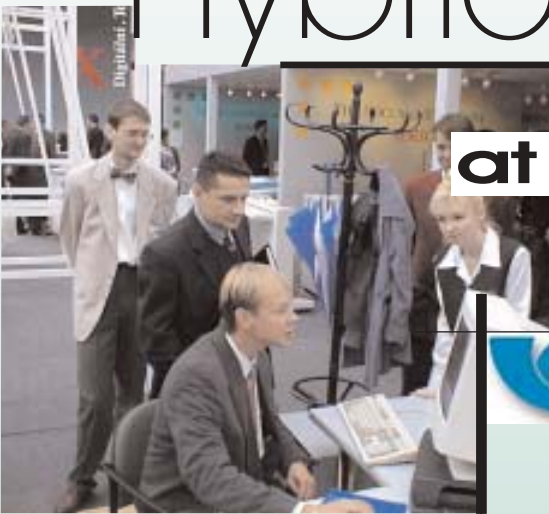


# Hybrid Post Project

## at the Czech Post



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Like many other international postal authorities, Czech Post is taking advantage of modern technology to improve and expand the services it offers customers. One such service is using the print centre of the post for commercial use. It is intended to offer services to other companies and to the general public. On this basis the project Hybrid Post (HP) was established.

The main aim of the project is to extend traditional postal services (delivering documents to addressees) to include taking documents (or data) directly from the computer of the user (in electronic form) and provide printing, post-processing and distribution services.

### Market Structure

From a marketing point of view it is possible to split the potential customers into three categories:

- **Large** - large printing jobs (banks, utilities, mailing companies, etc)
- **Medium** - medium sized printing jobs (clubs, marketing departments of big companies, medium sized companies)
- **Small** - small or medium sized companies, and general public for occasional marketing actions

The 'Large' category are well used to dealing with bureaus and to submitting data and document specifications suitable for creating PReS applications for document printing. However, the market in the Czech Republic is such that we can not expect many customers from this group, and this is why the project is targeted more towards the medium and small segments. In order to be able to attract these potential customers, it is essential to keep costs minimised, using suitable technical and marketing solutions. We must also make it easy for the customer to create and submit documents.

### Input formats

The services offered must take account of the customer's requirements for input data formats. These will include

- Output from document design systems (PReS or NEWLEAF)
- Output from a billing system or a banking system (Spool files – PostScript, PCL, or LineMode)
- Output from Office systems

### Data transmission

The Internet solution is the easiest interface for data transmission. However, the transmission must be encrypted for confidentiality purposes and to prevent access by unauthorised users.

### Processing of the print job in the printing centre

The job will be automatically received, ensuring no manipulation costs. The customer details are stored in a database, and the jobs will be printed according to the pre-defined factors.

### Printing and post-processing

Both cut-sheet and continuous printers are used. It is planned to offer a service for book printing and for full colour printing (DocuTech and DocuColor). Document printing is either by PReS or by NEWLEAF.

Following printing, the documents are then inserted into envelopes, stamped and delivered.

### Implementation - Phase One

The first PostServis Centre was created in Ceske Budjovice with PrintSoft, Xerox Print and Comporex.

### The Future...

There are plans to open an additional two Hybrid Post centres to service the whole country and to be able to deal efficiently with customers' demands. At the present time, PrintSoft and the Czech Post are co-operating in developing the communication parts of the software and the automatic service modules.

Service Provider

**Czech Post**

Software partner

**PrintSoft Czech Republic**

Printer Partner

**Xerox Czech Republic**