



MEDIA ADVISORY

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***New Industry Report Available from IMERGE Consulting:
Using IWR to Cut Data Entry Labor Costs Without Outsourcing***

NEW YORK – May 15, 2006 – A2iA, a worldwide leading developer of advanced handwriting and print recognition engines, today announced the availability of a new industry report on Intelligent Word Recognition (IWR). The report is authored by Arthur Gingrande, Jr., IMERGE Consulting partner and nationally acclaimed expert on character recognition, electronic forms, automated forms processing and mail classification. In the report, Gingrande explains IWR technology and how it differs from Intelligent Character Recognition (ICR), enumerates the data entry applications best-suited for IWR implementation and describes its benefits.

Every day, America’s key entry workforce is collectively responsible for indexing or converting over one billion pages of paper-based information into computer-usable data, which they accomplish with consistently high accuracy and rapid throughput. However, over the past five years, according to U.S. Department of Labor statistics, there has been a dramatic decline in the number of professional key operators in the United States. This can likely be attributed to two different factors: (1) the growing tendency to outsource data entry tasks offshore; and (2) the mainstream adoption of forms-centric, character recognition software that automates data entry.

While ICR has become fairly mainstream for automating data extraction from paper documents, IWR is more evolved than handprint ICR because of its ability to recognize data at the word or “field” level – either constrained (machine print, handprinted capitals) or unconstrained

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(freeform handprint, cursive) from virtually any type of document. This powerful IWR technology lies at the heart of all A2iA's recognition software products.

Specifically, the industry report uses A2iA FieldReader™ to illustrate why IWR is the key to unlocking valuable handprinted and cursive handwritten information on forms and documents, while reducing costs and keeping information processing in-house.

For a copy of the industry report, "Using IWR to Reduce Data Entry Labor Costs Without Outsourcing," please contact Deborah Hamilton at 877.867.1215 or 303.682.9439.

About IMERGE Consulting

Founded in 1991, IMERGE is one of the nation's fastest-growing professional services firms. Its team of unbiased consultants helps businesses work better, faster, smarter. Unlike consultants who know technology, but know little about business processes ... and unlike others who know business processes, but little about technology ... IMERGE has a strong reputation for its expertise in both. Whatever the situation, IMERGE's ARCH-i-TECHs for Business™ are experts in bridging the gap between process and technology. Their clients include market leaders throughout North America. For more information: www.imergeconsult.com.

About A2iA Corporation

A2iA (Artificial Intelligence & Image Analysis), founded in 1991, headquartered in New York and Paris, is known as the worldwide leading developer of Intelligent Word Recognition (IWR) technology for extracting information from natural freeform and cursive handwriting on paper documents. The company's technology has been helping paper-intensive industries reduce data entry costs and improve business process automation for 15 years. A2iA's recognition engines harmonize their OCR, ICR and IWR technologies with their image analysis, artificial intelligence and neural network systems to enhance solutions from the world's leading systems integrators and other independent software vendors. For more information: www.a2ia.com.

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