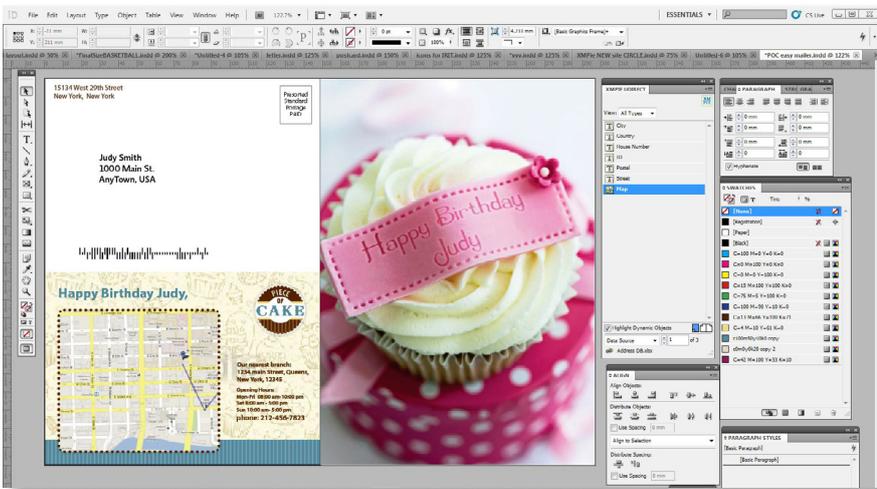




XMPie Mapping Service™

A worldwide mapping solution to automatically create high-resolution, individualized maps.

Generate dynamic, **print quality** maps with *XMPie Mapping Service*



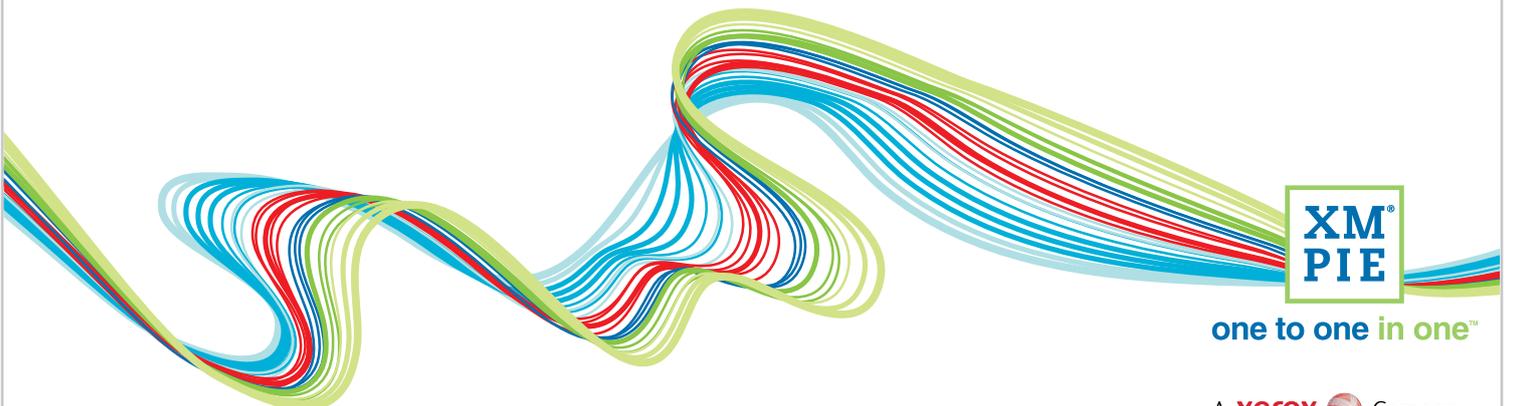
The XMPie Mapping Service™ (XMap) is a unique solution that offers customers an affordable and streamlined way to integrate high-quality individualized maps into their cross-media applications. When embedded in marketing campaigns, individualized maps can significantly increase conversion rates, and are a profitable, value-added service to offer your customers.

The XMPie Mapping Service is a subscription-based service and is offered in cooperation with locr GmbH, a leading supplier of geodata and personalized street and city maps. Customers can batch-

generate maps by providing recipient address data and destination data. As a subscription-based service, customers purchase volume pack credits ("clicks") from XMPie. Each time a customer generates a map, a map credit will be consumed. Once all the credits are used, customers can purchase refill credits from XMPie to continue with the service.

Signing up for this service is quick, simple and affordable, and is available to any XMPie customer with uDirect® or PersonalEffect® product configurations.

Learn more about the full line of XMPie products.
Visit www.xmpie.com or call (212) 479-5166.

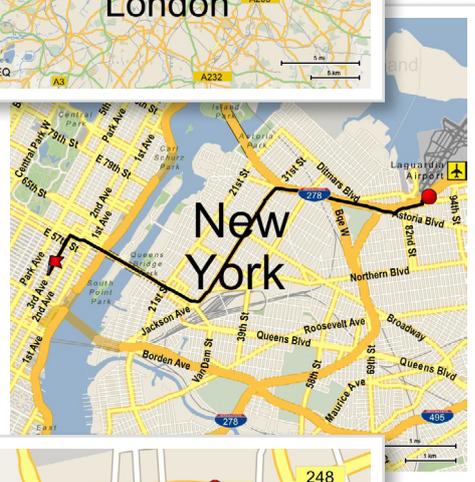
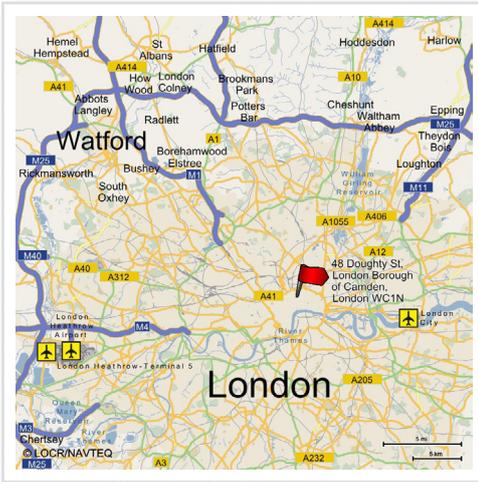


one to one in one™

A xerox Company



XMPie Mapping Service™



Technology Overview

The XMPie Mapping Service is capable of generating reliable, highly-detailed maps for more than 100 countries worldwide. XMap enables this by leveraging NAVTEQ, the leading global navigation provider, which supplies accurate, up-to-date routing and mapping information. Using XMap, customers can generate personalized communications that incorporate individualized maps in a single, efficient process, using the most current location data available.

Map Types and Features

Customers can use XMap to define and generate a variety of map types based on the needs of their customers. Street maps can be specified by address, and route maps can be created to show the best route between locations. Additionally, XMap makes it possible to include various route options when connecting a starting point and destination by including graphic elements, such as pre-defined icons for the target location or nearby places of interest.

Pricing and Availability

XMap is available to XMPie customers with uDirect or PersonalEffect product configurations. There are several cost-effective plans available to meet your needs, and signing up is quick and simple.

Visit www.xmpie.com for more information or to purchase a plan and start taking advantage of this affordable service.

Map Plan (annual volume)	Annual Fee (Europe)	Annual Fee (Non-Europe)
10,000	€ 950	\$1,300
20,000	€ 1,460	\$1,950
50,000	€ 3,000	\$4,000
100,000	€ 5,000	\$6,500
200,000	€ 8,800	\$11,700
500,000	€ 18,000	\$23,000
1,000,000	€ 25,000	\$32,500

Map Plan: Quantity of map credits included with the corresponding annual plan
Annual Fee: Includes the annual subscription cost and the initial bundle of map credits

*Map credits are valid for the duration of the annual plan

**Additional refill map credits can be purchased separately

