

# Fax Address Automation

## Pinpoint and Extract Fax Addresses

NET SatisFAXtion 7.5 incorporates new technology from Print Automation, Inc. to pinpoint, locate and identify with precision fax address information from any printed page containing a fax number and recipient's name. By identifying predetermined colors or selected positions on a printed page, a recipient's address information is automatically extracted and added to your new fax. These powerful data extraction methods provide enhanced integration with any business application and deliver expanded fax addressing options.

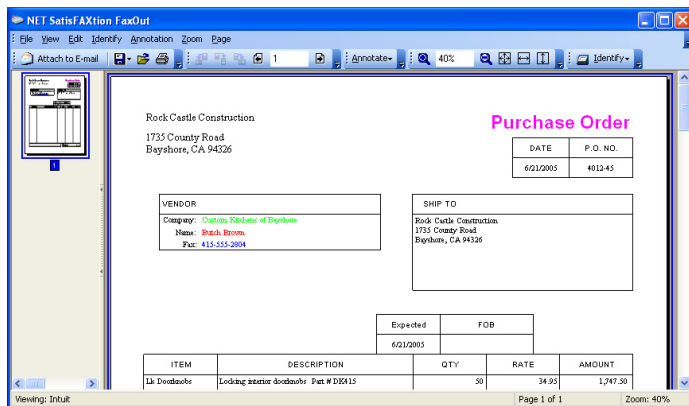
Using this process does not require any changes to existing business documents. Integrating fax seamlessly into applications is automatic and allows organizations the ability to focus on their business messaging instead the mechanics of how to send faxes.

There are two techniques by which the addressing information is located and identified--by color or positioning--and both give users the ability to easily integrate with any business application while maintaining complete accuracy for addressing.

## Automated Addressing Highlights

- Automates fax addressing
- Color can be used with any application that supports changing font color
- Position can be used with any application
- Greatly increase productivity
- Transparent integration with existing processes

## Color

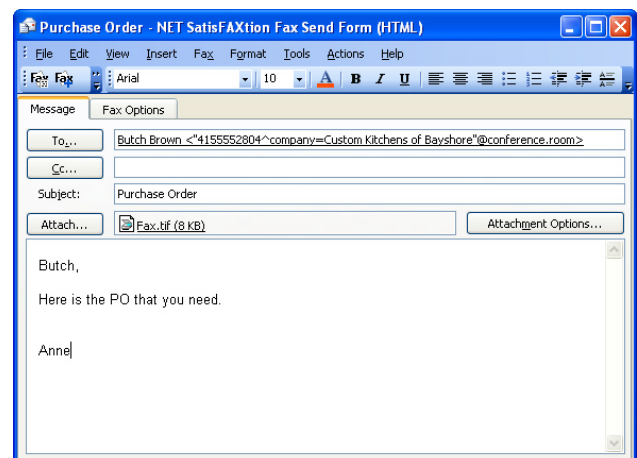


Font color on the printed page allows for a fax address to be precisely located and identified, regardless of its position on the printed page. Using standard RGB colors, this technology recognizes who the fax is to, the fax number of the recipient, company name, as well as the subject line.

Based on the designated colors in the printed page, the information is extracted and used to fill out the fax recipient's information. Before sending you can review the addressing information and make any changes if necessary.

After clicking OK, the NET SatisFAXtion fax server renders your document into a faxable TIFF format and a new email is created with your document as an attachment. All addressing information is automatically inserted into the appropriate fields.

Within your existing applications, you can modify the font color of your heavily used templates for easy automatic addressing. QuickBooks, for example, is an application that allows you to customize the appearance of standard forms. By simply going into



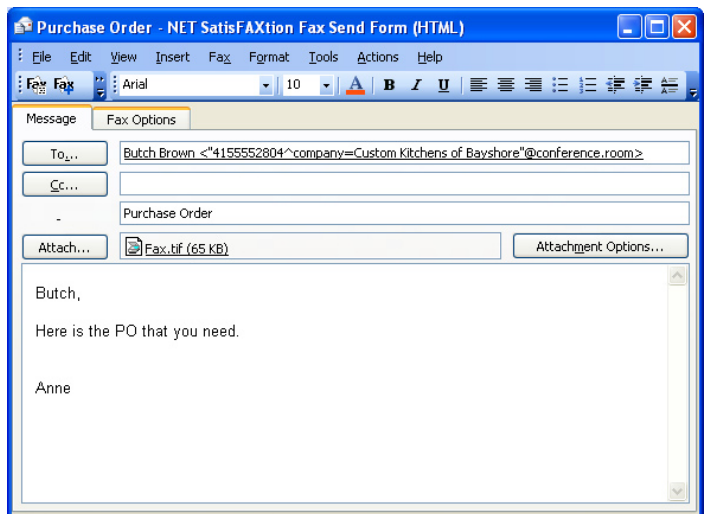
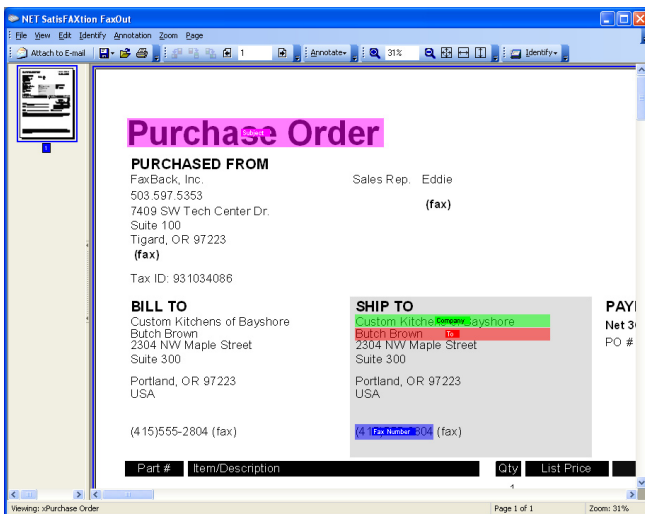
the QuickBooks Customize Form facility, adding the appropriate fields and selecting the correct font color for the fields, the addressing information can be extracted from data that is stored in QuickBooks.

The screen on the left is an example of a modified QuickBooks Purchase Order, printed to the Email Attacher printer. The viewer shows where Fax, Company Name and Email fields have been added to the form so that the fields could be color coded.

When Email button is clicked, the document is attached to a new Outlook Message and is addressed with the phone number that exists in the QuickBooks database.

## Position

With the position identification method, the fax address information is instantly recognized by its location on the printed page. This process is available from any application that creates output where information is placed in a consistent position. From within a document, you can select and drag a box over an area that contains the recipient name, fax number or subject information. The determined locations can be saved as a template and then used to identify fax information when several people need to receive similar documents.



Color and Position address automation enable documents containing fax numbers to be instantly addressed and delivered as a fax, giving everyday business applications significant fax integration powers. No manual look-ups in contact address book or manual selections are required on the part of the sender. NET SatisfAXtion supports a broad range of diverse business and vertical applications ensuring seamless fax integration that can be easily mastered by the most non-technical of users.



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