



FOR IMMEDIATE RELEASE

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**New Management Information Solutions from Pitney Bowes' Emtex® Software
Transforms Data into Knowledge for Effective Business Planning**

*Rich set of application technologies to accelerate production management
and simplify job preparation*

KINGS LANGLEY, UK, 6 May 2008 — Pitney Bowes Emtex Software, the leading provider of Output Management (OM) and Automated Document Factory (ADF) Management Solutions, expands its Production Intelligence™ architecture with Management Information System (MIS) Solutions for the transactional workflow environment. The first of many innovative featured-rich capabilities under the MIS Solutions offering as part of the new Production Intelligence architecture for the print-to-mail environment will be introduced inside the Pitney Bowes stand (Hall 4, Stand C23, Software Pavilion) at drupa 2008 - the world's leading exhibition for the print media industry on May 29 - June 11, 2008 in Dusseldorf, Germany,.

The new solutions under the MIS Solutions umbrella include the **P/I Wizard**, **P/I Scheduler** and **P/I Job Profiler**. Together, these new products set the stage for new levels of enterprise intelligence not previously possible for the high-volume transactional market. Print and mail operations will be better able to address their daily business challenges; from optimizing workflow management processes to simplifying job preparation, easing the migration from monochrome to color applications, support for TransPromo migration, accelerated process automation, intelligent tracking, production forecasting, planning and scheduling, to production analysis and reporting.

The **P/I Wizard**, an intuitive document-driven browser-based interface simplifies job preparation for color, TransPromo and other applications. Document development capabilities will help accelerate color migration, as operations replace pre-printed offset shells and migrate black-and-white applications to plain-paper color printing. Users can apply barcodes, create piece-level tracking files, and index print files for processing integrity and regulatory compliance. Organizations achieve quality control with intelligent finishing and automated reprint processing. Users can easily create trans-promotional applications by

taking advantage of pre-planned or remnant white space for targeted messaging. Legacy applications can be transformed into trans-promotional documents without any change to composition processes.

With **P/I Scheduler**, users can more accurately forecast, plan and schedule work using comprehensive job profiles and historical performance data. Production intelligence automatically updates as jobs progress from start to finish. Real-time analysis of performance indicators improves the speed, agility, responsiveness and effectiveness to help operations running at peak efficiency. Simplified workflow and process modeling help stakeholders apply “what-if” scenarios to help plan workflows to improve profitability and use assets and resources more effectively.

Businesses can now gain critical insight into job characteristics, print operation performance and efficiency with the **P/I Job Profiler**; providing in-depth, drilled down metrics for print job accounting at the image and/or sheet level, enabling companies to unlock the value of production data to achieve better process management.

“Our portfolio of Production Intelligence offerings with MIS Solutions, Output Management and ADF Management Solutions represent the most comprehensive architecture available to help customers optimize efficiency and integrity across the entire print and mail production environment,” said Peter D’Amato, Vice President of Global Marketing and Product Management. “With our MIS Solutions, businesses can leverage production intelligence to quickly make critical business decisions. In addition, with information at their fingertips, customers can act with more agility to innovate, drive productivity, optimize workflow processes, establish metrics for business planning, strengthen value-added services and cultivate stronger client relationships.”

The rich set of MIS Solutions offering will be available in the third quarter of this year.

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About Emtex Software

Emtex Software is a business unit of Pitney Bowes Document Messaging Technology (DMT) and an industry leader in providing the most comprehensive suite of Production Intelligence (PI)[™] mailstream solutions to link print and mail workflow. Enabling organizations to deliver high integrity customer communications through an optimized mailstream that includes centralized job and print management, any-to-any transformation, real-time document re-engineering, automation of data collection and reporting, empowering organizations to schedule, route, transform, track and analyze production workflow. Emtex solutions are used at more than 800 production sites worldwide, across vertical industry. For more information, visit www.emtex.com.

Emtex is a registered trademark and Production Intelligence is a trademark of Emtex Limited.