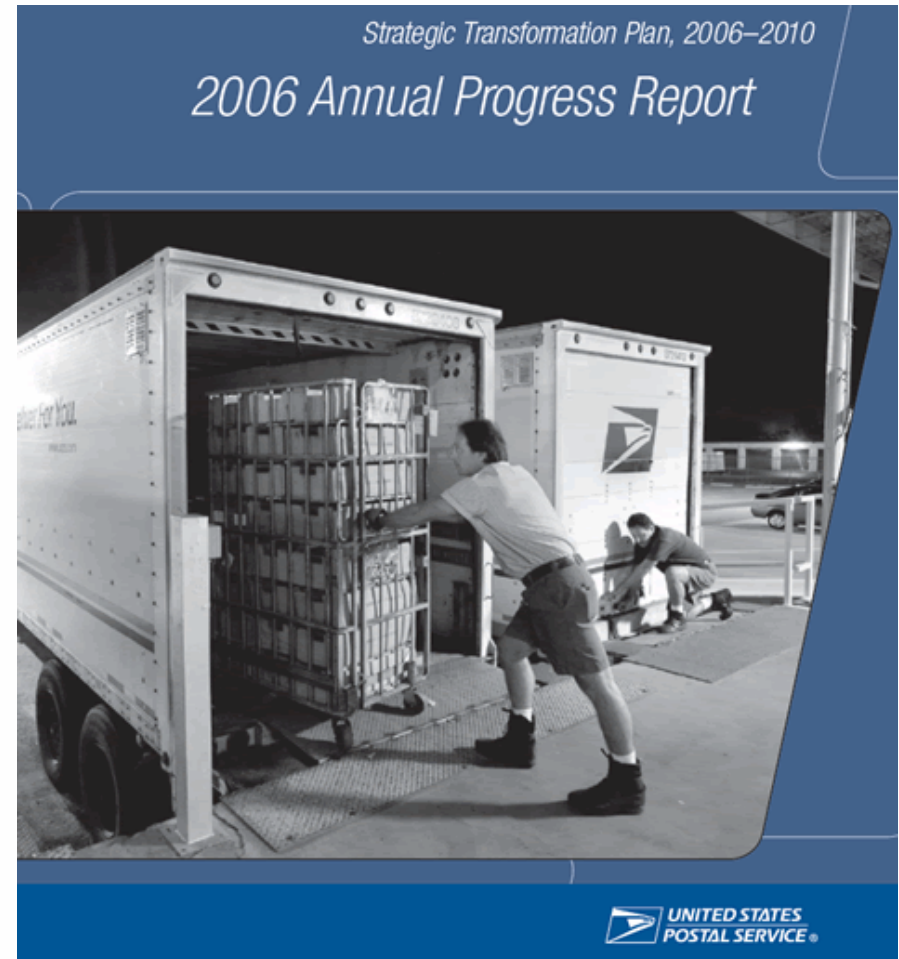


Intelligent Mail® Barcodes

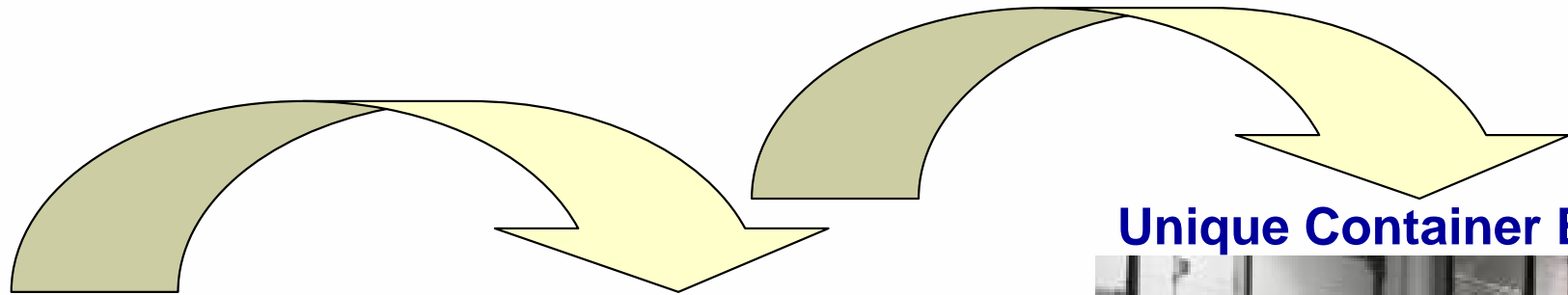
The Intelligent Mail Vision is to provide end-to-end visibility and a seamless process for mail acceptance and delivery using:

- Electronic Documentation
- Standardized intelligent barcodes
- Continuous mail tracking
- Mail quality feedback in real-time and
- Service measurements

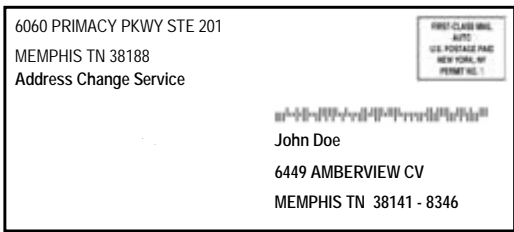
to position Letters, Flats, and Parcels as a Key Communications Medium.
Creating total Visibility.



Unique IDs allow tracking of “nested” pieces as they are containerized



Unique Mailpiece Barcode



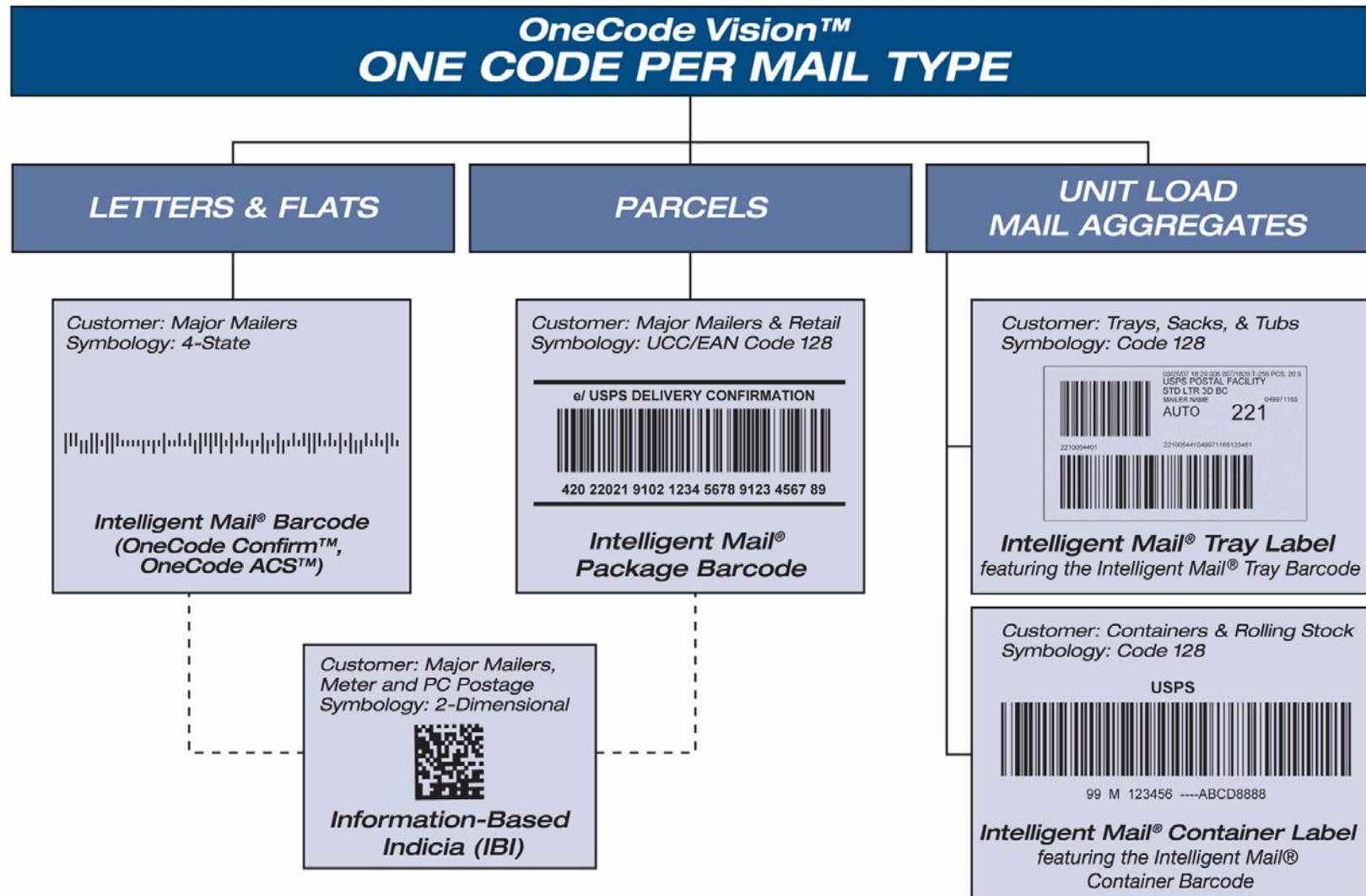
Unique Tray Barcode



Unique Container Barcode

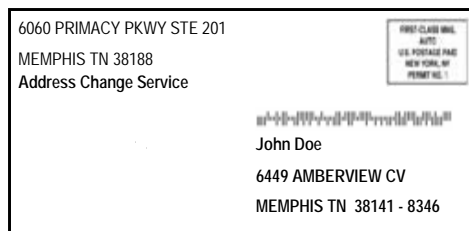


One Code per Mail Type Letters & Flats; Parcels; and Unit Loads



The common thread of Intelligent Mail barcodes:

- Uniquely identify the sender
- Uniquely identify the mailpiece or mail aggregate
- Provide a destination ZIP Code for sortation & routing
- Encode Special Service indicators or Address Change Service™ (ACS) requests



**Intelligent Mail®
Barcode**



**Intelligent Mail®
Package Barcode**



**Intelligent Mail®
Tray Barcode**



**Intelligent Mail®
Container Barcode**

Barcodes Decoded

Intelligent Mail **BARCODE** (for letters and flats): 6-Digit and 9-Digit Mailer IDs

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID (2N)		Service Type			Mailer ID (6N)						Serial Number (6N)						ZIP Code (0, 5, 9, or 11N)													

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID (2N)		Service Type ID (2N)			Mailer ID (9N)						Serial Number (9N)						ZIP Code (0, 5, 9, or 11N)													

Intelligent Mail **TRAY** barcode: 6-Digit and 9-Digit Mailer IDs

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
ZIP Code (5N)					Content Identifier Number (CIN) (3N)			LABEL SOURCE	Mailer ID (6N)						Optional Program Field (3N)			Serial Number (5N)					LABEL TYPE - 1

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
ZIP Code (5N)					Content Identifier Number (CIN) (3N)			LABEL SOURCE	Mailer ID (9N)						Serial Number (5N)					LABEL TYPE - 8			

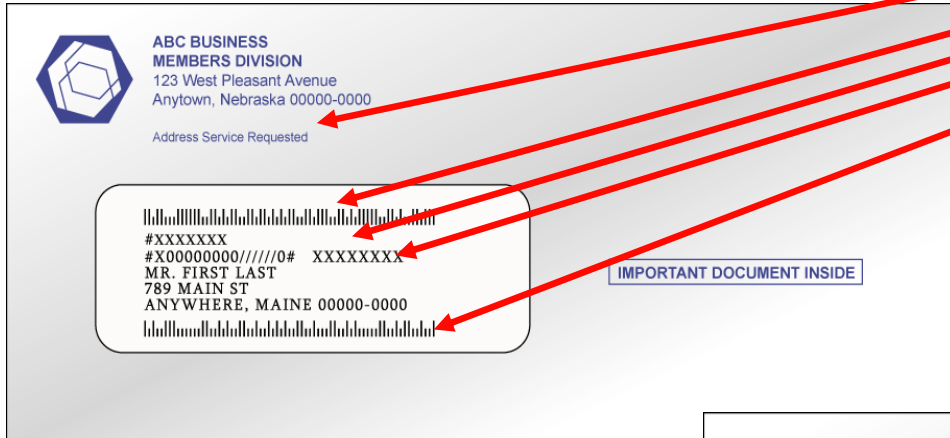
Intelligent Mail **CONTAINER** barcode: 6-Digit and 9-Digit Mailer IDs

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Application Identifier (2N)		Type Indicator	Mailer ID (6N)						Serial Number (12A/N)											

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Application Identifier (2N)		Type Indicator	Mailer ID (9N)						Serial Number (9A/N)											

Used on Letters and Flats

FROM THIS



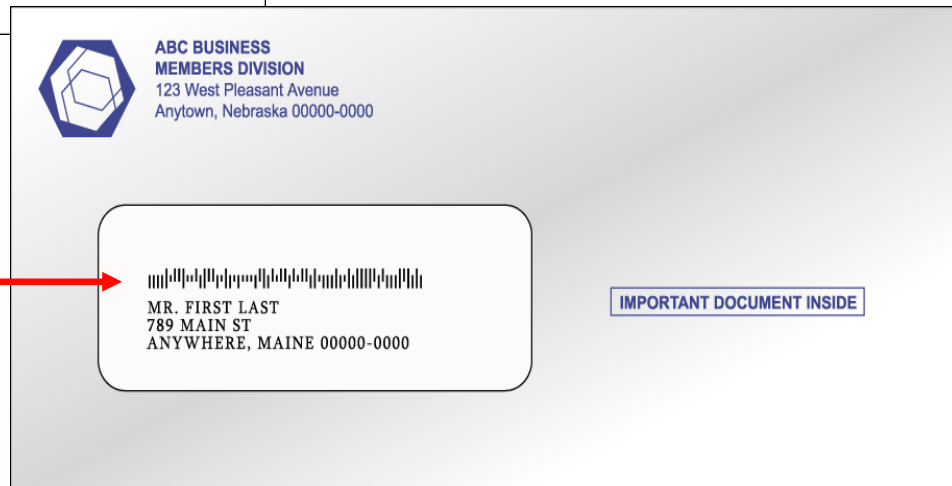
ABC BUSINESS
MEMBERS DIVISION
123 West Pleasant Avenue
Anytown, Nebraska 00000-0000
Address Service Requested

#XXXXXXX
#X00000000//0# XXXXXXXX
MR. FIRST LAST
789 MAIN ST
ANYWHERE, MAINE 00000-0000

IMPORTANT DOCUMENT INSIDE

This diagram shows an envelope with a return address, a recipient address, and an Intelligent Mail Barcode. Red arrows point from the 'FROM THIS' box to the return address, the recipient address, and the barcode.

TO THIS



ABC BUSINESS
MEMBERS DIVISION
123 West Pleasant Avenue
Anytown, Nebraska 00000-0000

MR. FIRST LAST
789 MAIN ST
ANYWHERE, MAINE 00000-0000

IMPORTANT DOCUMENT INSIDE

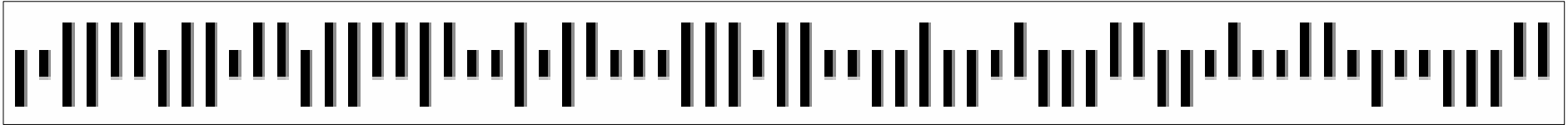
This diagram shows the same envelope as above, but with the Intelligent Mail Barcode removed and the recipient address simplified to just the name and address. A red arrow points from the 'TO THIS' box to the simplified recipient address.

Barcode Comparison

Field	INTELLIGENT MAIL® BARCODE	POSTNET	PLANET CODE®
Barcode ID	2	0	0
Service ID	3	0	2
Mailer / Subscriber ID	6/9	0	5
Serial Number	9/6	0	6
Routing ZIP	None, 5, 9, 11	5, 9, 11	0
Total Max Digits	31	11	13

Intelligent Mail® barcode for Letters and Flats

- Encodes up to 31-digits of mailpiece data into 65 vertical bars
- Combines multiple service codes into a single code
 - Select a suite of services using a single code
 - Move between multiple suite of services within mailing
- Greater number of uniquely identifiable mail piece
- Relates all services back to 1 unique mailer ID

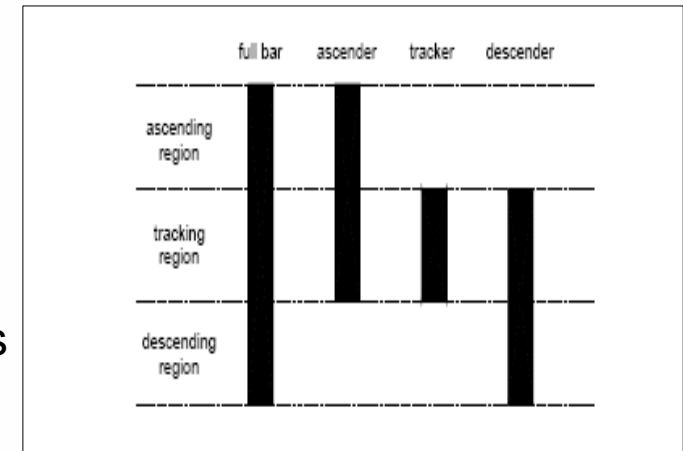


For Letters and Flats

- Height-modulated barcode
- Uses 4-state symbology:
- Ascender, Descender, Tracker, and Full bar →

Key Specification Tolerances

- Overall barcode length between 2.667 and 3.225 inches
- Overall barcode height between 0.125 and 0.165 inch
- Vertical barcode clear zone at least 0.028 inch



Other physical characteristics are same as POSTNET

Attribute	11-digit POSTNET	13-digit PLANET	Intelligent Mail Barcode
Number of bars	62	72	65
Bar Width	0.020 ± 0.005 inch	0.020 ± 0.005 inch	0.020 ± 0.005 inch
Horizontal Pitch	22 ± 2 bars per inch	22 ± 2 bars per inch	22 ± 2 bars per inch

Intelligent Mail BARCODE (for letters and flats): 6-Digit and 9-Digit Mailer IDs																															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Barcode ID (2N)		Service Type ID (2N)			Mailer ID (6N)						Serial Number (6N)						ZIP Code (0, 5, 9, or 11N)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Barcode ID (2N)		Service Type ID (2N)			Mailer ID (9N)									Serial Number (9N)						ZIP Code (0, 5, 9, or 11N)											

Barcode ID	Identifies the presort makeup in conjunction with an Optional Endorsement Line -- most users will leave it as "00".
Service Type ID:	Identifies special service requests (e.g. OneCode Confirm and/or OneCode ACS) or Mail Class when used for automation rate discount without any services. If no Special Services are requested use: 700 for First-Class mail; 702 for Standard mail; 704 for Periodicals; 706 Bound Printed Matter.
Mailer ID	6-digit or 9-digit number that uniquely identifies the mail owner or mailing agent.
Serial Number	Uniquely identifies the mailpiece or mailing.
ZIP Code:	For routing, must contain a proper ZIP Code to obtain the automation rate discount.

NOTE: See the Intelligent Mail barcode specification and the Technical Resource Guide on OEL indicators

1. Talk with your mail service providers and vendors
2. Identify any desired services (e.g. OneCode Confirm and/or OneCode ACS, and/or Automation Discounts)
3. Obtain Mailer ID by contacting the local Mailpiece Design Analyst or contact Service help desk
4. Devise strategy to identify the mailpieces using the barcode Serial Number
5. Put it all together
 - a) Assemble all data fields together: Barcode ID, Service Type ID, Mailer ID, Serial Number and Delivery ZIP Code
 - b) Run encoder software: requires 20-digit Tracking Code and up to 11-digit Routing Code into 65-character string.
 - c) Apply font on 65-character string (A, T, D, F....)
6. Print barcode on mailpiece or save barcode image for later

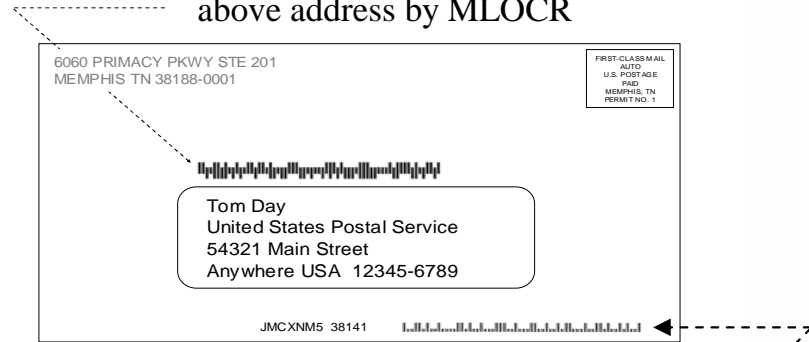
Encoder, Fonts and a wide array of resources are available at the RIBBS website at <http://ribbs.usps.gov/OneCodeSolution/> .

Applying Intelligent Mail barcode

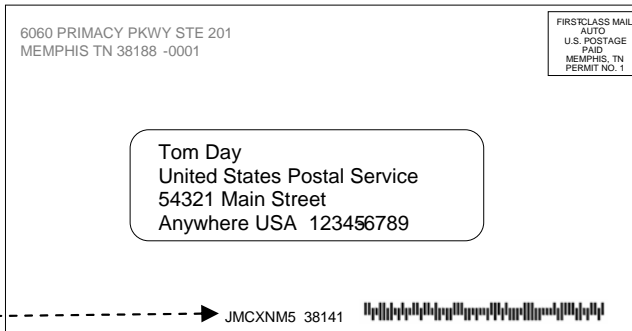
Intelligent Mail barcode applied above address by Mailer



Intelligent Mail barcode applied above address by MLOCR



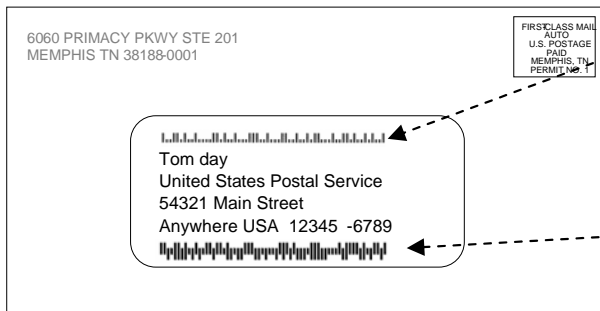
Human Readable Automation Marking, ZIP Code and POSTNET applied by MLOCR.



Human Readable Automation Marking and ZIP Code applied by MLOCR; Intelligent Mail barcode applied by MLOCR



Intelligent Mail barcode or a POSTNET applied above address by Mailer; Human Readable Automation Marking, ZIP Code and Intelligent Mail Barcode applied by MLOCR (letter mail only)

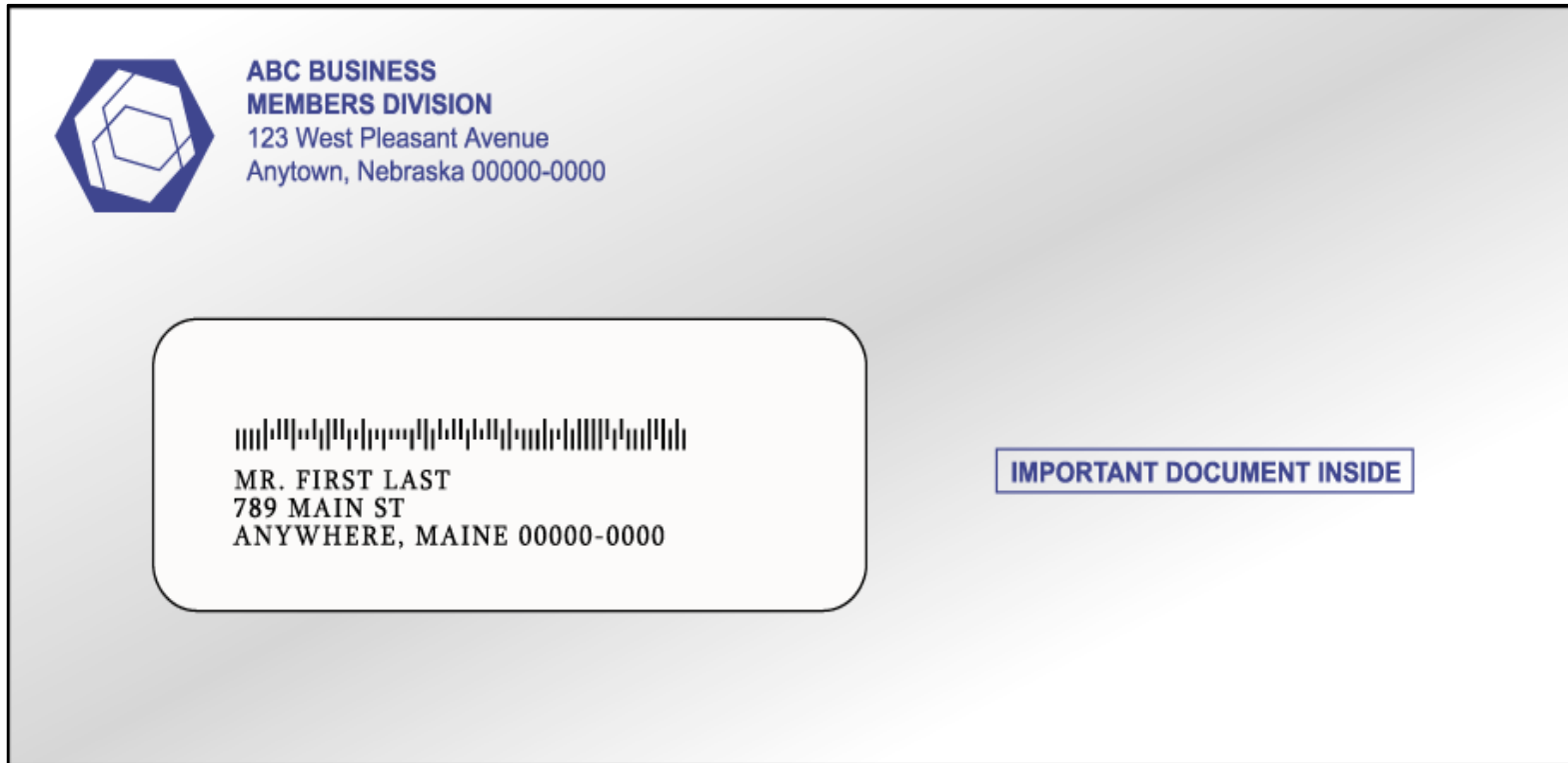


POSTNET applied directly above or below address by Mailer

Intelligent Mail barcode applied directly above or below address by Mailer

Flat Mail Barcode Placement

- DMM states one POSTNET or one Intelligent Mail barcode with the Delivery Point ZIP Code can be on a flat
- Feb/March 2008 – DMM changes allowing a 5 digit POSTNET and Intelligent Mail barcode with a 9 digit or Delivery Point code
 - 5 digit ZIP Codes must match



- **64 subscribers approved & activated (represents many different mailers) - continuing to gain new subscribers**

Power to:
Track
that important
mailpiece in near
real-time

Address <http://www.usps.com/postalone/welcome.htm>



UNITED STATES POSTAL SERVICE®

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[National & Premier Accounts](#) > [Verify & Transport](#) > PostalOne!

PostalOne!

Manage your mailing experience electronically, all in one place.

The *PostalOne!*® system offers a Web-based alternative to existing manual mailing processes with an electronic suite of services designed exclusively for business mailers. It is an information management system that sets the foundation for a seamless acceptance mailing process. The system provides an electronic linkage between a customer's mailing information and Postal Service business mail acceptance and induction processes. This collaboration will give customers a streamlined process for mail entry, payment, tracking and reporting.

Existing Customers
Log on to your *PostalOne!* account. [Log On >](#)

New Customers
Apply for a *PostalOne!* account. [Learn More >](#)

Features & Benefits

- Provides electronic information submission capabilities to any size mailer
- Streamlines the mail acceptance process
- Automates postage payment processing
- Enables mail job visibility and access to mailing information
- Enables automated scheduling of mail entry
- Enhances account management capabilities

[Learn More >](#)

Program Participation

There are three methods that allow you to submit postage statements electronically:

- Postage Statement Wizard®
- Mail.dat®
- Web Services

[Learn More >](#)

Guides & Tools

Access current Program Guides, Release Notes, and the File Validator tool. [Learn More >](#)

National & Premier Accounts

Manage Account

Plan & Design

Address Management

Verify & Transport

PostalOne!

[Features & Benefits](#)

[Program Participation](#)

[News & Release Notes](#)

[PostalOne! FAQs](#)

[Guides & Tools](#)

[Electronic Verification System](#)

[Transportation Management](#)

[Business Mail Acceptance](#)

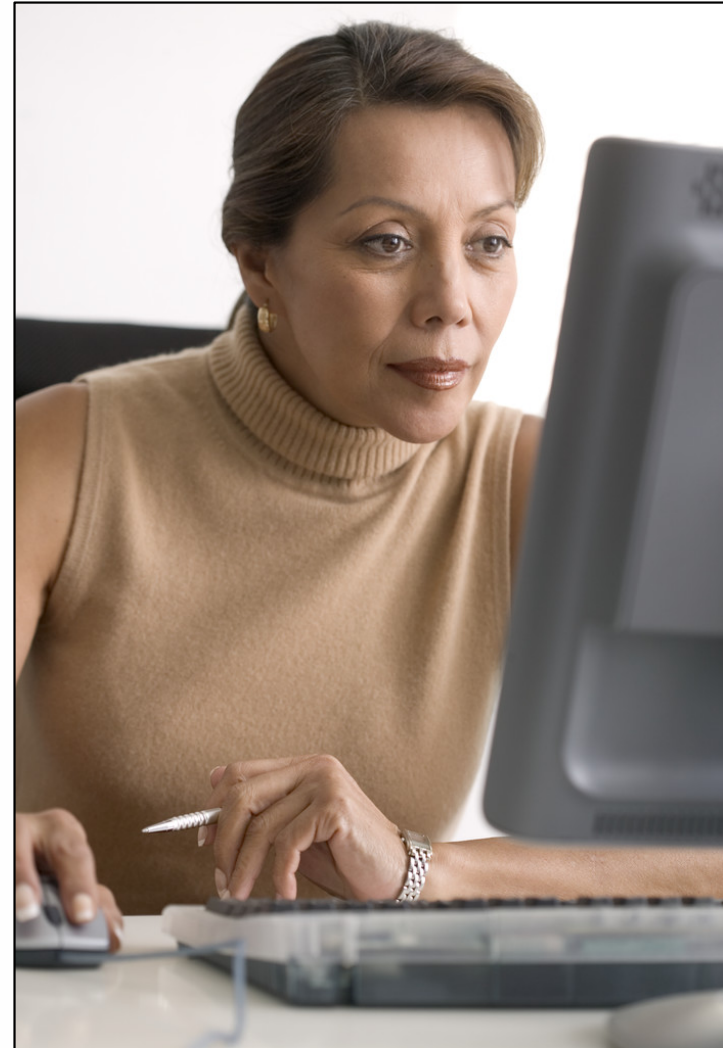
[Contact PostalOne! Customer Care](#)

Power to: Better Manage Resources

- **Staffing**
- **Stock**
- **Finances**



- **Quicker and more accurate updates**
- **Economically attractive**
- **More than 130 subscribers, and growing**



ACS™ and OneCode ACS™ Fee Structure		<i>Applicable ACS Fee Category</i>	<i>ACS Fee (\$)</i>
First-Class Mail	Letters* Flats	Automated Electronic	0.00 / 0.05 0.06
Standard Mail	Letters* Flats	Automated Electronic	0.02 / 0.15 0.25
Periodicals	Letters Flats	Electronic Electronic	0.25 0.25

*These items qualify for the automated OneCode ACS fee. The first price is for the first two notices of the same address, the second is for each additional notice.

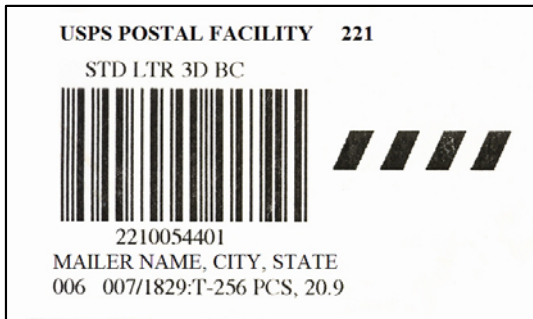
	LETTERS	FLATS
ONECODE CONFIRM		
First Class	ACTIVE	ACTIVE
Periodicals	ACTIVE	ACTIVE
Standard	ACTIVE	ACTIVE
ONECODE ACS		
First Class	ACTIVE	ACTIVE
Periodicals	ACTIVE	ACTIVE
Standard	ACTIVE	ACTIVE
AUTOMATION DISCOUNTS WITHOUT SERVICES	ACTIVE	ACTIVE

- **397 customers requested Mailer IDs**
- **1 billion Intelligent Mail barcode scans generated in the month of December '07 (est. 400 million pieces)**

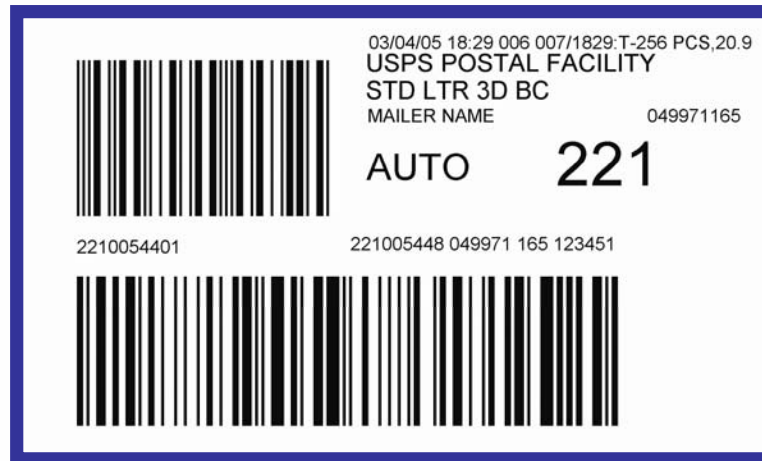
- **Rapid Information Bulletin Board System:**
<http://ribbs.usps.gov>
 - Intelligent Mail Barcode for letters and flats
 - Encoder Software, Fonts and Online Decoding Tool
 - Intelligent Mail Barcode Specifications
 - Technical Resource Guide
 - Mailer ID Guidelines
 - OneCode Confirm and OneCode ACS Technical Guides
- **Domestic Mail Manuals**
- **USPS Publications**
- **Commercial Scanners**
 - Videk - Model 2030
 - The Culver Group - HHP 4600

Transition Strategy

Intelligent Mail® Tray labels and Intelligent Mail® Tray barcodes



Older, Existing Label



New, Transitional 10/24-digit
Intelligent Mail Tray Label



Future Label (3-5 years)

The Intelligent Mail® Tray Barcode:

- Provides routing/sorting information
- Provides Mailer ID
- Uniquely identifies every tray/sack/tub
- Provides specific mail content information

In addition, for USPS internal tray barcode formats:

- Identifies specific mail flow
- Identifies specific transportation
- Identifies specific processing and delivery information



10-digit Tray Barcode Construct

- Barcode Symbology: Interleaved 2 of 5 (10-digit)
- Does not provide for unique identification

1	2	3	4	5	6	7	8	9	10
ZIP Code					Content Identifier Number (CIN) (3N)			USPS Processing Code (2N)	

10-Digit Encoded Data Elements			
Field No.	Field Description	Field Size	Character Position
1	ZIP -3 or 5-digit	5	1-5
2	CIN	3	6 -8
3	2-Digit processing code (USPS)	2	9-10

24-digit Tray Label Construct

- Barcode Symbology: 24-digit: ISS Code 128, subset C

Intelligent Mail **TRAY** barcode: 6-Digit and 9-Digit Mailer IDs

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
ZIP Code (5N)					Content Identifier Number (CIN) (3N)			LABEL SOURCE	Mailer ID (6N)						Optional Program Field (3N)			Serial Number (5N)					LABEL TYPE - 1

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
ZIP Code (5N)					Content Identifier Number (CIN) (3N)			LABEL SOURCE	Mailer ID (9N)									Serial Number (5N)					LABEL TYPE - 8

24-Digit Encoded Data Elements		
Barcode Element	Position	Definition
ZIP Code	1–5	Identifies the tray or sack's destination in accordance with the USPS DMM
Content Identifier Number (CIN)	6–8	Describes the contents of the tray or sack based in accordance with the USPS DMM
Label Source	9	The value '1' is used for Automation Compatible, Barcoded, and Machinable Mail The value '7' is used for all other mail
Mailer ID (MID)*	10–18	A six-digit or nine-digit USPS assigned ID used to uniquely identify the preparer of the tray or sack
Serial Number*	19–23	A unique five-digit number for each tray or sack
Label Type	24	"1" when used with a six-digit MID and "8" when used with a nine-digit MID

*Optional Program Field (16–18), a three-digit data field used only in conjunction with a six-digit MID to expand Serial Number Field to eight-digits

For Intelligent Mail Tray labels:

- Use largest label stock sizes and holders
- Obtain and follow the specifications available on the Rapid Information Bulletin Board System: <http://ribbs.usps.gov/> to create and print labels
- February 2008 - specification updated with text area to the right of the 24 digit barcode
- March 2008 - DMM changes to allow use of the 10/24 digit Tray Label

The Intelligent Mail® Container Barcode:

- Is applied on a “Placard” or Pallet Label
- Identifies Mailer
- Establishes a unique “serial number” for each pallet/container
- Associates pallet/container to unique mailing

Mailer's
Container
Label →

SCF SAN FRANCISCO CA	940
STD FLTS SCF BC/NBC	
<small>XYZ CORPORATION INTERNATIONAL FALLS, MN</small>	
USPS SCAN REQUIRED →	<small>USPS BARCODE</small> 
<small>99 M 912345678 -123456</small>	
<hr/>	
(Mailer Area)	

For Containers:

Uses GS1-128 – formerly UCC/EAN 128

Intelligent Mail **CONTAINER** barcode: 6-Digit and 9-Digit Mailer IDs

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
Application Identifier (2N)		Type Indicator	Mailer ID (6N)						Serial Number (12A/N)												
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
Application Identifier (2N)		Type Indicator	Mailer ID (9N)									Serial Number (9A/N)									

Example: 6-digit Mailer ID Format

(for use by large mailers)

Field No.	Field Description	Field Size	Character Position	Logical Values	Allowable Values
1	Application Identifier	2	1-2	Numeric	“99” (Only)
2	Type Indicator	1	3	Alpha	“M” (Only)
3	Mailer ID	6	4-9	Numeric	USPS-assigned ID
4	Serial Number	12	10-21	Alphanumeric	Mailer-defined

For Intelligent Mail Container Labels:

- Go to the Rapid Information Bulletin Board System: <http://ribbs.usps.gov/> for the Intelligent Mail Container Barcode specifications
- March 2008 - DMM update to allow the use of new layout and instructions for the (pallet/placard) labels

Intelligent Mail® Package Barcode for Parcels

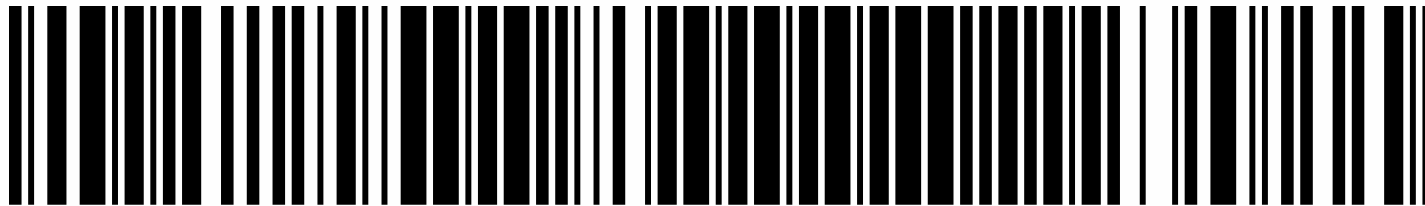
- Barcode symbology: GS1-128 (formerly UCC/EAN Code 128)
- Concatenated barcode combining:
 - Sorting/Routing Information
 - Mailer ID
 - Unique Piece ID
 - Multiple Services in one code
- Today - two digit service code
- Future - three digit service code and more Application Identifiers



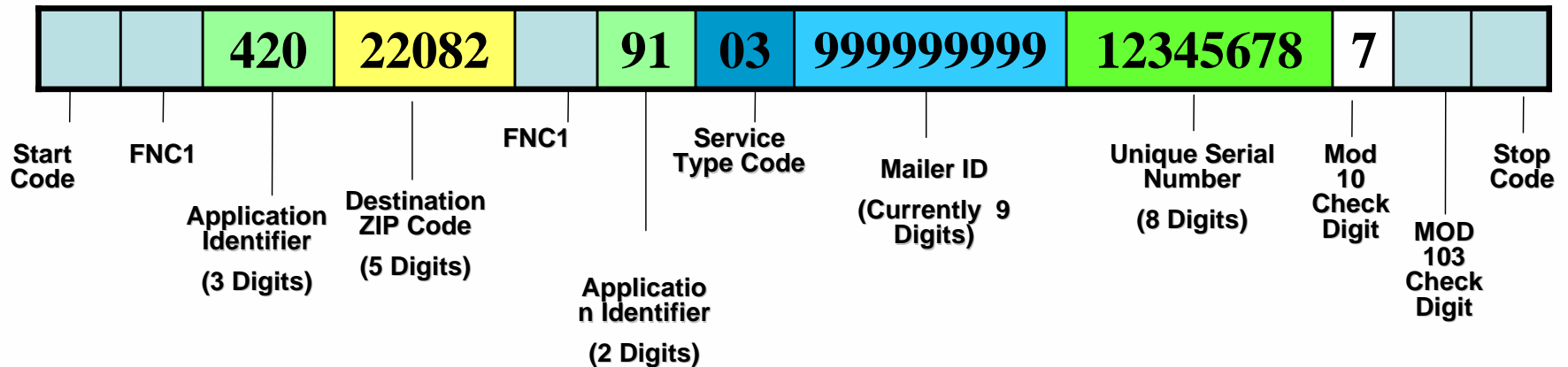
CONCATENATED
Intelligent Mail Package barcode



One of many examples of constructs



420 22082 9103 9999 9999 9123 4567 87



- Two Proposed Options
 - Basic
 - Intelligent Mail barcode for automation discounts
 - Services and barcode uniqueness not necessary
 - Full Service
 - Intelligent Mail Barcode
 - Intelligent Mail Tray Label
 - Intelligent Mail Container Label
 - All barcodes must be unique for 45 days
 - Electronic Documentation
 - Appointment Scheduling

Electronic Documentation

- **Postage Statement Wizard**
- **Mail.dat®**
- **Web Services**



Appointment Scheduling

- Use Facility Access Shipment Tracking System (FAST) to:
 - Schedule Appointments for Drop-Ship Mailings
 - Schedule Appointments for Mailings verified at Detached Mail Units.

Electronic Documentation & FAST Resources

- For help with Electronic Documentation:
 - Visit <https://www.usps.com/postalone/program.htm>
 - Call PostalOne! Help Desk at 1-800-522-9085
- For additional information on FAST:
 - Visit <https://fast.usps.com>



- Meet requirements of the new Law
- Use container, handling unit and mailpiece scans along with mailer data to provide detailed performance insight.

