



iAddressUpdater

March, 2012

Volume 5, Issue 3

CPC Palletizing Demo: April 12th

As part of their program, NAMMU's Toronto Chapter meeting will be featuring a live, practical demonstration of palletizing mail by Canada Post experts. The meeting will be held at the Intercontinental Hotel in Toronto. The program starts at 9am with a networking breakfast starting at 8am. For information on attending, please contact Kristi@flagshipsoftware.com.

ATTENTION: Moving from CDs to DVDs

With all its features and the larger Canadian data, we will need to start shipping **iAddress™** on media with a larger storage capacity. Therefore, starting with the April, 2012 shipments, the software will be provided on a DVD rather than a CD. Most computers purchased in the past few years have DVD drives so we do not anticipate this to be an issue for the majority of our customers. If you will not be able to load from a DVD, please let our office know and we will continue to provide a CD (or two) for your convenience.

Many of our customers find downloading simple and fast! You can even set up your software to automatically check for data and software updates.

Please see attached reference guide for Download instructions.



USPS Updates

POSTNET and the IMb

At the end of February, the USPS announced it was retiring the POSTNET barcode for accessing automation discounts by January 2013. In January 2014, the USPS will retire the Intelligent Mail Basic Service. After receiving comments with respect to barcode clear zone changes, in early March, the USPS rescinded this portion of their notice to focus on the implementation plan for the Intelligent Mail Barcode (IMb®).

The proposal is that mailers would be required to use the IMb® for all automation letters and flats by January 2013. The automation letter category also includes Business Reply Mail® letters and Permit Reply Mail® letters.

Mobile Barcode Incentive

From July 2 through August 31, 2012, the USPS will offer a Mobile Barcode incentive to mailers, consisting of an up-front 2% discount off eligible postage. It will be available for both Standard Mail® and First-Class Mail®. Requirements are as follows:

- The eligible mail piece must contain a mobile barcode that can be read and scanned by a mobile device.
- The barcode must direct the recipient to a personalized URL.
- The web page must allow the recipient to purchase a product or service using their mobile device.

The following mail classes are eligible:

- Standard Mail® letters and flats
- Non-profit Standard Mail® letters and flats
- First-Class Mail® presort and automation letters, cards and flats

Registration begins on May 1, 2012. All mailings must be submitted electronically through Mail.dat®, Mail.xml or the Postal Wizard. All automation mail pieces must have an IMb®.

US Software and NCOALink®

This is a reminder to our customers that Flagship Software offers CASS and PAVE-certified software for US mailings. As well, we offer real-time NCOALink® processing directly through **iAddress™** US. NCOALink® is offered as an unlimited service at an annual fee.

For further information on NCOALink® processing or the **iAddress™** US software, please contact Carolyn Trebell (ext 3) at Carolyn@flagshipsoftware.com or Kristi Kanitz (ext 5) at Kristi@flagshipsoftware.com.

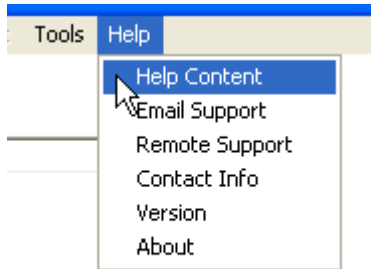
iAddress™ Manual

There are 2 ways in which you can access the **iAddress™** manual.

1) By downloading it:

<http://support.flagshipsoftware.com/manual.pdf>

2) From **iAddress™**. Click on Help, then Help Content and use the search tools as appropriate.



Web Training Available

Flagship Software continues to offer web training! If you are a new customer, would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a web session.

