Pitney Bowes Clients Add Time Travel to Geographic Data Following Partnership with iGeolise

STAMFORD, Conn., May 19, 2015 - Pitney Bowes Inc. (NYSE:PBI) today announces a new alliance with mapping software business iGeolise. The collaboration will give Pitney Bowes' GeoInsight customers the opportunity to benefit from the iGeolise innovative, award-winning software applications which add extra layers of precise and accurate geographic data to their location-based content.

One of iGeolise's software applications, TravelTime, uses satellite data to calculate the possible locations reachable within a specified time period, for example which store can be reached within 30 minutes. This new strategy adds depth, precision and value to local data. Initially an application aimed at consumers, iGeolise quickly realized the impact of providing this insight to consumer-facing businesses focused on delivering an improved customer experience.

Now, Pitney Bowes GeoInsight clients can use this application to provide detailed, accurate public transport catchments, giving their customers an exact travel time so they can create, for example, a map of their customers within a 15-minute tube journey of a particular restaurant. By simply entering a time of day and day of week, catchments can be created that represent the peak trading times for their business.

Charlie Davies, Director and Co-Founder, iGeolise Ltd said, "This exciting collaboration with Pitney Bowes extends the capabilities and reach of our applications, bringing the benefits of this valuable insight to a wider market."

Paul Thompson, Director Analytical Services – EMEA, Pitney Bowes, said, "With the new public transport catchment capabilities of GeoInsight and the collaboration with iGeolise, analysts can now quantify realistic demand potential for their stores, leisure centers or government services. The new methods also help identify areas which lack sufficient accessibility and therefore help inform transport policy decisions. When we consider new data sources such as mobile tracer data from smartphone apps, social media data, and new methods of creating catchments such as public transport, it is an exciting time to be in the site selection business."

Public transport catchment rates are now available for Ireland, United Kingdom, and markets in the USA and France, with more countries coming soon.

About Pitney Bowes

Pitney Bowes (NYSE: PBI) is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce. More than 1.5 million clients in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes. For additional information, visit Pitney Bowes at www.pitneybowes.com/uk.