Accurate Postal Addressing Has Never Been this Quick!

They browsed, they ordered... but can you deliver?

AFD Software launch a new economical service to meet the needs of the exploding web market.

For the first time, any web site owner, regardless of size, can add a lightning fast, seamless postcode search and look-up service to any web page, without worrying about data hosting or server scripts and installs. Postcode Internet Online needs no cookies, components, objects or programming and set up takes just minutes.

Enter a postcode into any Postcode Internet Online enabled web page and a complete, accurate address is automatically added to the form – instantly. An enhanced web site experience makes repeat visits more likely. More importantly, with an accurate postal address in your database, you can deliver the goods.

"We know that especially as Christmas approaches e-tailers are looking for ways to avoid letting customers down through non-delivery. Among the reasons for last year's poor performance was the failure to collect an accurate, deliverable address while the customer was online. The online service means rapid accurate addressing can be integrated into any web page or form in minutes."

David Dorricott, Managing Director, AFD

Welcome to Postcode News

The 21st Century AND the 21st issue of Postcode News. We celebrate with 2 major innovations – it's true to say that accurate addressing has never been this quick.

- Find out how the NEW AFD Postcode with Robot™ technology (patent pending) is a revolution in rapid accurate, addressing from just £15 per month.
- See how the new "no strings" hosted Internet service makes postal address capture easy, accurate – and fast – for any web page or form.

Web Pioneers

AFD pioneered Postcode Internet solutions, which now deliver rapid, accurate addressing, nearest outlet locators and back end residency checks to commercial web sites across the UK. Data quality is improved, goods are delivered faster, fraud is reduced and the user's web site experience is enhanced. Postcode Internet Online is the first hosted service in the Postcode Internet range designed to make it easier to take orders in Cyberspace.... and deliver to the Doorstep.

Postcode Internet Online stops valuable orders slip-ping through the Net

Postcode Internet Online is especially useful for gift sites where visitors may not recall the recipient's postcode. They can Reverse Search to find the complete address and correct postcode from known partial address information.

e-commerce providers and e-stores can now offer a much needed add-in option for customers, giving them another edge in a competitive field.

Postcode Internet Online's Database of all 26.5 million UK address records lives on our server, so no space is taken on yours. Regularly refreshed with the latest Royal Mail PAF® data – there are no worries about data maintenance.

The service is platform independent, working with virtually all types of web server. There is no need for the co-operation of the web host or ISP, making it ideal for sites on hosted or free web space.

Reliable and efficient

Recent investment in heavy-duty web servers and bandwidth mean Postcode Internet Online availability is currently over 99 percent. Our proprietary address search and transfer techniques deliver full accurate postal addresses using minimal bandwidth... fast.

Who should consider the service?

Postcode Internet Online is for web site owners who want to put rapid, accurate postal addressing on any web page, on any platform without long-term commitment, maintenance costs or the need for web host / ISP permission.

How Much?

From just £99 (inc VAT) per server, per thread, per month, for up to 10,000 lookups or searches; a relaxed 30 days notice cancellation and our Direct Debit Guarantee, Postcode Internet Online is affordable, flexible and risk free.

How do I register for Postcode Internet Online?

Register to receive your service agreement at www.afd.co.uk/onlinereg.htm or call 01624 811711. Complete, sign and return the form with the first month payment. Download the online files (including clear example pages and instructions). Build your web pages from our templates. We switch the service on.

How does Postcode Internet Online work?

The Online enabled web page sends the address search or lookup request to the AFD Postcode Internet Online server. Postcode Internet Online instantly completes the address and returns it – ready for use and display – any way you choose. The web browser is unaware that a "conversation" has taken place with the AFD Postcode Internet Online Server.

Postcode Internet Online – in a nutshell

- Quality address data, shorter web forms, successful deliveries
- Set up in minutes – no server scripts, no server installs, no data to host
- £99 per month (inc VAT) for up to 10,000 postcode lookups or address searches
- Relaxed 30 day notice cancellation and Direct Debit Guarantee

For further details of other Postcode Internet solutions visit **www.afd.co.uk/netproducts.htm** and for details on Postcode Internet Online visit **www.afd.co.uk/online.htm**

AFD Postcode Internet solutions are in action today on many sites. Try these:

http://www.petplanet.co.uk/

http://www.bigsave.com/

http://www.ironsure.com/

http://www.learnfree.co.uk/nursery/

http://www.fsmarketplace.co.uk/

new

AFD POSTCODE

Postcode 2000

robot ™

Accurate addressing has never been this quick

In one significant step, this new release of the popular AFD Postcode takes a giant leap forward.

Using Robot technology the new AFD Postcode makes annoying pop-up windows, Hotkeys and insert buttons normally associated with rapid addressing systems a thing of the past.

The Robot detects a postcode being typed into virtually any Windows database, contact manager, spreadsheet or word processor and instantly delivers the accurate address. The Robot works entirely invisibly, or in prompted mode. **new**

New Powerful Features

The new AFD Postcode is built on the same basic principles "Fast, accurate, easy to use,

affordable addressing for virtually any program on virtually any PC operating system." With ten new features it offers a new level of productivity improvement.

A special "Compact View" offers a visible rapid address entry window which occupies minimal screen space. **new**
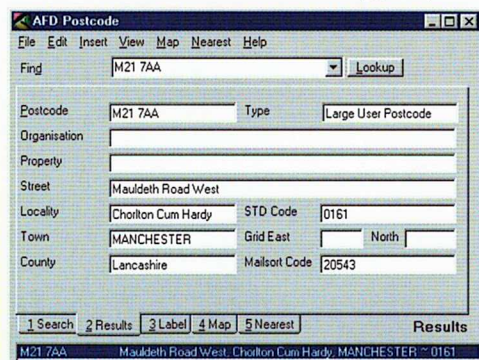
The "Changes" feature is retained. Entry of a changed postcode is instantly detected and the correct, new postcode is provided.

Where the postcode is not known, enhanced address searching helps list likely postcodes from a partial address, like the street and town, county, partial postcode or STD code. **new**
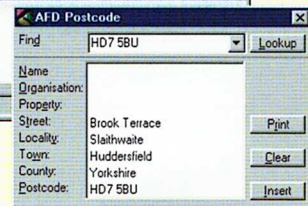
Other reverse search features include 'ends with', 'sounds like', and wildcard replacement of hard to read characters. **new**

In addition to getting addresses to the right place faster than ever the new AFD Postcode incorporates Quick Label for easy label and envelope printing. **new**

To help put the powerful features and

full screen

compact view

advanced searching of Postcode to work quickly there is an advanced online help system and ready to try examples. **new**
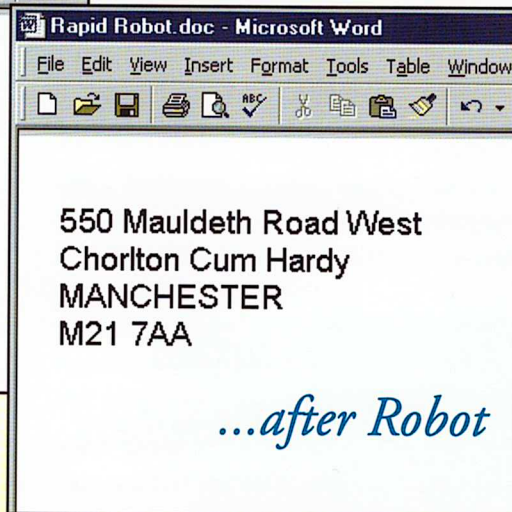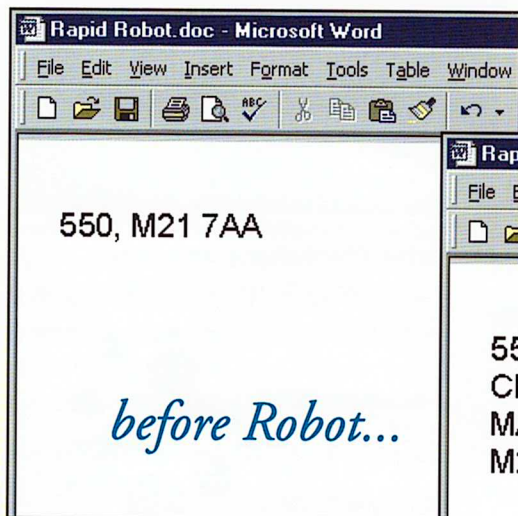
A full evaluation version of the New Postcode program can be downloaded now from **www.afd.co.uk/dlPCode.htm** or get your free evaluation CD and info pack. Email or call with your contact details. **postcode@afd.co.uk** or 01624 811711

www.afd.co.uk/postcode.htm

The Robot delivers addresses to almost any program

Rapid Robot.doc - Microsoft Word

File Edit View Insert Format Tools Table Window

550, M21 7AA

before Robot...

Rapid Robot.doc - Microsoft Word

File Edit View Insert Format Tools Table Window

550 Mauldeth Road West
Chorlton Cum Hardy
MANCHESTER
M21 7AA

...after Robot

accurate and fast – no pop-up windows

Developer Focus

The new Postcode gives programmers a wider range of options and makes those options even faster to integrate seamlessly with many programs. The free programmer's toolkit includes fully flexible searching, multiple address-record retrieval and free utilities to help with data management. **new** Examples for a wide range of languages are available now on CD.

For easy access, the latest additions are frequently posted to **www.afd.co.uk/postcodeworks.htm** For Microsoft® Access users and database builders there is a Postcode Access Wizard which will quickly add seamless Postcode lookup to your existing database – or build a new one from scratch. **new**

10 New Features – Same Low Price

Order Now for just £15 per month Inc VAT and updates under the POP scheme (minimum 12 months) or £154 (optional quarterly data updates £30 each or £60 for 3). For multi-user pricing visit **www.afd.co.uk/prices.htm** or **pop.htm**

Upgrading Existing AFD Postcode users simply purchase the latest quarterly update (£30). Call 01624 811711 or visit **www.afd.co.uk/order.htm**

Upgrade FREE from other addressing systems. Simply send AFD your existing addressing system software* with your order, then pay nothing for AFD Postcode until your current annual license expires.

* Terms and conditions apply

Option – How far is it?

Postcode can be easily and cost effectively upgraded to Postcode Plotter – complete with grid references which allow easy distance calculations – and can be used in mapping applications. Retaining all the features of Postcode, Plotter enables the free, fully featured "nearest outlet" locator. Build and maintain your own list of outlets etc for easy reference to the nearest available. **www.afd.co.uk/plotter.htm** **new**
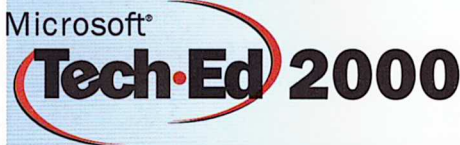
AFD Showcase in Amsterdam

According to recent research, developers and software architects said their main priority was the need for more information about COM+ and components. AFD lead the way in providing a coherent range of addressing components, so Microsoft invited AFD to join them at TechEd 2000 in Amsterdam as an MSDN online component resources partner.

AFD Technical Director, John Dolman presented the session to delegates *"Collect in Cyberspace... Deliver on earth."*

John explained *"the Internet is breaking down traditional national boundaries to trade – but the challenge for any e-business is to deliver its goods or services. It's absolutely vital that the address is formatted correctly – not only for good customer relations, but to help ensure reliable delivery and minimize undeliverable products or correspondence."*

Microsoft®
Tech·Ed 2000

"Nearly a million letters a week go missing, according to a survey by the Royal Mail."

"The Post Office Users' National Council calculated that 957,600 letters go missing each week based on the latest Royal Mail survey of its deliveries."

And why do they go missing? *"...the greater uncertainty faced by handwritten letters or ones with incomplete postcodes..."* The Times, 15th June 2000

AFD Sotware are committed to improving the delivery of mail by making it easy and affordable to get addresses right.

The latest names and phone numbers

In addition to the quarterly refresh of telephone numbers and address data, the October release of Names & Numbers (Q4/00) will contain the latest electoral roll names data and business data has been significantly upgraded with improved business descriptions, classifications, quality and coverage. Names & Numbers is designed to deliver rapid, accurate retrieval of domestic and commercial names, addresses, phone numbers and a host of other useful information. See www.afd.co.uk/pcnn.htm for details.

Existing Names & Numbers users may obtain the new electoral roll by ordering the Q4/00 update £75 +VAT.
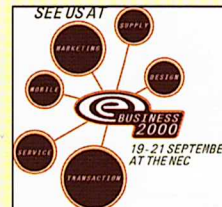

Diary Dates

You can talk to senior AFD team members and see the new AFD Postcode and Postcode Internet Online for yourself at the following exhibitions.

12-14 SEPTEMBER 2000 NEC BIRMINGHAM
TOTAL MARKETING SOLUTIONS
WWW.MARKETINGEXPO.CO.UK

Total Marketing Solutions 12-14 September 2000, Hall 8, NEC Birmingham Stand No 611

SEE US AT
e-BUSINESS 2000
19-21 SEPTEMBER AT THE NEC

e-business 2000 19-21 September 2000, Hall 19, NEC Birmingham Stand No 135

e-business Expo 2000 7-9 November 2000, Grand Hall Olympia, London Stand No E7964

Windows 2000 eNTerprise
EXHIBITION AND CONFERENCE
21st – 23rd November 2000

Windows® 2000eNTerprise 21-23 November 2000, Grand Hall Olympia, London Stand No 442

For further information check www.afd.co.uk/diary.htm

HOT SPOT

Bob Gokani

Regional Sales Manager, South East

Age: Old enough to drive

Favourite website A big car enthusiast, one of Bob's favourite sites is www.autolocate.com.

Original Career Choice: After studying economics, Bob didn't really have a career plan and so joined an insurance company. There he was trained in 'consultative selling' and found that he enjoyed it. The rest, as they say, is history.

Favourite Food & Drink: Living in London, Bob has a capital's restaurants to choose from and he's gently working his way round the foods of the world.

Joined AFD: November 1999.

Contact AFD

By Phone ....01624 811711 (Sales)
01624 811712 (HelpDesk)
0800 083 8424 (Automatic FREEPHONE Registration)

By Fax 01624 817695

By Email ....postcode@afd.co.uk   support@afd.co.uk

Keep in touch with Postcode developments by visiting the AFD Web Site – where you can try out products, collect free software and obtain technical support.

Web Site ....www.afd.co.uk

By Post ....**afd software ltd,**
Old Post Office Lane,
West Quay,
RAMSEY,
IM8 1RF.

Data News Q3/00

To benefit from the very latest address data and program upgrades, we recommend regular updating of your Postcode 2000 program.

Fresh Data for Postcode 2000 programs (Postcode, Postcode Plus and Provider) for Q3/00 is available now. Significant postcode changes include:

GL (Cheltenham)
affecting GL51-GL52

GU (Camberley)
affecting GU15-16

OX (Bicester)
affecting OX6, OX25-26

OX (Chinnor)
affecting OX9, OX39

OX (Watlington)
affecting OX9, OX49

W1 (London)
affecting W1H, M, N, P, R, V, X & Y

WD (Bushey – new Post Town)
affecting WD2, WD23

WD (Watford)
affecting WD17-19, WD24-25

Order now from our web site at www.afd.co.uk/order.htm or by fax, email, telephone or post. £30 + VAT for Postcode, £75 + VAT for Plotter, Plus and Provider users – or join the POP scheme and cover all costs with one monthly budget payment.

Royal Mail Postcode Address File Statistics and newly announced changes to postcodes can be found at **www.afd.co.uk/datanews.htm**

Names & Numbers Q4/00 is due to be released in October. Updates cost £75 + VAT