

## VIDEO

### UP FROM BLACK

#### **Graphic:**

Pitney Bowes Incoming Messaging Solutions (logo) superimposed on stock photograph of Headquarters and/or other PB buildings

#### CUT to:

Medium Shot (MS) of M3 and operator performing a mail sort function. (Start with camera high and in front of the system with bins to the right and feeder to left. Some part of all modules should be visible).

SLOW PAN from the feeder around the to other modules and stop at bins.

DOLLY OUT slightly and lower camera. slightly. Bins are now on the left and feeder is on the right and entire unit is visible.

DISSOLVE to MS of system without the job running and no operator.

#### SPECIAL EFFECTS:

Arrow and appropriate label pointing to each module as it is mentioned. Quarter screen each Module after it is mentioned and DISSOLVE between full shot of each module

Have mail on the Feeder.

DISSOLVE to MS of Scanner.

Have the Scanner door open to show the camera.

DISSOLVE to MS of Turner

DISSOLVE to MS of Twister  
Quarter screen showing the Twister functioning

## AUDIO

### MUSIC

#### **NARRATOR:**

Pitney Bowes, a global leader in integrated solutions for mail and messaging management, now offers the M3 Mixed Mail Manager. This advanced system sorts **incoming** mail; pre-sorts **outgoing** mail, and generates performance reports. The M3 is ideally suited for **applications** handling large volumes of mail for distribution to numerous departments or areas within an organization. By **automating many of the manual sorting tasks**, AND by having the unique ability to process inter-mixed mailpieces, the M3 makes sorting fast, easy, and efficient.

#### **FADE MUSIC.**

### MUSIC OUT

The M3 consists of the following six modules:

The Feeder, where mail is loaded for the start of the sorting process, **incorporates** innovative **dual-separator** technology that prevents multiple feeds;

The Scanner, which performs optical character reading and advanced algorithm functions;

The Turner, **which** reduces the system footprint, **and allows for** additional peripherals;

The Twister, which **transfers** a mailpiece from a vertical to horizontal position;

M3 VIDEOTAPE SCRIPT FOR TLC

DISSOLVE to MS of Splitter

The Splitter, which directs the mailpiece to either the upper or lower bin transport path;

DISSOLVE to MS of Sort Bins

And finally, the Sort bins, **which** are collection baskets for the sorted mail.

Operator walks into the shot and goes to the computer screen.

Each module reports to the system computer **contained** in the Feeder module. This computer controls system operations, and provides intelligent database tools for customizing sorting schemes.

SLOW ZOOM in to Medium Close Up (MCU) of computer/screen screen that displays the start of a run sequence and operator fine tuning settings

SLOW ZOOM OUT to MCU while following operator to Feeder module.

Once the desired sorting parameters are selected through the **host application** software program, mail on the Feeder moves in a **single-stream** through the system to the assigned bin. If jams occur during the run, the design features of the unit enable a quick and easy fix by **the trained operator, AND** eliminate the need to dispatch a CSR.

Hold MCU and show the start of mail going through the Feeder. Let it run briefly, then PAN, following a section of mail that will be set up to create a jam.

DOLLY IN to show a jam in one of the first modules.

Warning lights flash on the system, **as well as** on the graphic on the computer screen, to identify the type and locale of the problem area.

SPLIT SCREEN showing the computer screen warning light and error code. Follow operator reading screen info and going to fix the jam.

Error codes display to explain the jam cause, **and are linked to appropriate remedies for the error.** Top covers lift easily for access to the problem area, and operator-friendly components and their layout allow part maneuverability, repair, or replacement.

REMOVE SPLIT SCREEN  
Follow the operator back to the computer screen. Operator presses the "MORE INFO" button and watches a demo (video clip). Show only a brief clip of this video.

The "MORE INFO" button on the computer screen provides **a link to** step-by-step instructions and dynamic demonstrations of some problem fixes.