

Siemens supplies address recognition software to Viapost

- **Intelligent software solutions for French logistics and transport expert**
- **High-performance address reading with deep learning algorithms**
- **Efficient handling of small parcels and lightweight items**

Siemens Postal, Parcel & Airport Logistics (SPPAL) has been awarded a contract from Viapost to equip up to 15 sorters in France with its innovative ARTread recognition software for detecting parcel labels and reading addresses based on optical character recognition (OCR). The system enables reliable extraction and interpretation of address information, logos and labels. It ensures that all items are quickly sorted and delivered.

Logistics and transport services provider Viapost is a subsidiary of the French postal service La Poste. Given the growing international parcel flows and the vast diversity of parcels and items to be processed, the previous address recognition software was being stretched to its limits. Based on a successful pilot project that was implemented in 2017, Viapost decided to upgrade and extend its sorting process automation with the highly efficient ARTread software from SPPAL. The solution is using state-of-the-art deep learning algorithms and can be installed during running operations without affecting stability.

The ARTread software is allowing Viapost to more easily and efficiently process a larger variety of lightweight items and small parcels, including flats and bags. Furthermore, the functionality responsible for locating and interpreting address blocks can easily handle items in different shapes and packing materials as well as with varying print qualities, fonts and address layouts.

“We are looking forward to extending our fruitful cooperation with Viapost,” said Michael Reichle, CEO of Siemens Postal, Parcel & Airport Logistics. “Our recognition technology sets a new benchmark concerning recognition performance. In turn, it will support Viapost in obtaining even greater operational efficiencies and optimizing costs.”

“We are very satisfied with the high-performance values we are now achieving – something that was unimaginable a few years ago,” added Pascal Cesari, Industrial Manager of Viapost Industries, Viapost’s logistics business unit. “We were also impressed with the stability of operations during implementation of the software. And because Viapost still wants to perfect its sorting system, we are expanding our collaboration with Siemens to include five-face reading and new features related to the last mile delivery at two new automated parcel centers.”

SPPAL has its own French national company, which is headquartered in Chatillon, a suburb of Paris. With this local presence, SPPAL can ensure optimum customer service and competent local handling of projects.

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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 and high-performance products and solutions for mail and parcel automation; for airport logistics including baggage and cargo handling; and for the digitalization of logistics processes using high-end software. Comprehensive customer service completes the portfolio. SPPAL is represented worldwide through its regional companies and active in more than 60 countries. Major customers include renowned airports as well as postal and parcel service providers around the globe. Further information is available online at www.siemens-logistics.com.

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. One of the largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. With its publicly listed subsidiary Siemens Healthineers AG, 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 2018, which ended on September 30, 2018, Siemens generated revenue of €83.0 billion and net income of €6.1 billion. At the end of September 2018, the company had around 379,000 employees worldwide. Further information is available on the Internet at www.siemens.com.