



postcode news

News and Comment about the AFD Postcode range of Software from AFD Software Ltd.

WELCOME!

To this first issue of *Postcode News* - an occasional newsletter to help you keep in touch with developments of AFD Postcode Fast Addressing and PAF-Access software.

Interest in Postcode has been overwhelming - not only from UK developers and computer users, but from European and American organisations too - for lots of people want access to easy and accurate addressing for the United Kingdom mail area!

Calling All Programmers!

*Meet the AFD Team
and See the Latest Postcode Examples in Action*

The AFD Software team will be exhibiting on stand 55 in the RHS Halls, near Victoria Station in London, between the 8 and 9 June.

Software and System developers are warmly invited to come along and see how easy it is to link Postcode into most DOS and Windows applications.

*Complimentary tickets to the show are available from AFD:
Phone Ann on 01294 823221 if you need more.*



Address Data Update 1/95

The Royal Mail have now released the first update to the PAF file data for 1995 (1/95), and this has been extracted and prepared for use with AFD's Postcode products.

As well as inclusion of major changes to postcodes in the Reading area, update 1/95 also includes postcodes in the Channel Islands (GY=Guernsey and JE=Jersey), Isle of Man (IM) and GIR (Girobank, Bootle) postcodes, and the new HS postcodes covering the Western Isles of Scotland. This data is now provided with all new copies of Postcode ordered from AFD.

The AFD team have not only included all the extra information in the new data set, but have also reduced the space required for your Postcode installation at the same time! The new data DLL files now require around 20 megabytes instead of 24. All facilities offered by our programs remain, though users of our Windows DLL and stand-alone Postcode program must use new versions of these programs with the new data.

Existing Postcode users are invited to apply for an interim data update, at the nominal cost of £30 + VAT. This update also includes a **free update** to latest releases of program files.

To order your update, simply phone Margaret on (01294 823221) or fax your order (01294 822905), quoting your Postcode serial number and credit card details, or post your cheque for £35.25 to the address overleaf.

Please note that the update pack runs from Windows and installs both DOS and Windows versions. It will only operate with a properly installed copy of Postcode! If you cannot install an update from Windows, please order the DOS-only update pack which costs £50 + VAT (total £58.75).



A Pleasure.....for Leisure!

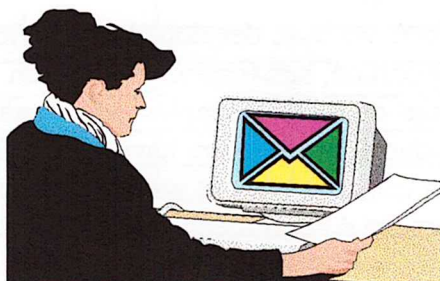
The Leisure Industry is showing some of the fastest growth in the developed world. With higher standards of living, and more free time, thousands of customers flock to an ever-increasing number of theme parks and other attractions.

Needless to say, the mundane process of efficiently administering these businesses, is made far more pleasant

if staff have the help of Postcode when it comes to answering telephone enquiries, or interpreting response forms torn from magazines. The desire to attract more customers by encouraging group visits also makes demands on the admin team - but even this work is made easier through Postcode's assistance.

Both Alton Towers and Warwick Castle make maximum use of AFD Postcode on their administration networks. Warwick Castle use Postcode with Paradox for DOS, whilst Alton Towers are using Paradox for Windows, via the AFD Postcode DLL.

Help Desk Action for MS Society



With the possibility of release of a new drug to help fight against this major disease, the Multiple Sclerosis Society quickly saw the advantage of building AFD Postcode into the help-desk system they were developing to provide assistance to members.

David Pearse, who met AFD at the Windows Show in Olympia earlier this year, reported that the programming team were delighted with the ease with which Postcode could be built into their application - which is being built with Microsoft Access, Visual Basic and SQL server.

Making it easy.....

Throughout 1995, the AFD technical boffins have been steadily working through lots of PC database programs and programming languages to provide ready-built code for incorporating Postcode technology in a range of applications.

There seems to be no good reason why every developer should have to work out how to interface with the *Fast Addressing* technology of AFD Postcode, so in very many cases we can give you free examples and source code to use in your own project.

The table opposite lists all the applications and languages which we know Postcode works with. It is not exhaustive, and most applications, even where not specifically mentioned, can use Postcode's ability to type into the keyboard buffer to receive an address - in both DOS and Windows. Almost every Windows programming language can use the Postcode DLL, to provide 'invisible' fast addressing, and simple postcode look-up. The DLL uses only one function call to carry out all its tasks!

Where we have developed a specific example or special solution for an application, this is clearly shown on the table. AFD already ship a wide range of these examples with both the evaluation and full Postcode products, but the team have been building a library of routines for some less common ones as well. Many of these are available free of charge from the AFD Bulletin Board on 01294 829327.

Under AFD's Developer/VAR scheme, the AFD team will consider producing specific solutions for any un-supported application or language - providing the potential market for the solution is reasonable. This service is completely free of charge to members of the scheme. We have already successfully introduced new solutions for five of our Developer/VAR members, in both DOS and Windows.

Postcode Works with....

Although not exhaustive, by any means, this table shows applications with which Postcode is known to work.

Application or Language	WINDOWS			DOS (Various Methods)
	via DLL	via DDE	via Keybd	
Act			<input checked="" type="checkbox"/>	✓
Alpha	<input checked="" type="checkbox"/>		✓	<input checked="" type="checkbox"/>
Ami Pro	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Approach			✓	
C & C++	✓	✓	✓	✓
Cardbox			<input checked="" type="checkbox"/>	✓
Clipper				<input checked="" type="checkbox"/>
Dataease			✓	✓
dBase	<input checked="" type="checkbox"/>	✓	✓	<input checked="" type="checkbox"/>
Delphi	<input checked="" type="checkbox"/>	✓	✓	
Fox Pro	<input checked="" type="checkbox"/>		✓	<input checked="" type="checkbox"/>
Goldmine			✓	
Lotus Notes	✓		✓	
Maximizer			<input checked="" type="checkbox"/>	
MS Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	✓	
Paradox	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>
Pascal				✓
Powerbuilder	<input checked="" type="checkbox"/>	✓	✓	
Sage Accounts			<input checked="" type="checkbox"/>	✓
Superbase 95	<input checked="" type="checkbox"/>		✓	
Superoffice			<input checked="" type="checkbox"/>	
TAS Books				✓
Telemagic			✓	
Time & Chaos			✓	
Tracker		<input checked="" type="checkbox"/>	✓	
Visual / Quick Basic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>
Word		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	✓
Wordperfect		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	✓

KEY

<i>Specific Support provided by AFD, usually with working example or source code</i>	<input checked="" type="checkbox"/>
<i>Known to work</i>	✓

Postcodes for Horses!

Guy Prest of Kershaw Bloodstock Insurance Services (01635 247474) runs one of the United Kingdom's leading specialist insurance services for horse owners.

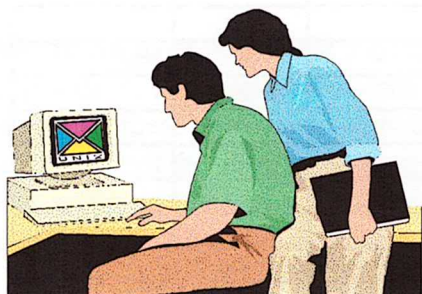


Guy uses Postcode in a Windows Foxpro system developed by Simon Herbert (0181 670 7829). Postcode provides the fast accurate addressing and simple postcode look-up, essential to accurate insurance quotations and underwriting, but Guy also values the air of efficiency which customers recognise when his staff are able to call up addresses from their postcodes.

Coming (very) Soon

.... Postcode for Unix

Mervyn Passmore of Speechlink (01892 662255) reports that it is already relatively simple to use Postcode on, say, an old 286 based PC to act as a Postcode/Address server to a 20-user Unix system, since Postcode can easily create text files for the Unix host to read.



Due to overwhelming demand from the Unix community, however, AFD will shortly be launching Unix versions of our product range. Due to the complexities and the number of dialects of Unix in use, a full installation and implementation service will be available.

*If you'd like to be kept informed of Unix developments, please call
John Dolman, AFD's marketing manager on 0161 764 6314.*

Mailroom In Action

13-15 June 1995. Hall C, Harrogate International Centre, Kings Road, Harrogate.

Organisers: 0121 427 1928

If you're based in the North of England, here is a chance to see AFD Postcode and get to meet AFD face-to-face, without the long trek south to the London show circuits!

Mailroom in Action is an exhibition designed for EVERYONE involved in mail processing covering everything from efficient software systems to the machinery and equipment for packing and despatch.

AFD can show you how Postcode works with almost any Personal Computer to make the entry and maintenance of address data so much simpler. You'll be able to see Postcode working with lots of different databases and programming languages, and obtain free advice about how Postcode can make your own system more efficient.

In the *NEWS!*

Watch out for a review of Postcode in the August edition of Computer Shopper magazine. *We've heard on the grapevine that the review is rather flattering!*

Scottish Software Echo will be featuring AFD Postcode in an article on direct marketing trends in the forthcoming edition.

AFD Software Ltd
Joins The Royal Mail
Accredited
VAR Scheme



AFD recently became only the second UK Value Added Reseller to apply to join the Royal Mail's new accredited VAR scheme.

This Scheme is designed to recognise the close working relationship between the Royal Mail's Address Management Centre, and innovative software houses, like AFD, who provide access to the data within the Postal Address File.

A D D R E S S 9 5

31 OCTOBER - 2 NOVEMBER 1995
NATIONAL EXHIBITION CENTRE - BIRMINGHAM - UK

Make a date to see the AFD Team, and get all the latest news about AFD Postcode at the Royal Mail's inauguration of this major new show for everyone involved in address-list management.

AFD Software were at the front of the queue to book space at the show - the first of its kind in the UK - and so you'll have no trouble finding us in our prestigious position at stand H2.

Who knows, you might even get a private viewing of some of the exciting new Postcode-based software being prepared by the AFD programming team.

Let Margaret know if you'd like tickets for the show!