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IMb[®] Scanning Qualifies for USPS[®] 2012 Mobile Promotion - No Need for QR Codes

[AddressVision Inc.](#) announced today a service that will allow full service IMb mailers to realize savings from the summer 2012 [USPS Mobile Commerce and Personalization Promotion](#) by simply using the IMb that is already printed on their mailings.

The service includes:

- [mailScan](#)[™], a free mobile barcode scanning app available for iPhone and Android smart phones
- A mobile optimized and personalized Web page created and hosted by AddressVision
- Analytics and reports including daily scan counts as well as recipient's scan data
- A Mail.dat[®] utility to populate "by/for" fields for consolidators

"We are very excited to offer this service to mailers that find the generation and printing of personalized QR codes challenging. By taking advantage of the information already contained in the IMb, mailers can easily direct their recipients to a personalized mobile optimized Web page and therefore, qualify for the USPS promotion," said Shahrom Kiani, General Manager of AddressVision.

For more information on this new service please contact Chuck Scott at (972) 400-2763, info@avimobile.net or complete [pre-registration form](#) at AVImobile.net.

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