

Pitney Bowes Business Insight Delivers Advanced Web 2.0 Experience with the Unveiling of Stratus Connect™ 2.0 at GeoCommunity '09

Latest Web 2.0-based mapping application enables government organisations to share spatial information internally and externally more effectively to better serve citizens, realise efficiencies and reap cost savings

GeoCommunity '09, AGI Conference, Stratford-upon-Avon, 23 September 2009 – [Pitney Bowes Business Insight](#) (PBBI), a global provider of location and communication intelligence software, data and services, today unveiled Stratus Connect™ 2.0, the latest upgrade to the Stratus suite of user-centric products which deliver solutions for end-to-end spatial data management analysis and distribution.

The new features included in Stratus Connect 2.0 extend the capabilities of the definitive location intelligence tool for the provision of live information about the location of services and amenities in any given vicinity:

“Find my nearest”:

With unparalleled search capabilities for nearest facilities, access or points of interest on a live map interface, “*find my nearest*” facilitates self-service for citizens, helping to reduce the burden on call centres. Multiple layers can be set up for ‘find nearest’ searches and then categorised, for example by transport, health and environment. Search results are shown on a map as clickable markers, and custom markers can be added.

Automated tasks for the administrator:

GIS administrators can schedule updates to the gazetteer index on a daily, weekly or custom basis. Critically, several usability improvements reduce the time spent administrating the system and ensure data is live and up-to-date, for vastly improved decision making.

Zero vulnerabilities:

Stratus Connect 2.0 is fully secured against malicious attacks with zero vulnerabilities, having undergone industrial strength penetration testing for the web. It also features added support for Microsoft Internet Explorer 8, with up-to-date browser compatibility.

“Only Stratus Connect 2.0 gives people and organisations the flexibility to quickly deploy a web mapping portal with the ability to embed and mash components,” said Chris McCartney, Stratus Global Product Manager at Pitney Bowes Business Insight.

“This powerful spatial capability allows for the joining up of back office systems, creating a seamless delivery of information and providing unprecedented services to citizens. The user-centric approach means Stratus Connect 2.0 is not only a first rate mapping product, but one that anyone can use.”

As location intelligence solutions move from the single to enterprise-wide use, Stratus Connect 2.0 provides unprecedented presentation of data in a self service environment via Web 2.0 mapping capabilities and rich internet functionality.

Visitors to GeoCommunity '09 will have the opportunity to get 'up close' to Stratus Connect 2.0 at the PBBI *Inspiration Hub*, a drop-in style clinic where delegates can meet PBBI's technology experts to discuss PBBI's location intelligence solutions and tools in more detail through either hands-on demonstrations or one-to-one discussions. The PBBI Inspiration Hub is open to GeoCommunity '09 attendees from 1.00pm-5.00pm on Tuesday, 22 September.

End.

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About Pitney Bowes Business Insight

Pitney Bowes Business Insight (PBBI) is a division of Pitney Bowes Inc. (NYSE: PBI). PBBI provides a unique combination of location and communication intelligence software, data and services that enable organisations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximising the value of customer data, PBBI provides the tools required to more

effectively locate, connect and communicate with customers and citizens in today's global markets. Leading organisations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth.

PBBI is a top 100 global software company with offices in over 20 countries. PBBI has more than 10,000 customers in over 60 countries.

For more information visit - www.pbinsight.com

About Pitney Bowes

Pitney Bowes is a \$6.3 billion global technology leader whose products, services and solutions deliver value within the mailstream and beyond. Founded in 1920, our company's 35,000 employees deliver technology, service and innovation to more than two million customers worldwide.

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