**QR as Postal Address**

* **Australian Postal Addresses (28 millions) Online Verification**
* **Delivery Point IDentifier (DPID) search in real time**
* **QR code generated on the fly**
* **Recognisable by Sorting Machine, Blackbay, any QR Reader**
* **Fast and reliable. Everyone can use**

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**Use Case**

* **Mary, house wife, wishes mail and parcels she sends can be delivered on time always**
* **Jack, eCommerce entrepreneur, wants ordered goods address customers given are accurate and valid**
* **Trevor, Post team member working in rural area, tries to avoid human mistakes during manual mail and parcel sorting**
* **Aaron, postal delivery officer, needs to verify mail and parcel are delivered to the correct address**
* **Tom, developer, requires including DPID in Label Printing Service, and querying postal address by DPID**

**Customer Stickiness • Business Bring-On • Efficiency • Productivities**