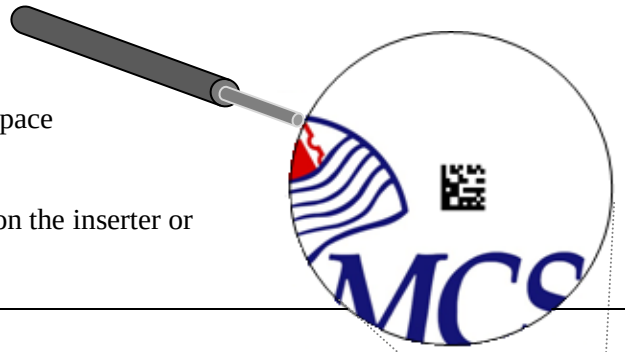
Creating a 2D barcode for Perfect Match

Data Matrix Barcode Template Placement

The following items provide some specifications to place data matrix bar codes for use with the MCS Perfect Match Camera System.

- Size >= ¼", <= ½"
- Cell Size <=12x12 or 14x14 cells
- DPI >= 300 dpi
- Clear Zone - an area surrounding the image that has nothing but white space
  The recommended clear zone is ¼ - ½ inch around the barcode



The Data Matrix barcode can be printed anywhere that the camera can see it on the inserter or other equipment.

Dave Loos
President
XYZ Printing Corp.
789 Rockefeller Center
Big City, US 98765

Dear Dave,

I know that your company is always looking for technology developments that can keep you ahead of the competition. This is possible more than ever with the new MCS MicroVision camera that we have just announced. As an integral part of the latest generation of the MCS Perfect Match system, this miniature camera has many benefits.

The new MCS MicroVision camera's miniature format of approximately 1.5 inches allows it to be mounted in tight openings with small clearances – giving you more options to read barcodes, and OCR characters at locations previously inaccessible. You now have the ability to read both upward facing on the feeder and downward facing in the track on inserting equipment including the Pitney Bowes FlowMaster, and can retrofit existing insertion and bindery equipment.

The secret behind the miniature design of the MCS MicroVision camera is the host-based video decoding and data transfer via standard USB protocol – as opposed to using redundant circuitry within the camera. In addition to reducing the size of the camera, MCS has also incorporated a self-illumination LED ring around the lens, which eliminates the need for external lighting.

The MCS MicroVision cameras along with the SecureTrack system are fundamental components to the MCS Perfect Match System. The Perfect Match system enables mailers and letter shops to assure matching of personalized documents and inserts into personalized envelopes. Handling matching operations with an automated system such as the MCS Perfect Match allows higher throughput as well as enhanced value-added. Utilizing closed-face envelopes for direct mail can increase response, enhance document security, as well as lower envelope costs.

Many mailers have seen that matching jobs can command significantly higher prices – and higher profits. With the MCS Perfect Match technology, it is possible to have equipment payback within only a few months.

If you'd like to learn more about this, you can visit our web site at www.mcspro.com or call me at our main office.

Best regards,

Glenn Toole

Glenn Toole
V.P., Sales & Marketing
MCS, Inc.

Ben Schwartz
Director, Technical Services
ABC Mailing Company
123 Any Street
Any Town, US 12345

Dear Ben,

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Best regards,

Glenn Toole

Glenn Toole
V.P., Sales & Marketing
MCS, Inc.

- Leading zeros are required to give the barcode a uniform size though out the job
    - Example (000001), all records should have 6 digit numbers.
- We recommend 6 to 8 digits, but the system can accept as few as 4 and as many as 20.
    - Typically, the number of digits is dictated by the number of records in the data file (i.e. – a data file with 10,000 records really only needs 5 digits, for every record to get a unique index number assigned to it, just as a data file with 1,000,000 records would require a minimum of 7 digits for every record to be uniquely indexed.)
    - Make sure the data file field has the same number of digits as the 2D bar-code

- Symbol size is a recommended 12x12, or 14x14

  The number of digits used will dictate the symbol size of the data matrix. Keep in mind, that the use of alpha characters will reduce the number of characters that can be contained in the barcode.

Number of Digits		Symbol Size
numeric only	alpha included	
6	3	**10 x 10**
10	6	**12 x 12**
16	10	**14 x 14**
24	16	**16 x 16**

- Put the bar-code in an area that can be physically seen by the camera when it is mounted on the inserter or other equipment.
    - Be aware of where the barcode is after the piece is folded