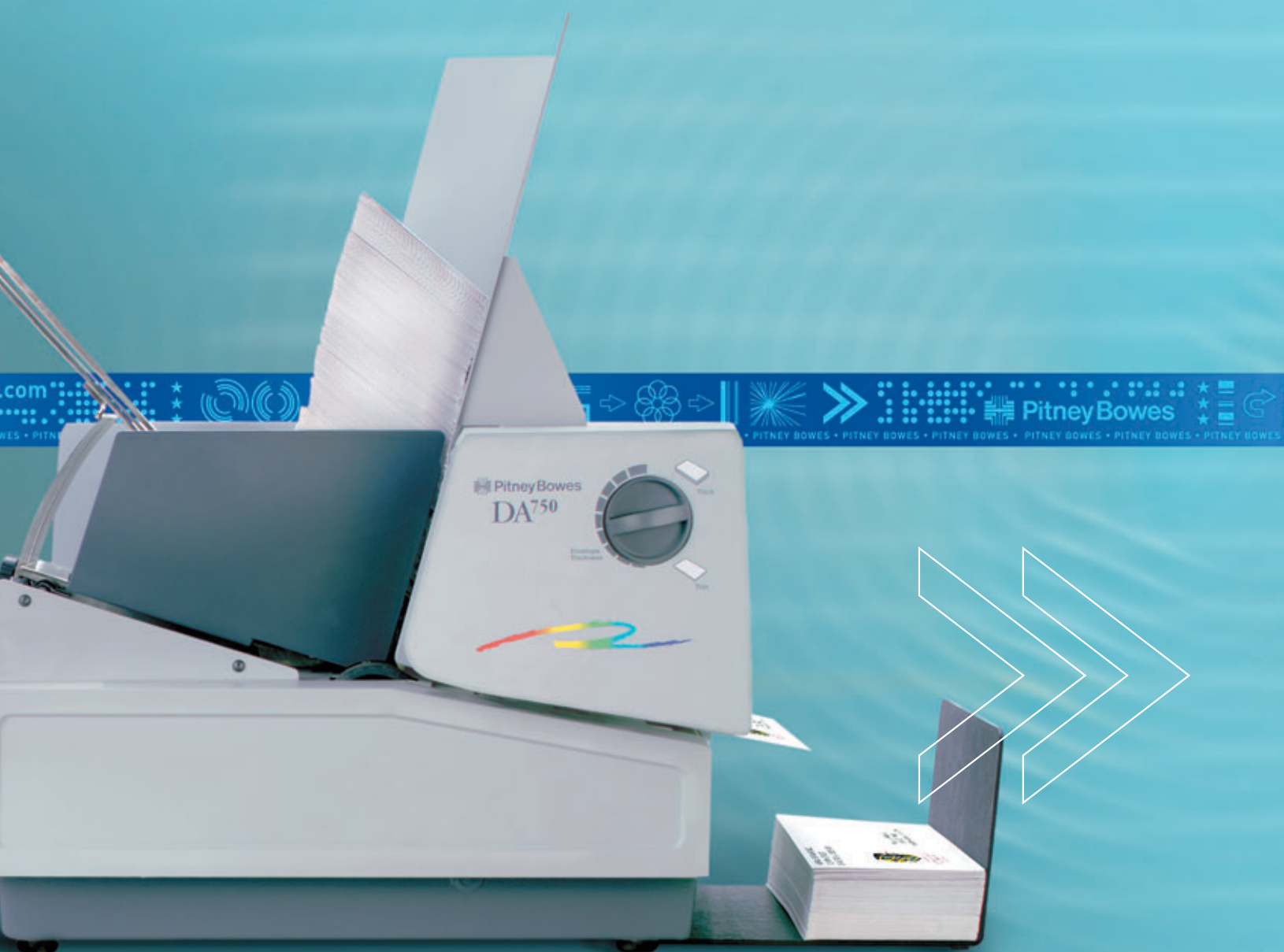# AddressRight®
Addressing System DA700

When your mail means business address it for success!

Maximize the effectiveness of your direct mail and critical customer communications

The Pitney Bowes DA700 Series AddressRight® Printers can help you create a professional image that will get your letters opened. These printers give your mail that "open me" look by using superior inkjet technology to print addresses and graphics in attention-grabbing colour or black.

A recent study* revealed that 17% of all promotional mail is thrown away unread. Why? Probably because recipients perceived that envelopes addressed in a messy, cluttered fashion, looked like "junk mail" – prepared with a label and often addressed incorrectly.

So if your mail means business, don't waste time, effort and money ... do it right with a DA700 or DA750.

* Conducted by the United States Postal Service

The DA700 Series AddressRight® Printers combine state-of-the-art inkjet technology with a highly productive and durable design to optimise performance.

The DA750 offers the impact of process colour printing.

Handles up to 250,000 addresses per month.

Postage that is digitally imprinted by your mailing system makes your mail look professional.

MICROCINE
321 BOUL ROYAL
SHERBROOKE QC J1J 1J1

RECYCLE
FOR A BETTER
TOMORROW

CANADA POSTES
POST CANADA
00.00
000 000   0000.00.00

GILLES LEBRUN
987 RUE LAJEUNESSE
JONQUIERE QC G7G 7G7

The DA750 can print CMYK graphics anywhere on the mail piece.

The DA700/DA750 prints direct impression and personalised addresses.

Process materials from 3" x 5" to 15" x 15.5" and up to 1/4" thick.

The DA700 Series prints on envelopes, postcards, flats, tri-fold newsletters, booklets and catalogues and a variety of materials up to 1/4" thick.

❖ Create a look that gets your mail noticed and opened

The DA750 can print eye-catching colour and graphics anywhere on the mail piece, while the DA700 prints in crisp black. And, it prints clear, personalised addresses that greatly improve your ability to impress the people you want to reach.

Colour And Graphics Add Versatility

> Black (horizontal x vertical)
  600 x 600 dpi
  300 x 600 dpi
  150 x 600 dpi

> Colour (horizontal x vertical) (DA750 only)
  600 x 300 dpi
  300 x 300 dpi
  150 x 300 dpi

> And, your graphics can be placed anywhere you choose.

Creates Professional-Looking Mail That Gets Results

> Print addresses directly on postcards, flats, mailers and catalogues, as well as envelopes.
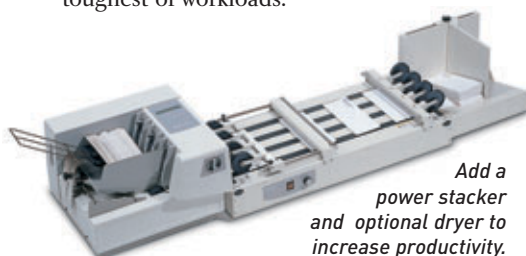
Envelope Designer™ Capability

> Our exclusive Envelope Designer™ Plus Software and ClipArt is included and will allow you to design and implement the look you want.

Graphics can be placed and printed anywhere on the mail piece. What you see is what you get.

❖ Produce Your Mail In No Time At All

The high speed DA700 Series with optional power stacker provides you with the ability to consistently manage even the toughest of workloads.

Add a power stacker and optional dryer to increase productivity.

Ultrafast Processing

> Addresses #10 envelopes at speeds up to 13,000 per hour (3 lines, in black).

High Capacity Increases Productivity

> The input extender and optional stacker/ink dryer keep the system running continually for optimum performance.

Handles A Variety Of Sizes

> Automatically feeds materials from 3" x 5" to 15" x 15.5", and up to 1/4" thick.

❖ Maximize Deliverability
Deliverability Is Enhanced

> When the DA700 Series printers are used in conjunction with our AddressRight®+ Addressing Software.

It's easy to use

The DA700 Series has many features that enable even a casual operator to get the most from its performance.

User Friendly

> The DA700 Series control panel provides clear, simple-to-follow prompts to guide the operator through each step.

Maximum Uptime

> Built-in sensors and a straight line paper path ensure an even and consistent mail piece flow.

Simple Adjustments For All Materials

> Advanced feeder and thickness settings make it simple to adjust for materials of all sizes.

Stores Addresses In Memory

> Communications buffer allows up to 99 addresses to be recovered for reprinting.

Simple Cartridge Replacement

> The quick-change ink cartridges snap in or out without any fuss or mess.

Quiet Print Operation

> Fine-tuned paper transport ensures that mail travels quietly through the print path.

Integrated Print Head Maintenance

> Extends useful life of ink cartridges by automatically cleaning and capping them.

Programmable Job Set-Up

> Store up to 8 jobs in the printer's internal memory.

Print Clarity Control

> Easily adjustable media thickness provides optimum print clarity.

Small Footprint

> The DA700 Series printers are compact and neatly fit on any desktop area.

Put it all together for image, savings and control

Combine a DA700 or DA750 Printer with AddressRight®+, PB First™ and a DM Series™ Mailing System from Pitney Bowes, and you're set up to produce your mailings in the most professional way possible. This complete systemincludes:

❖ AddressRight®+ Addressing Software

> AddressRight®+ combines address correction and letter carrier presort to make sure every piece of mail reaches the right customer.
> Looks up postal code for any street or postal station address in Canada.
> Corrects addresses, omissions and spelling mistakes, and reformats Canada Post abbreviations.
> Merges two or more files into a single file, and purges duplicate addresses and names from your database.
> Changes street type or directions to English or French equivalents and supports French accents.
> Cuts costs by taking advantage of discount postage rate letters, and calculates postage due based on volume requirements.
> Prints container, bag, and bundle numbers and tags.
> Sorts your database into a valid postal code and an invalid file that contains all foreign, U.S. and invalid records.

❖ PB First™ File Importing, Reformatting and Sorting Tool

> PB First™ File Importing, Reformatting, and Sorting Tool lets you make changes to your text based print files that will add tremendous value to your mail.
> Work with Pitney Bowes Documatch, DI350, DI400 or DI800 inserting systems, PB First assures that the right contents go into the right envelope, mailed to the right recipient.
> Process invoices, billings and statements of varying length on a Pitney Bowes system, regardless of your current operating platform.
> Update address information before the mail is generated and save the cost of re-creating and re-mailing the piece.
> Add layout and graphic information such as logos, fonts, lines and boxes.
> Separate your documents with more than a specified maximum number of pages for manual processing, or group your documents for added savings.
> Customise your print stream to make special offers to targeted customers, or send certain customers individualised documents such as overdue notices.
> Optical Mark Recognition makes it easy for you to customise each document.

❖ DM Series™ Mailing Systems

> Finish your mailing with a Pitney Bowes DM Series™ mailing solution featuring our exclusive IntelliLink technology.
> Lets you download Canada Post postal rates and add funds to your account with Pitney Bowes Postage By Phone™.

DA700 Series Specifications

Size:	19"W x 18"D x 13"H (48.2 cm x 45.7 cm x 33 cm)
Weight:	55 lbs. (25 kg)
Electrical:	120 VAC, 60 Hz
Print Resolution:	
DA750	Colour (horizontal x vertical) 600 x 300 dpi, 300 x 300 dpi 150 x 300 dpi
DA700	Black (horizontal x vertical) 600 x 600 dpi, 300 x 600 dpi 150 x 600 dpi
Max. Speed*:	Up to 13,000 Per Hour (3 line address, no barcode, black ink)
Max. Monthly Vol.:	250,000
Media Sizes:	3" x 5" to 15" x 15.5" (7.6 cm x 12.7 cm to 38.1 cm x 39.3 cm) and up to 1/4" thick (.64 cm)
Max. Print Area:	9.4" x 15" (23.9 cm x 38.1 cm)
Media Thickness:	Up to 1/4" (.64 cm)
Host PC:	IBM® compatible
Fonts:	12 internal
Fontography:	Downloadable
Envelope Capacity:	750 #10 Standard Envelopes with Bin Extender
Interface:	Centronics parallel, Serial
Emulation:	PCL 5 Subset
Print Orientation:	Upright or inverted
Options:	Conveyor stacker and ink dryer
Agency Approvals:	UL, FCC

*Maximum achieved with colour cartridge removed.

Pitney Bowes

Engineering the flow of communication™

Pitney Bowes

5500 Explorer Drive
Mississauga, ON L4W 5C7

For more information call:
1-800-672-6937

www.pitneybowes.ca

At Pitney Bowes, we offer integrated mail and document management solutions that can significantly improve your communication flow, increase revenue and, ultimately, drive shareholder value. Our solutions include:

▸ Mail Management
▸ Document Management
▸ Strategic Outsourcing
▸ Small Business Solutions

Our Commitment to Service

We are committed to providing our customers with the finest products and solutions backed by the highest quality service and customer care. We have a coast-to-coast network of trained Pitney Bowes service specialists plus a series of Advanced Customer Service Solutions to ensure our customers always receive the highest levels of service and support. Ask your Pitney Bowes Sales Representative for more information about our Customer Satisfaction Guarantee.