

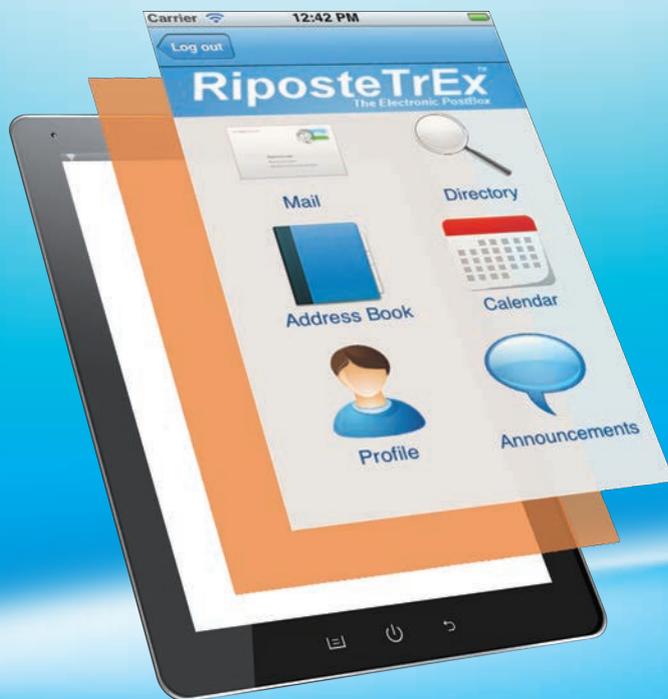
At the core of your business



ESCHER GROUP™

RiposteTrEx™

A revolutionary
communication
and transaction
platform



Beautifully simple yet powerful technologies that
ensure your business works together effortlessly

***RiposteTrEx™* at a glance**

- > Digital Communications
- > Parallels Physical Delivery
- > One-to-Many Communications
- > New Revenue Services
- > System-to-System Communication
- > Link Retail with Communication
- > Protecting Company Branding
- > e-Government Programs
- > Community Networks
- > Information Services
- > Safe and Secure Searching



ESCHER GROUP™

Escher's strength has always been to lead innovation that delivers real business benefit both to our customers and to their customers.

RiposteTrEx™ is a platform for connecting, communicating and transacting while allowing participants to control their engagement and privacy levels.

RiposteTrEx is made up of participants (government, business, citizens) and assets (locations, objects, noticeboards). It provides services including authentication (formal registration, security, identity), inter-operability (language, vocabulary) and data (delivery, storage, messaging). *RiposteTrEx* is a connected and inclusive platform for a digital style of communication.



Escher is the global leader in providing interactive point of service solutions and a thought leader in transactional communications and content delivery.



Built on Proven Technology

RiposteTrEx is built on a solid foundation of Escher's existing *Riposte* product, enhanced with techniques normally associated with social media communications, plus additional features to ensure that *RiposteTrEx* remains relevant well into the future. By building on its established transaction and integration platform, Escher is providing the robust functionality and variety of transactional and interactive services that its customers have come to expect.

Modern formal digital communications services require the same functionality that is demanded from the physical equivalent. The solution must handle multi-party transactions, diverse sets of content and provide a consolidated, single means of interacting with other systems.

People need to feel confident that received communications cannot be repudiated, are immutable, private and secure. Mass take-up can only be achieved if users feel that the system is stable, resilient and reliable; and that end-points are known, authentic and managed.

A key component to allowing any transaction type to be sent, delivered and received, is that the system supports messaging, structure and two-way communications.

The final stage of making a system workable is providing the full experience of the transaction from receiving the item through to replying, querying, complaining and even payment.

RiposteTrEx supports all of these and Escher has been successfully delivering these services through its *Riposte* products in over 30 countries in the most demanding environments.

When the first step required to building a formal social networking platform is that the base of that platform exists and is proven, *RiposteTrEx* is the solution.

Using Best Practice Social Media

In today's world, social media has encouraged new standards for modern personal communication and although this does not provide a secure and trusted formal communication network, some of these techniques are key to making such a system work. Escher has incorporated the best-in-class of these techniques to deliver *RiposteTrEx*.

Closed Loop

Escher has implemented the concept of 'closed loop' to ensure that the routing and location of messages is known at all times and held within a secure network.

Identity

All users are known, registered, have a digital profile and an account. User profiles are created based on how users wish to use the system. Users can select restricted or open profiles, which can be used as identities for more than one service.

Share Relevant Information

As each *RiposteTrEx* account is private by default, users can decide what they want to share about themselves: whether it's their name, personal interests or the services they use. Users can also decide whether to share their information for the purposes of receiving marketing information on specific subjects.

Sending Messages to Groups and Individuals

RiposteTrEx allows users to send communications to one or more known recipients, communities or groups of people.

Short Messages Displayed to a Wall

Just like any social media site, *RiposteTrEx* supports the display of short messages to a wall, whether they are notice boards, maps or on Facebook and Twitter accounts.

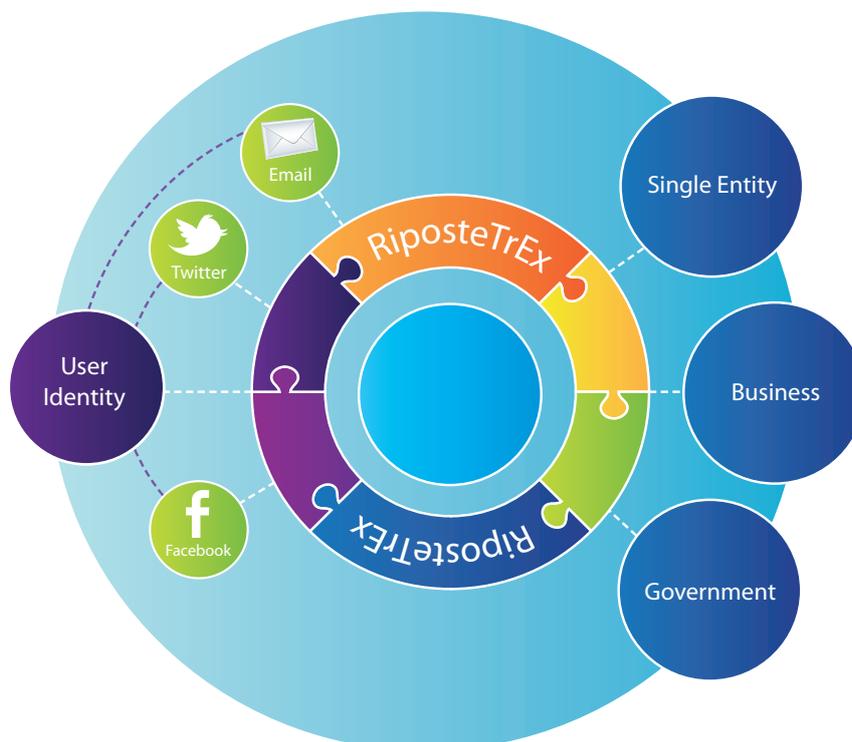
Allow All Parties to Keep Brand Identity

Unlike most modern communications platforms, *RiposteTrEx*, allows corporate senders to maintain brand identity. By providing customizable templates, *RiposteTrEx* enables companies to communicate with customers with a consistent look and feel on all of their messages. Companies can also build targeted 'apps' within the platform that can interact with *RiposteTrEx* for specific transaction types.

End-to-End Message Management

Like most social media sites, *RiposteTrEx* manages the communication message from sender to receiver and all intervening steps including: authentication of the sender, validity of message, structure of message, routing of message, the route travelled by the message, delivery of the message, the retention, archiving and deletion of the message, as well as the application of privacy.

This means that the sender and the receiver can be sure that the message will not be copied multiple times as it passes through unknown ISPs.



Building for the Future

RiposteTrEx not only combines social and commercial communication models with a proven transaction platform, it has also been enhanced with a number of advanced features that truly establishes *RiposteTrEx* as a community communications and transaction platform unmatched in the market.

Identity

Governments and businesses struggle to find an identity that can be used by all. *RiposteTrEx* not only provides identity authentication through account management and profiling, but additional features also allow authenticated identities to be extended across other channels such as contactless cards, smart phones and other hand-held devices. This places *RiposteTrEx* at the forefront of this emerging and important trend.

Vocabulary

Riposte has always used metadata to create, generate and process transactions, but with *RiposteTrEx*, Escher has expanded the metadata to provide international standards for transaction types that enable and ensure system-to-system communication works seamlessly. Disparate and diverse businesses and governments can use the same vocabulary to exchange messages and transact, despite language and culture differences.

Scalability

Riposte has implemented some of the largest point of service platforms in the world, handling tens of millions of transactions per day. With *RiposteTrEx*, Escher has scaled the platform to support tens of millions of users who will generate billions of transactions on a daily basis.

Added Security

With *RiposteTrEx*, Escher has enhanced security to meet the demanding needs on systems that are accessed by millions of users. It incorporates best-in-class techniques from the world of online processing and web standards.

Data Protection and Privacy Enhancing

Escher uniquely understands the importance of users owning their own data. Since the introduction of the website, the balance of data ownership and control has shifted from individuals to corporations. With *RiposteTrEx*, Escher has shifted the balance of power back to where it was when physical mail was the norm, when both parties owned a copy of their data and could keep, copy and file as appropriate. *RiposteTrEx* ensures that current and future communication systems will enforce data privacy.

Delivery

The world of business has gone too far in asking customers to log on to their websites and collect their own data. With *RiposteTrEx*, Escher has implemented a delivery model whereby users can receive communication on the device of their choice, which can be actioned immediately.

RiposteTrEx™ redefines the meaning of community.

Uniquely *RiposteTrEx*™

By combining the powerful forces of proven technology, best-in-class social media techniques and industry-specific knowledge, Escher has built *RiposteTrEx* to provide unique features.

Channel Specific Dialogue

RiposteTrEx is built around the closed-loop concept, allowing community-based network infrastructures to be constructed without threat from international communication issues. Layered security ensures that additional levels of security can be attached, based on the importance of the communication, i.e., from citizen communication, business communication, financial communication or government communication.

Machine to Machine, Person to Person, Account to Account

RiposteTrEx is built using vocabulary, metadata and templates. This means that *RiposteTrEx* can act on communications immediately without manual intervention. Data can be extracted out of the communication and inserted into a receiving system; the communication can then be filed and acted on, even for automated payment.

Adding Own Value

RiposteTrEx does not restrict companies to the services within *RiposteTrEx* - it also supplies the ability to build independent platform 'apps.'

RiposteTrEx™ - A Communication Platform

Digital Communications

RiposteTrEx is a digital platform for communication. It provides a formal, private and complementary service to physical mail, capable of supporting all delivery mechanisms, including hybrid mail.

Parallels Physical Delivery

RiposteTrEx provides in-depth delivery information including proof of delivery and time delivered. Other add-on services are available such as registered communications.

One-to-Many Communications

RiposteTrEx provides bulk-send capabilities using Directories and Address Books so organizations can deliver information in one-to-many communications that are secure, safe and trusted.

New Revenue Services

RiposteTrEx allows the development of channel-specific dialogue for marketing and advertising campaigns that are relevant and targeted based on a participant's opt-in status for receiving such material.

System-to-System Communication

RiposteTrEx offers an automated way to communicate with customers and other partners, system-to-system networks that facilitate communications, invoicing, payments, queries and complaints. *RiposteTrEx* offers this capability to both senders and receivers.

Link Retail with Communication

RiposteTrEx provides a single communications platform that proactively develops customer relationships for those who use it. Businesses and customers will benefit from an interactive point of service window that facilitates complete end-to-end management.

Protecting Company Branding

Unlike other systems, *RiposteTrEx* allows business users to keep their brand identity. Communications can be branded with company logos and owners can control their company information on a digital map.

International-based templates are provided that are customizable while retaining the *RiposteTrEx* structure data formula. Companies can also create integrated branded apps that are specific to their requirements.

e-Government Programs

Governments can use *RiposteTrEx* as a strategic communication tool for digital initiatives to automate processes, reduce costs and protect the data privacy rights of citizens and businesses.

Community Networks

RiposteTrEx can provide multiple communities with a private and secure communication and transaction network. For example, a local council interacting with their citizens, a customer network for a company or a school university network.

Information Services

RiposteTrEx provides a convenient and powerful tool to develop a communication program that delivers trusted and valued public information and services. Information can be delivered in a number of formats and styles including broadcasts, announcements, notices and notifications.

Safe and Secure Searching

RiposteTrEx directories are based on industry standards for providing search facilities that protect the privacy of the citizen while providing extensive business and government directory capabilities.

What Makes it Different?

When building *RiposteTrEx*, Escher used its expertise in transactions and communication technologies to build features that will make *RiposteTrEx* not only the product for now, but also the product for the future. *RiposteTrEx* caters for and enforces rules for digital communication in a manner that satisfies usability and conforms to industry regulations.

RiposteTrEx is the only community-based transactional and communication platform that provides a comprehensive offering enshrining the fundamentals that has made communications work since the dawn of time.

Privacy

Users can choose how and where their data is stored and the only person who can share that data is the owner.

Ownership of Data Sender/Receiver

Every user maintains complete ownership of their data. Management of data is made easy with Vault – a secure electronic filing cabinet for collecting and organizing all important data.

Single Site for Delivery and Collection Model

Manage personal and financial records, bill payments, correspondence and other transactional items from one secure location, eliminating the need to log on and maintain sensitive personal information on multiple sites.

Closed Loop Network

Community-based with controlled community-to-community interactions.

Search Directory

Quickly identify persons, community groups, businesses or government agencies to communicate with in the directory search services.

Two-Way Interactivity

Build stronger engagements with two-way interactive communication channels that provide a means to establishing a strong and committed dialogue with users. The channels are always available, offering more opportunities to engage directly with users.



RiposteTrEx™ - The Platform for Doing Business Now and in the Future

Consistent with Escher's role as a global leader in providing point of service facilities for multiple party transactions through a single consolidated system, Escher has brought innovation and a new vision to digital communication that caters to all message types including Email, Facebook, Twitter, transactions, digital post, marketing services and personal correspondence.

Escher has built the *RiposteTrEx* solution on a single, secure and trusted platform that combines both robust transactional processing and communication services, thereby enhancing the capabilities and extending the reach of existing systems.

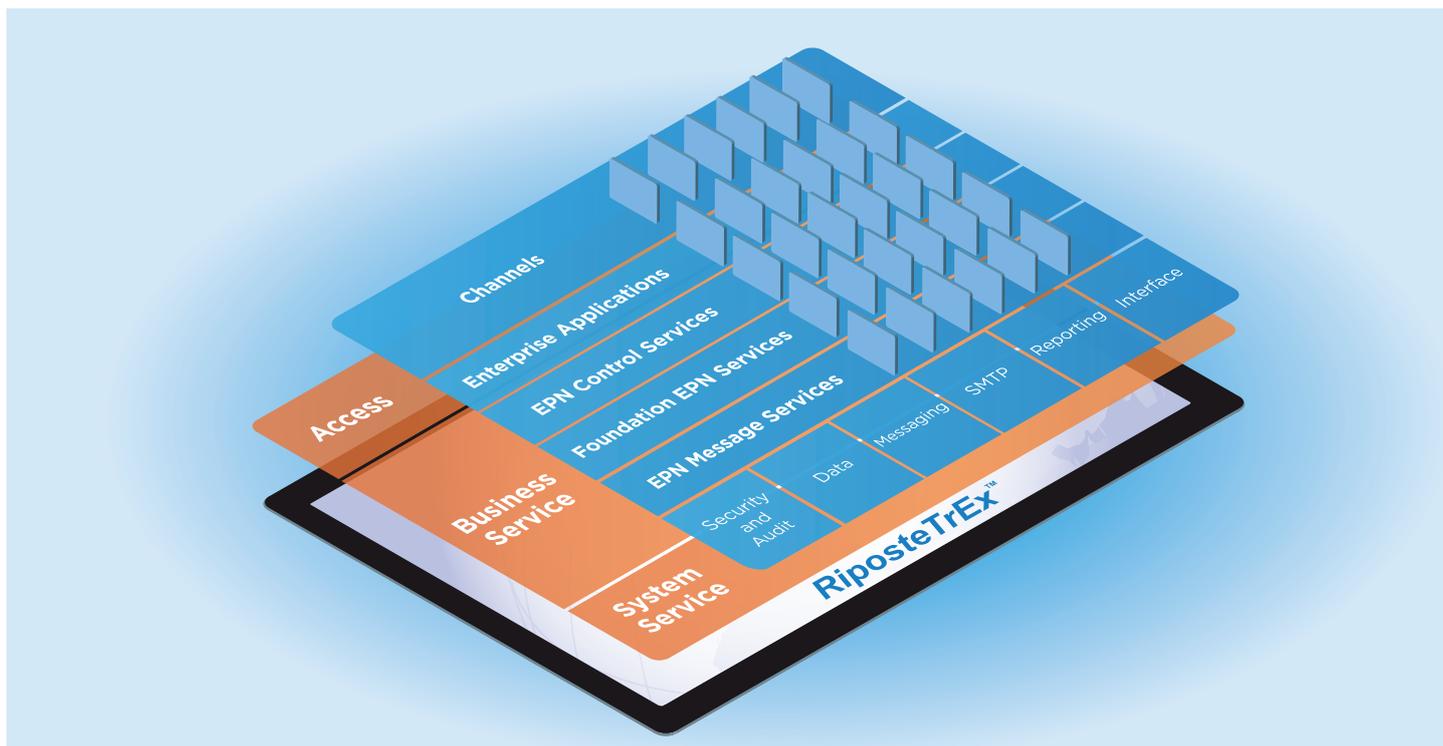
Customizable templates can be fully branded so organizations can standardize common messages while maintaining a consistent look across all transaction and communication channels. The templates are set up with underlying data structures and business logic, enabling services to be quickly provisioned and processed automatically, while removing the potential for data entry errors.

RiposteTrEx supports multiple communities within a single population, allowing multi-targeted communications. So whether you need to communicate with an organization, a geographically-centralized population, an existing social group or all of the above, you can do so easily, securely and instantly.

Just like physical post, users have equal and inclusive rights. *RiposteTrEx* has been modeled on the most trusted transactional platform, underpinning some of the largest postal environments worldwide. No other product can offer a knowledge-based solution that mimics the physical post so accurately.

Best of all, *RiposteTrEx* is built by experts. Escher is the global leader in providing interactive point of service solutions and thought leaders in transactional communications and content delivery. Its software solutions are developed and delivered by technical industry experts.

As a modern business platform, *RiposteTrEx*™ is a game changer.



The *RiposteTrEx* architecture is built on industry standards and is based on the *Riposte* peer-to-peer messaging middleware.

Access

RiposteTrEx supports multi-channel access, delivering functions via the Internet, social networks (e.g. Facebook and Twitter), smart phones and kiosks.

Business Services

Enterprise Applications provide the Send/Receive/Store facilities as well as the integration and administration features.

User Applications provide *RiposteTrEx* users with an extensive list of features that include Vault, Directory Services, Mapping and Payment.

EPN Control Services is responsible for profiling, subscription, mapping, vocabulary and notification management.

Foundation EPN Services control the lifecycle of the system including point of service assignment, routing, pricing and archiving.

EPN Message Services is used to define types of messages, based on a specific installation such as business messages, notifications, broadcasts, tokens and wallets.

System Services

The system is based on the *Riposte* peer-to-peer messaging middleware, providing components such as security, data, messaging, communication, reporting and standard interfaces to internal and external components and systems.

For more information regarding our *Riposte* technology, download the *RiposteEssential* brochure at www.eschergroup.com.

Real-World Experience to Transform your Business

Escher believes it takes a solid understanding of an organization's people and processes before technology can be applied to yield the greatest return. We know that technology is only one part of a business strategy.

RiposteTrEx is more than a technology. It is a platform for transformational change that enables single entities, businesses and governments to deliver communication and transactional solutions that provide higher value added services that can be the basis for new and enhanced relationships with customers and increased revenues from numerous electronic services.

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