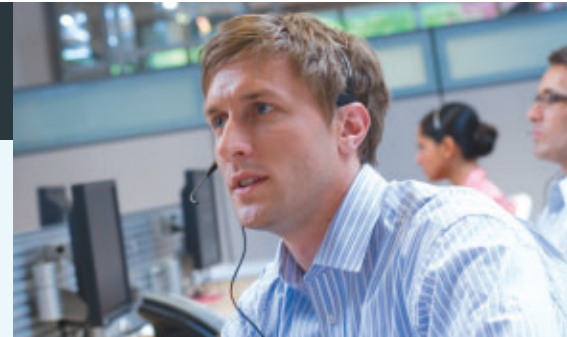


DATA SHEET

Coverage Locator

INCREASE REVENUE AND REDUCE CHURN BY PROVIDING BETTER CUSTOMER RESPONSE



Summary

The Pitney Bowes Business Insight Coverage Locator is an Internet solution that determines if a service is available from a wireless telecommunications operator. This hosted web-based solution utilizes an operator's coverage data and displays it on a map located by an address.

Benefits

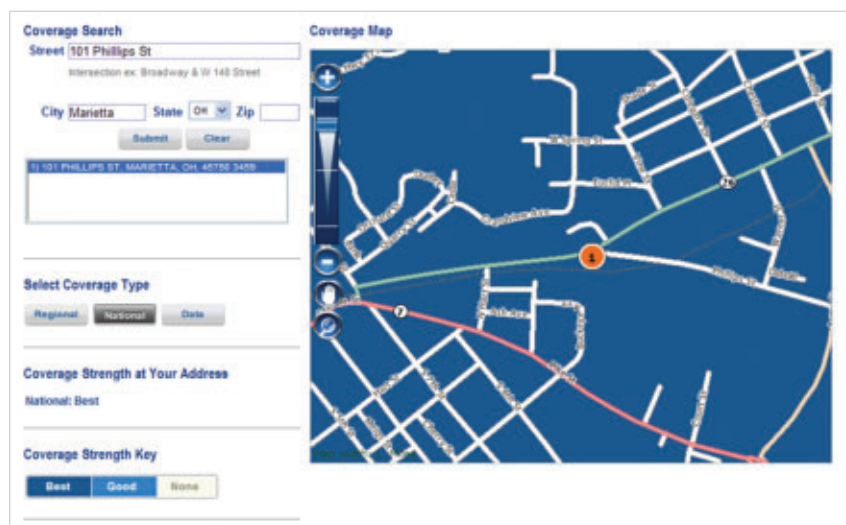
- View coverage technologies and quality with highly visual maps
- Identify service potential and build-out opportunities
- Provide quick, easy access to your coverage data
- Customize the user interface for seamless integration
- Leverage professional support and services

OVERVIEW

The Pitney Bowes Business Insight Coverage Locator enables users to see a map with wireless coverage quality for an address, street intersection or postal code. A customized user interface is optionally provided to fully integrate into the operator's web portal. This technology can be external facing as customer self-service as well as internal for operator call centers.

The processing begins when the user enters location information identified by an address, street intersection or postal code. This information is geocoded to transform to a real-world location, a latitude and longitude coordinate. If an exact match

cannot be found, a list displaying candidate addresses is provided. The processing continues with the display of the coverage area on a map using a default zoom level, as well as a description of the service quality that is available at the specified location for the available wireless technologies. This coverage map is color coded by categories of coverage quality and a legend is available that describes the quality of service. The user can change which coverage map to view when multiple wireless technologies are available, for example: high speed cable, CDMA, EVDO, 1X and roaming partners.



By keying in a customer address, service reps can instantly view a coverage map that provides near real-time details on service availability at the customer's exact location.

Coverage Locator

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In addition to request processing, statistical data is logged for analysis and reporting. This data can be mined to determine where potential subscribers are located and then used to determine network build-out requirements and reduce churn.

The Pitney Bowes Business Insight Coverage Locator is a hosted solution. Our services team works with an operator's engineering team to transform and upload coverage data.

The data pre-processing engagement will include an initial assessment and documentation of coverage data pre-processing requirements. Our services team will then provide an operator with a data update format requirements

document detailing how the data should be delivered. The data is then processed and uploaded to the Pitney Bowes Envinsa® Online Services (EOLS) site by our services team. The initial pre-processing engagement is included in the solution.

The Pitney Bowes Business Insight services team can work with an operator's marketing team to develop a customized user interface. This enables a seamless look and feel with an operator's portal.

In addition to the coverage locator solution, our services team can enable other high value solutions such as a store locator.