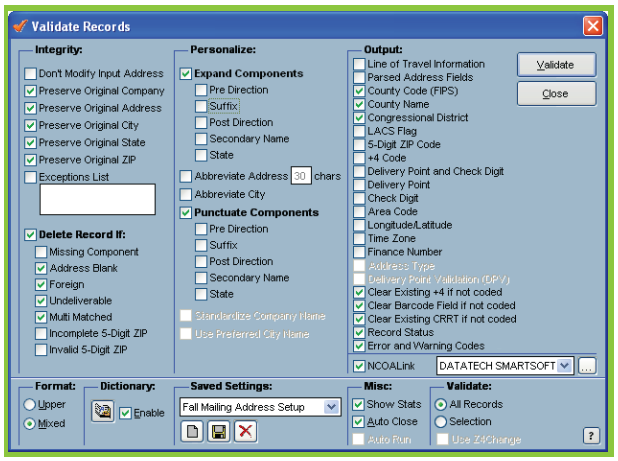
### Multiple Drop Shipment and Pro-Mailer Sortations
In addition to First, Standard and Periodical class mail, SmartAddresser 5 also supports Multiple Drop Shipment and Bound Printed Matter. Our optional Pro-Mailer Modules provide Palletization, Package Services, Manifesting, and Mail.dat options. With SmartAddresser 5, you are assured a valid presorted mailing.

### 24/7 Unattended Mail Processing with Job Scripting
Sequence and save work you perform repetitively. Import lists, correct addresses, remove duplicates, presort mail and more with a click of a mouse. Now anyone in your office can prepare a mailing at any time; no postal knowledge required. The "Watch Folder" waits for a file to arrive and then automatically processes the job script you created. The "Script Timer" can begin processing a list on the day and time you decide. Total control.

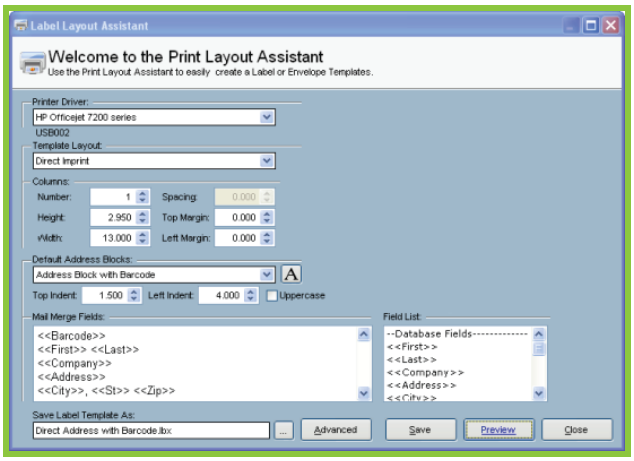
### New Print Layout Assistant!
SmartAddresser 5's new "Print Layout Assistant" makes label and envelope design a snap. Create your own label or use one of our pre-defined label formats. Add barcodes, endorsement lines, graphics, return address, teaser copy, and more to your envelope design. Or keep it simple - it's your choice. See your envelope before you print and save your label and envelope designs for future use.

### Need to Report Results?
SmartAddresser 5 generates all required postal reports,including: Qualification Report, Mailing Statement Facsimile, CASS™ Certificate and over two dozen other reports. Create your own custom reports with your company letterhead including graphics

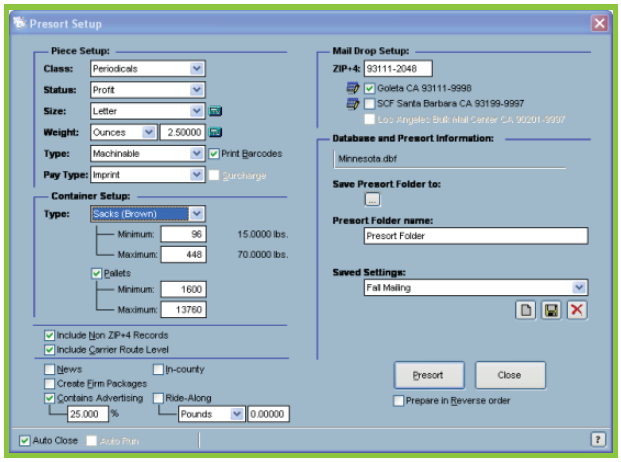
### We Know Printers
Designed with Windows technology, SmartAddresser 5 easily prints to the hottest printers in the mailing industry, including Hasler™, Neopost™, RENA™, Secap™, Pitney-Bowes™ and more. Whether you output to direct imprint, inkjet, laser or dot matrix printers, we've got you covered.



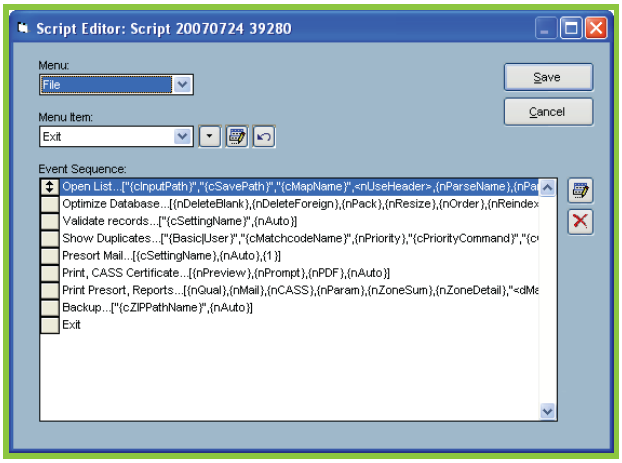

**ADDRESS CORRECTION & ENHANCEMENT -** You have control of address correction and formatting. Add data elements like county name or time zone to enhance the power of your lists. Personalize and case addresses to increase direct mail response. Find out who moved where with the Move Update Module powered by NCOA$^{Link}$ and ANK$^{Link}$ from the USPS®.




**PRINT LAYOUT ASSISTANT -** Use the Print Layout Assistant to easily create mailing labels or an envelope design. Create your own or choose one of over 140 address formats we have already designed for you. Postal barcodes, endorsement lines, and package markers can be added instantly. Adding graphics, a return address, or teaser copy is a snap – then save your design for future use!




**POSTAL PRESORTING -** Our Presort Setup window walks you through presorting to provide maximum postal discounts, then produces all USPS® required reports and container tags automatically. We support First, Periodical and Standard Mail®, Multiple Drop Shipment and Bound Printed Matter. For higher-volume mailers, our Advanced Sortation Modules provide Palletization, Package Services, Manifesting and Mail.dat options, to boost your mailing power and maximize your savings.




**24/7 UNATTENDED MAIL PROCESSING WITH JOB SCRIPTING -** Set up a mailing once and never worry about it again. Our Job Script Editor makes it easy to save all steps associated with each job. With our new Script Monitor, SmartAddresser 5 watches a folder for a list to appear, and then automatically begins processing, using a script you created, for unattended operation. Or, set a day and time for list processing and SmartAddresser 5 takes care of the rest!

## **Smart**Addresser **5** - Unparalleled Flexibility for *Every* Skill Level

➤ ***I'm New to Mailing…***
Our "Prepare Database for Mailing" tool is perfect for the beginner! SmartAddresser 5 will walk you through the mailing process automatically: Correct and validate addresses, check for duplicates, presort and then print. It's a snap!

➤ ***I Know a Thing or Two About Mailing…***
Manage mail your way and perform any task you want whenever you want. With SmartAddresser 5, you'll never be trapped in a web of wizards if all they do is slow you down.

➤ ***I Know a Lot About Mailing But Now I'd Like To Make My Life Easier…***
Try "Scripting"! Sequence and save work you perform repetitively. Import lists, correct addresses, remove duplicates, presort mail and more with a click of a mouse. Now anyone in your office can prepare a mailing at any time; no postal knowledge required. With "Scripting", set up a mailing once and never worry about it again.

Click! → Import → Correct & Validate → Remove Duplicates → Presort → Print → Export → Done!

**Whatever your skill level, SmartAddresser 5 gives you total control, from start to finish, saving you time and saving you money!**

# BOOST YOUR MAILING POWER!

## Take advantage of these powerful Optional Modules for SmartAddresser 5 to get even more out of your software:

Keeps Databases Up-to-Date When Customers Move
**MUV** MOVE UPDATE
A SMARTADDRESSER MODULE

Postage Saving Options for the Volume Mailer
**ASM** ADVANCED SORTATION MODULES
A SMARTADDRESSER MODULE

Identify New Construction Addresses Before You Mail
**EWS** EARLY WARNING SYSTEM
A SMARTADDRESSER MODULE

**MUV:** ***MOVE UPDATE-*** *real-time NCOA$^{Link}$ processing ensures your lists are kept up-to-date as your customers move, and you stay in compliance with Postal Service™ regulations to qualify for automation and other discounts*. Lightning-fast and easy to use, it is accessed from within your* ***SmartAddresser 5*** *interface!*

**ASM:** ***ADVANCED SORTATION MODULES-*** *a suite of add-ons designed for higher-volume mailers. From* ***Package Services*** *and* ***Mail Manifesting****, to* ***Palletization*** *and* ***Mail.Dat modules****, our* ***Advanced Sortation Modules*** *will boost your mailing power and maximize your savings.*

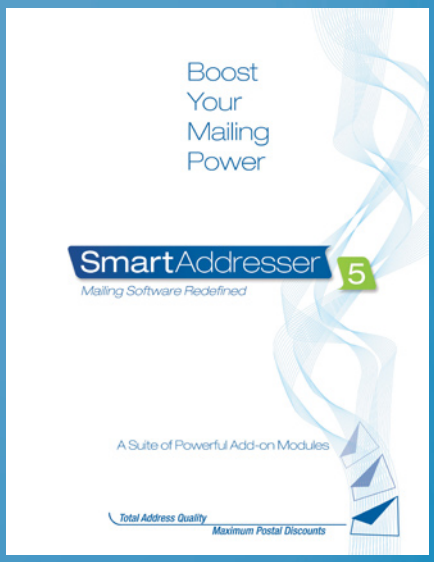
**EWS:** ***EARLY WARNING SYSTEM-*** *keeps track of new construction and upcoming addresses that have not yet been added to the USPS ZIP + 4® database, so you don't end up with an 'undeliverable' or amended address for a customer who will have a new office or house within the next 30-45 days.*

**TAGS Module:** ***POSTAL TAGS-*** *this powerful add-on gives users the power to print Barcoded Tray and Sack Tags,without having the mailing list on their computer. Ideal for customers who must prepare mailings from preprinted labels, plain paper, or envelopes.*

**For more information, talk to your SmartSoft reseller, or visit us at: www.smartsoftusa.com**

Get the full details on all SmartAddresser 5 Add-on Modules

*Call for your FREE copy of the Boost Your Mailing Power brochure today!*




To see how easy it is to use SmartAddresser 5 contact us today and we'll happily schedule a free web demonstration. Just contact us at: **1.888.227.7221** or email **sales@smartsoftusa.com**

## Visit **www.SmartAddresser5.com** for more information

SYSTEM OPERATING REQUIREMENTS: PC with a Pentium-class processor, Microsoft Windows 2000/XP/Vista operating system with current available service packs installed, 512MB RAM (2GB or higher recommended), 2GB of available hard-disk space for typical installation, DVD ROM drive, Microsoft .NET framework 1.1 or later installed, Internet Access recommended (Required for some Add-ons), Super VGA 800 x 600 or higher-resolution monitor with 256 colors, Microsoft Mouse or compatible pointing device.

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