



# 2015 EMERGING AND ADVANCED TECHNOLOGY PROMOTION

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**I. BACKGROUND**

Direct mail continues to face competition from many forms of alternative media. Businesses have a variety of electronic and digital options available and are relying heavily on email marketing and social media to communicate with their customers in marketing their products and services. These diversions are having an impact on mail volume. As mobile and other print technologies continue to evolve, mail has the potential to offer greater value by engaging customers in various platforms. To ensure that direct mail continues to be a relevant part of the marketing mix, we encourage customers to explore opportunities to incorporate technologies such as Near Field Communication (NFC), “Enhanced” Augmented Reality, and other developing technologies that use advancements in print, ink, and paper that enhance how consumers interact and engage with mail. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

**II. PROGRAM DESCRIPTION**

The use of technology continues to be a growing force in the marketing landscape for today’s savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advancements in technology. To participate in the promotion, the mailpiece must incorporate the use of standard NFC technology or an “enhanced” augmented reality experience allowing the recipient to engage in an interactive experience using the mailpiece and technologies, such as mobile devices, tablets, and other advancements in interactive technologies. There are three new categories that are included in this year’s promotion. They are, but are not limited to:

- Inks
- Paper
- Interactive technologies

The requirements for the technologies eligible for this promotion are available in Section III, Eligibility Requirements. Additionally, the new categories in emerging and advanced technologies samples must be presented to the Program Office for review and potential pre-approval for eligibility to receive the promotion discount. Best practices for promotion participation are also included in the Eligibility Requirements section.

**NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies to receive the promotion discount.**

<b>Registration Period:</b>	March 15 – November 30, 2015
<b>Program Period:</b>	June 1 – November 30, 2015
<b>Discount Amount:</b>	2% of eligible postage. The discount is calculated in <i>PostalOne</i> ® and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.
<b>Eligible Mail Classes:</b>	First-Class Mail® presort & automation letters, cards & flats Standard Mail® letters and flats Nonprofit Standard Mail letters and flats

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**Ineligible Mail Classes:** Periodicals  
Bound Printed Matter  
Media Mail

### III. ELIGIBILITY REQUIREMENTS

#### A. Mailpiece Content Requirements

##### **Near Field Communication (NFC) Requirements:**

Near field communication (NFC) is a form of communication between devices such as smartphones, tablets or items embedded with NFC chips, tags or similar technology. The interaction is initiated by touching the mobile device on the NFC embedded item or by placing the device within 1 inch of the NFC embedded item. To participate in the promotion, the mailpiece must incorporate the use of standard NFC technology to engage the mobile device in providing an interactive experience for the user. Standard NFC technology generally consists of embedding a small chip or other form of technology into a carrier (mailpiece or other item) that can be recognized by a NFC enabled device.

Examples of NFC usage for this promotion include, but are not limited to:

- NFC technology embedded within the mailpiece interacts with the device upon touch or proximity to the mailpiece to generate a communication related experience.
- The mailpiece could be embedded or affixed with NFC technology that would allow the device to download applications, videos or games.
- Create calendar events.
- Toggle on and off device features.
- Trigger messaging services, video or other device features.

*(These are just a few examples and are not designed to limit or restrict the use of NFC technologies. Examples of usage and any new developments for the technology are welcome to be submitted to the Program Office for prior approval.)*

##### **“Enhanced” Augmented Reality Requirements:**

A general definition of **Augmented Reality** (AR) is a live view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data, etc. The technology leads recipients to engage in an augmented reality experience that is facilitated by a device or computer. The augmented reality experience has the following characteristics: it combines real and virtual experience, it is interactive in real time, and it is in 2-D or 3-D. Basic AR is technology that allows for a digital view of a real world environment whose elements are *augmented* (or supplemented) by computer-generated sensory input such as sound, video or graphics connecting you to additional meaningful content using the camera and sensors in a smartphone or tablet, AR adds these layers of digital content – videos, photos, sounds – directly on top of items in the physical world. For the purposes of this promotion **only** Enhanced AR is eligible for the promotion discount.

**Enhanced AR** - “Enhanced” Augmented Reality (AR) includes all of the above and provides robust features that allow consumer engagement experiences using the technology to relate directly to products and brands. “Enhanced” AR also includes, video animation\* and/or 2D-3D interactive graphics playing in front of or over physical objects so they appear to be interacting with the physical object. The “enhanced”

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experience can also use gamification or mobile game play (**Gamification** is the use of [game thinking](#) and [game mechanics](#) in non-game contexts to improve [user engagement](#) and [return on investment](#)). Gamification or mobile game play techniques include: rewards for players who accomplish tasks such as points, badges or virtual currency; competition with other players, adding meaningful choice, increasing challenges and added narratives. “Enhanced” AR **excludes** the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.

- This type of technology can be included in the experience , but Enhanced AR must be interactive and include one or more these elements:
  - 2D/3D elements or modules
  - Animation
  - An interplay between the physical (mailpiece) and the digital that actively uses the persons perspective

\*Video animation - The video cannot instantly appear and start through the augmented reality technology engagement. The video screen must appear as part of an augmented reality display. The video must be displayed on top or as part of the physical mailpiece environment. The video can play when engaged with the physical mailpiece or when the device is moved away from the physical mailpiece. The video must have a specific call to action related to the mailpiece and cannot reside on public access sites such as, Youtube, Facebook, etc.

**For the purposes of this promotion, only “enhanced” augmented reality incorporating the robust features and enhanced engagement that adds value to the consumer experience as described above will qualify for the promotion discount.**

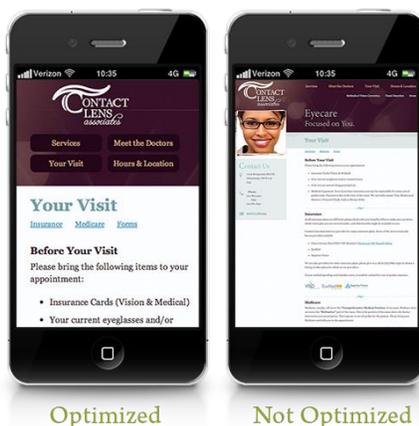
It is highly recommended that mailings incorporating the use of NFC or AR are also presented to the Program Office for prior approval. If you have any questions contact the Program Office at [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

1. **Directional Copy Requirement:** The mailpiece must contain text near the barcode or image providing guidance to the consumer to scan the barcode or image and information about the landing page. The location of the directional copy must be *prominently* displayed to ensure the customer sees it. Examples include:
  - Scan here to play an interactive game
  - Scan the barcode for an interactive experience
  - Download our app and scan this page to see your mailpiece come alive
  - Download our app for an interactive experience
  - Tap here with your NFC enabled phone
  - Wave your NFC enabled phone here
2. **Destination Requirements – Relevance:** The destination page(s) must contain information relevant to the content of the mailpiece.
3. **Destination Requirements – Mobile Optimization:** A mobile optimized experience must be specifically designed for optimum performance when viewed on a mobile device such as a smartphone or tablet. There are several commonly used techniques in developing mobile experiences to bridge the differences

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between a full sized monitor and a mobile display. Participants must use these or similar techniques to qualify for the promotion.

- Screen Size and resolution is adjusted so that users do not have to scroll horizontally
- Page sizes are compressed to enable faster downloading
- Outbound links take users only to mobile optimized pages
- Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing.
- Device detection directs mobile users to appropriately formatted content
- Use menu options as opposed to free-text entry whenever possible



**Links to a traditional desktop site do not meet the requirements for this promotion.**

If you have any questions about the mobile optimization requirement, please contact the Program Office.

### **New Categories:**

Emerging/Advanced Technology is not limited to devices, circuits or software. The requirements are expanding this category to include innovative advances in inks, paper, interactive and other advancements in engagement materials. Other technologies will be reviewed on a case by case basis. Any technology presented must be available for general public use and cannot be limited to a sole source vendor. All mailpieces must meet automation capability requirements and all other normal acceptance procedures to be eligible for the promotion.

**In this section, only pieces that significantly enhance the mailpiece and the customer experience will be considered for eligibility for the promotion discount. All mailpieces attempting to meet the criteria for these applications, must have samples submitted to the Program Office at [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov) for preapproval prior to submitting any mailings for the promotional discount.**

The technologies and advanced engagement applications in this section can include, but are not limited to:

### **Inks:**

The inks must be applied to the mailpiece to be engaged as part of the overall marketing concept and message of the mailpiece. The inks must enhance the engagements and value of the mailpiece.

- *Conductive inks*: become part of a circuit and activate a device - contain metals, such as copper, and are printed onto paper and substrates like any

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other ink, includes tiny, flexible batteries power the printed circuits, users press a “button” to close the circuit, and can actuate other devices, such as lights, sound chips, or other electronic sensors and components.

- *Leuco Dyes*: change color with variations in temperature
- *Thermochromatic*: heat sensitive dyes
- *Photochromics*: change color with UV light exposure
- *Optically Variable Ink*: contains metallic materials that change appearance when viewed from different angles
- *Piezochromic*: change appearance under pressure

### **Papers:**

The paper must have one or more of the features below. The paper characteristics must be integrated or supportive of the marketing message and enhance the customer engagement experience.

- *Scented*: paper infused with scent (ex: catnip, fresh bread), microencapsulated scents
- *Sound*: paper that incorporates sound chip/speakers (ex: motorcycle)
- *Visual*: special effects with filters, holographic, lenticular
- *Textural*: paper that incorporates advanced textures that engage in a physical change based on touch, that provides a sensory related experience; paper surfaces may be coated, laminated, or made of unique materials (ex: “turf” paper, sandpaper, soft/velvet finish, etc)

### **Interactive mailpieces:**

The interactive mailpieces must include an experience that engages the customer and adds dynamic effects in the use of folds and other dimensional enhancements. The concept must add value to the overall marketing message. To qualify, construction of the folds must include more than the normal 180 degree folds. The folds must be dynamic and can incorporate dimensional effects.

- *3-Dimensional*
- *Pop-ups*
- *Infinite folding*

All designs and technologies other than Near Field Communication (NFC) and “enhanced” augmented reality (AR) **must be** presented to the Program Office for preapproval prior to any mailings being presented for the promotional discount.

### **B. Registration Requirements**

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service ([gateway.usps.com](http://gateway.usps.com)). Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. The USPS Promotions & Incentives Program Office recommends that mailers register several days in advance of the first qualifying mailing.

**NOTE:** *As part of the terms of participation, all mail owners must complete a survey about their participation in the promotion at the end of the promotion period.*

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**Auto Enrollment (for Mail Service Providers):** Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, *PostalOne!* will validate that the MSP CRID in the eDoc is enrolled as an MSP. The *PostalOne!* system will enroll the client(s) in the promotion based on the "For" field data in the eDoc, and will only then calculate the discount if there are no system Warnings. *PostalOne!* will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, *PostalOne!* will process the eDoc and allow the mailing without failing the file. However, *PostalOne!* will not apply the promotion discount to the mailing.

### **C. Mailing Submission Requirements**

#### **Documentation/Postage Statement**

Mailings must be submitted electronically via mail.dat, mail.xml or Postal Wizard. Mailings submitted via Postal Wizard claiming the Full Service discount cannot exceed 9,999 pieces. Basic Service pieces in Postal Wizard mailings are not subject to this limitation.

Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID).

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

#### **Combined and Commingled Mailings**

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements. All mailpieces covered by a postage statement must meet all eligibility requirements.

***NOTE: THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE. All promotion eligible mailings must be accepted and entered in PostalOne! by 11:59:59 pm on November 30, 2015.***

If PostalOne! issues arise during the promotion period which prevent the timely finalization of Postage Statements in PostalOne! please follow the instructions illustrated in the PostalOne! External Contingency Plan:

[https://ribbs.usps.gov/intelligentmail\\_latestnews/documents/tech\\_guides/PostalOneExternalContingencyPlan.pdf](https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf)

First-Class Mail and Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Promotion if:

- all of the pieces commingled in the mailing meet program requirements, or;
- the mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that contain mobile barcodes.

#### **Mailing Date**

Mail must be tendered for acceptance during the promotion period, June 1 – November 30, 2015. Plant-Verified Drop Shipment (PVDS) mailings that are

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verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through December 15, 2015 (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to June 1, 2015. Any qualifying mailing that is accepted and paid for prior to June 1, 2015 is not eligible for the promotion discount.

**Postage Payment Method**

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

**Meter Mail/Precanceled Payment Option**

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

- VAR/CVAR Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only option available is “Neither”
- Precanceled: Only “Neither” is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

<b>Processing Category</b>	<b>Incentive Postage Amount Affixed</b>
First-Class Mail Cards	0.20
First-Class Mail Letters auto and presort	0.25
First-Class Mail NM Letters	0.45
First-Class Mail Flats - auto and presort	0.35
Standard Mail Regular Auto/PRSRT/CR Letters	0.12
Standard Mail Regular Auto/PRSRT/CR Flats	0.13
Standard Mail Nonprofit Auto/PRSRT/CR Letters	0.05
Standard Mail Nonprofit Auto/PRSRT/CR Flats	0.06

**IMb Requirements:**

Certain mail categories, as indicated in the table below, must be sent in a Full-Service IMb mailing. For purposes of this incentive, a Full-Service mailing is a mailing where 90% of the mailpieces reported on the postage statement meet the Full-Service requirements.

<b>Mail Category</b>	<b>IMb Mailing Required</b>	<b>IMb Not Required</b>
<b>First-Class Mail Letters and Cards</b>	Automation (5-digit, 3-digit, AADC, Mixed AADC)	Presorted (Machinable and Nonmachinable)
<b>First-Class Mail Commercial Flats</b>	Automation (5-digit, 3-digit, AADC, Mixed AADC)	Presorted (Machinable)

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<b>Standard Mail Letters – Carrier Route &amp; Automation (includes Nonprofit)</b>	Carrier Route (Saturation, High Density, High Density Plus & Basic)  Automation (5-digit, 3-digit, AADC, Mixed AADC)	
<b>Standard Mail Letters – Nonautomation (includes Nonprofit)</b>		Carrier Route (Saturation, High Density, High Density Plus & Basic)  Machinable (AADC & Mixed AADC)  Nonmachinable (5-digit, 3-digit, AADC, Mixed ADC)
<b>Standard Mail Flats Carrier Route and Automation (includes Nonprofit)</b>	Automation (FSS, 5-digit, 3-digit, ADC, Mixed ADC)  Carrier Route (High Density, High Density Plus & Basic)	Carrier Route Saturation
<b>Standard Mail Flats – Nonautomation (includes Nonprofit)</b>		Nonautomation (5-digit, 3-digit, ADC, Mixed ADC)

***D. RESTRICTIONS ON BARCODE PLACEMENT***

The mobile barcode can be placed on the inside or outside of the mailpiece. The barcode cannot be placed on a detached address label (DAL) or card that is not attached to or enclosed within the mailpiece (e.g., unattached blow-in card).

The mobile-print technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece. Additional guidance is provided below:

**Barcode Clear Zone**

Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1) must be met:

DMM® 202.5.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 708.4.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 708.4.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- Left: 4 3/4” inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link below:

<http://pe.usps.com/text/qsq300/Q602.htm#1009536>

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**Barcode Clear Zone for Flats:** For flats, the mobile barcode should not be placed within 1/8" of the actual routing Intelligent Mail barcode.

**Indicia Zone**

The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

**Indicia Zone for Flats:** For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

**Indicia Zone for Letters:** The "Indicia Area" on letter mail is the top-right corner. The Postal Service's Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images, or tags cannot be used in this area.

***E. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING***

**At Mail Acceptance:** The mailer must provide a hard copy, unaddressed sample of the mailpiece showing the placement of the mobile barcode, image, or tag and directional copy to the acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of the emerging technologies, mobile barcodes, images or tags, etc. and directional copy.

- Addressed samples will not be accepted (this is especially important for First-Class Mail as it would give the appearance of a piece that was paid for, but not delivered). If pieces are variably printed, one sample that is comparable to the mailing may be presented.
- If the mailer is unable to print an unaddressed mailpiece the mailer should remove a piece from the mailing, remove the address (e.g. place a blank address label over the address) and submit it at mail acceptance. As an alternative for Standard Mail, an addressed piece may be accepted if the mailer marks through the address and marks "USPS Promotion Piece Sample" on the piece.

**Post Mailing Requirements:** The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until February 29, 2016, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

- If a mailing contains mobile barcode image, tag, and directional copy mail from multiple mailers, a sample of each mailer's mailpiece must be retained.

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**IV. TECHNICAL INFORMATION**

For further technical information, please refer to the *relevant* posted [Technical Specifications](#) on RIBBS at: <https://ribbs.usps.gov/index.cfm?page=intellmailguides>

**V. PROGRAM OFFICE CONTACT INFORMATION**

Further questions can be directed to the Program Office.

**Email:** [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)  
**Facsimile:** 202-268-0238  
**Mail:** US Postal Service  
2015 Emerging and Advanced Technology Promotion  
P.O. Box 23282  
Washington, DC 20026-3282

Information and resources will also be posted online on RIBBS at:  
<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

<b>Date</b>	<b>Section</b>	<b>Reason For Revision</b>	<b>Version</b>
3/19	III Eligibility Requirements Post Mailing Requirements	Corrected "retain sample until" date	7
4/2	II. Program Description III. Eligibility Requirements Mailing Submission Post Mailing Requirements	Updated dates to TBD	8
4/21		Dates updates	9
5/7	II. Program Description III. Eligibility Requirements Mailing Submission Post Mailing Requirements	Updated dates based on PRC decision received	10