

Siemens honored with prestigious Postal Technology International award

- **Siemens Label Learning software awarded Parcel Innovation of the Year**
- **Solution for efficient parcel label reading**
- **Software for the highest degree of automation in parcel hubs**

Siemens Postal, Parcel & Airport Logistics (SPPAL) received the renowned Parcel Handling Innovation of the Year award on September 29. In the course of the Post-Expo 2015 in Paris, Michael Reichle, CEO of SPPAL, accepted the award on the company's behalf.

With higher and higher volumes in global e-commerce, parcel service providers are increasingly presented with new and unknown parcel labels from different domestic and foreign companies. With Siemens Label Learning software, CEP service providers can quickly and easily make the labels known to their parcel reading system. As soon as the reading system is familiar with the labels to be processed and can read them automatically, fully automatic processing becomes possible.

The label learning process is carried out with individually scanned images and with labels that were not recognized by the reading system. These images are interactively processed with the Label Learning Software on a separate computer. The different fields on the labels, such as the positions of the recipient and sender addresses, logos, barcodes and other elements, can be easily assigned.

The software is accessed via a clearly structured user interface. Sample images can be loaded easily so that the different fields can be assigned accordingly. Finally, the generated data is available in a database, ready to be transferred to the parcel reading system via Siemens' Open Reading Coding Architecture (ORCA) at any time.

Further details on customer benefits:

- Quick adaption to new label layouts
- Higher address recognition performance
- Customer can configure simple reading tasks
- Conflicting identifier bar codes –for example problem with reused packaging – can be clarified
- Efficient and reliable processing of international and third-party parcel labels

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Siemens Postal, Parcel & Airport Logistics GmbH (SPPAL) headquartered in Constance, Germany, is a fully owned subsidiary of Siemens AG. SPPAL is a leading provider of innovative products and solutions in mail and parcel logistics and automation as well as in airport logistics with baggage and cargo handling. Software solutions and customer services along the whole product life cycle complete the portfolio. The company has an installed base in more than 60 countries worldwide. Major customers include renowned airports as well as postal and parcel service providers around the globe. Further information is available on the Internet at: www.siemens.com/logistics

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is No. 1 in offshore wind turbine construction, a leading supplier of combined cycle turbines for power generation, a major provider of power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2014, which ended on September 30, 2014, Siemens generated revenue from continuing operations of €71.9 billion and net income of €5.5 billion. At the end of September 2014, the company had around 343,000 employees worldwide on a continuing basis. Further information is available on the Internet at www.siemens.com.