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## MSP Buys IR-Track Invisible System By MCS

### **MCS IR-Track invisible-ink tracking system enables high speed automation and control of mailing documents without visible automation marks.**

Gaithersburg, MD, March 26, 2007 - [MCS, Inc.](#), a leader in industrial and mailing inkjet technology has announced that Pittsburgh-based full service direct marketing firm, MSP, has invested in a MCS IR-Track invisible-ink tracking system to enable high speed automation and control of mailing documents without visible automation marks.

The patent-pending IR-Track system provides for the reading of sequence or record information in the trim area on a continuous forms printer. Once read, the information is printed as individual invisible codes on a 2-up form and immediately verified with an IR-Track invisible reader. With this verification, the operator is assured that the invisible code has the correct data and has the optical integrity needed to be inserted into an MCS Perfect Match-enabled inserter.

This technology purchase will allow MSP to expand its offering of personalization products to its customers. While MSP's utilization of the Perfect Match system has enhanced its profit margins for a wide range of matching jobs, some end-users are still reluctant to allow visible codes or symbols onto documents with high perceived value. Automation such as the IR-Track gives the potential of capturing more of these jobs and producing them with automation. MSP President, Richard Bushee III, commented, "MSP has a focus on high-value services and products such as personalization and matching." Bushee added, "MCS' technology will allow MSP to continue to grow in these areas that our customers value".

**MCS** provides industrial inkjet imaging solutions for the mailing and industrial markets. MCS' imaging software and hardware, provides the integration cornerstone for high-speed mailing and hybrid inkjet printing, matching systems for inserters as well as invisible ink matching. The software is unique in its ability to simultaneously control multiple imaging heads and allow powerful graphic layout features along with exclusive workflow features such as client and production print-proofing. MCS incorporates the latest HP technology inkjet print heads.

With over 300 employees and 150,000 square feet of production area, **MSP** is one of the nation's top direct marketing companies. MSP's growth has come from its focus on providing unique value-added solutions to its customers and leveraging technology to bring the automation for production of those solutions.

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