

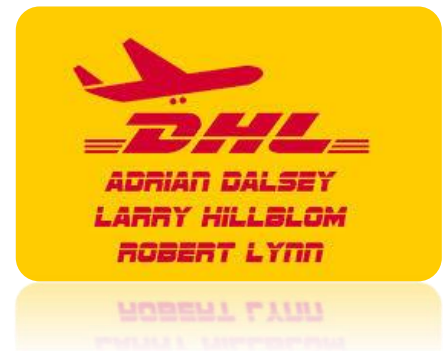
1969 and the Decline of the Post Office **It can still be reversed...**

49 Years of the Fall of the Post Office

Nicholas Ashton, CEO/CIO, ProxComm Technology

It was three men that saw the means and ways to improve the delivery of mail and jumped on it. The US Postal Service has been in decline way before that date, the year we went to moon and back is a year the USPS could have made the change and failed.

In a parking lot in California, the mailing of documents and letters took a direct turn for the better for business. Adrian **Dalsey**, Larry **Hillblom**, and Robert **Lynn** formed **DHL**, which today is the global express document, letter and package delivery solution. They saw the need for change in mail delivery and the USPS ignored it completely. The decline was in and still continues today in major losses and out of control borrowing. Bad contacts with *Amazon* are among the concerns.



In 1978/79 I flew to Bahrain to join a team as a technology consultant for the expansion of data transference for Rapid Data, an offshoot of DHL Express. Landing mid-morning in the extreme warmth of the Bahrain sun, I was greeted by a driver wearing a DHL T-shirt, '**Don't Just Send It, DHL It!**' Waving a placard with my name on it, he collected my bags, placed them in the car boot and explained that my residence was not ready yet and took me to the Holiday Inn. I tipped him for bringing in the bags and went to enjoy a British breakfast.

That evening, I was collected for a welcoming dinner party and sitting at the table was the driver who collected me. As all were introduced, my driver stood up and stated he was **Larry Hillblom**, the owner of DHL, on which I smiled, shook my head and ask him what he did with the tip I gave him. Larry said he spent it!

That was my first and long relationship with Larry Hillblom and the inside edge on knowing what he saw for the future of the mail and package delivery global industry.

Sure, the parties were wild and crazy in a modest way, it was our discussions on how technology will change the landscape of the movement and tracking of items being shipped. Most of it was only in our thought processes, which were always based on logical progression as it had not been invented yet. That is where we excelled in stepping through and over the naysayers who thought we were out of our depth.

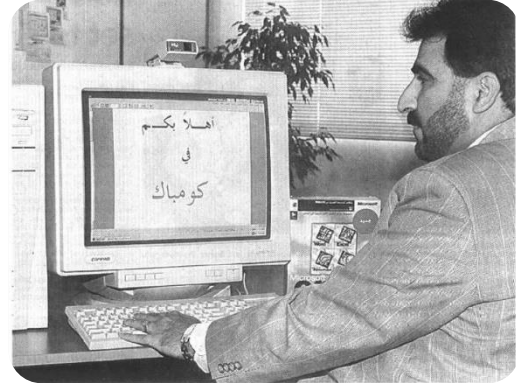
Little did they know!

From colored pouches for identification purposes to the potential of RFID usage for tracking, to the DHL 1000 computer that converted English to Arabic and vice-a-versa and transmitted the results globally. This was just the tip of the technology iceberg as we spent waking hours and some of our *z-time* to explore what could be achieved.

In **1981** - The Inaugural Gulf Computer Exhibition -- the original name for GITEX Technology Week -- was held from 15-19 December at the Dubai International Trade and Exhibition Centre's single hall.

HH Sheikh Mohammed bin Rashid Al Maktoum, Minister of Finance and Industry, opened the show, with 46 exhibitors representing companies from Austria, Canada, Greece, India, Japan, The Netherlands, United Kingdom, United States, and West Germany.

More than 3,000 visitors, mainly from the GCC and Yemen, saw British Telecom's PRESTEL virtual newspaper, ICL's PERQ graphics computer, Rapid Data, (DHL 1000) and Arabic software packages. More attendees came from companies not using computers (46%) than from companies already using computers (44%).



I spent the opening day alongside his Highness Sheikh Maktoum discussing the future of computing and how the UAE would play a major role. We toured the exhibition and talked in depth about what the effects would be on the global capabilities for trade.

From this exhibition, interest in what DHL Express was creating afforded us to travel to the USA, demonstrate complete communications for sending a complex package and tracking files without having to print and send via an express service. In Dallas and Houston, the oil industry was glad to see a service that stopped the use of facsimile machines and at speeds that excelled.

For a short while I worked out of the DHL Express offices in San Francisco, talking with insurance groups and major financial houses on what this would mean for corporate communications. This opened my scope for more personal/corporate infrastructures for virtually immediate delivery and larger database usage.



The skill-set which was amassed allowed me to look beyond the DHL horizon of the potential growth of communications technology.

Recruited by Commercial Data Banks in the US, we took a gigantic leap in being the first portable email solution in 1982/83. These were mailboxes accessible via a Texas Instrument 'dumb' terminal via a 300-baud phone handset modem. Our first clients were Congress and the aircraft FBO's around the USA. Congress had what we now know as the first email solution and the *Flight Based Operators* also now had access to an aircraft sales database of aircraft for sale in the USA.

Way ahead of its time and even brought Epson, the printer company on board for their sales force. Eventually, we used the Epson DX-10 and HX-20 computers to access the system. Which was unheard of back then.

The experience of progressive RFID, the Anoto Digital Pen and our innovative usage of Low Energy Bluetooth (BLE) has brought us to today and our leadership in **Contextual Leveled Marketing Reach**, with our proprietary solutions for **Proximity Marketing with Proximity Beacons and Enhanced QR Codes**.

Contextual Leveling of Marketing Reach is the perfect solution for all, literally having the capability to reach Smartphone users within a defined proximity. The potential is endless, although not for all business marketing, but is in the majority.

These are notifications transmitted to Smartphones which appear on the Smartphone as it comes into range. Relevant advertising and information depending on the circumstances. It is not 'Ad Clutter' when within *pertinent proximity with relevance*.

In retail, the supermarket or grocery store is the perfect example of boundless usage. As you walk the aisles, offers will be sent to your Smartphone with in-store savings. A coupon zone of savings awaits all! *Who does like cash savings?*

DIRECT CONNECTION WITH NOTIFICATIONS TO ALL SMARTPHONES

CONTEXTUAL LEVELING OF MARKETING

This is the power of contextual connections with content and it does not stop there!

Proximity is the key and is why **ProxComm Technology**© connects the closer you are to the relevant product or service. Then, more likely, you are going to use those services.

We use a 300-foot radius of transmission as the **perfect pertinent proximity**, (P^{300}). Our proven Asian/European success allows us to bring this technology to you, today.

Our proximity marketing and information dissemination use beacons, small devices that just transmit, they do get inside your Smartphone whatsoever. The Smartphone receives a notification via Bluetooth which appears on the screen. Once touched or clicked, it opens up to ten relevant notifications with absolute great information, which you can take advantage of *now!* Many retailers and service providers have Loyalty Mobile Apps, which use these opportunities to bring you this information.

Our **Enhance QR Code** emulates the beacons and is used in a similar way, on posters, products, mailings and even as virtual shops/stores.

From waiting areas in healthcare, tire or vehicle service department, museums, zoos, science centers, art galleries, event centers, concerts, trade shows, public and sports arenas. Etc....

We have reserved your **pertinent proximity placement**, just call and let us converse and start connecting with clients/customers with relevant information for them to make the cost-savings and informational decisions.

Oh, the USPS, what do think, they must catch up with innovations!

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*It is never
too late
to learn*



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**Connect, Engage,
Communicate... Be Heard...**

**WE ARE IN THE NOW AND KEEP
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