

## United States Postal Service

Winner at the KioskCom.com Awards Show and the KIOSK Magazine Awards.

On April 21st, 2005, the 4th annual KioskCom.com Interactive Kiosk Excellence Awards were held in Las Vegas. "The panel of 11 judges had a challenging time deciding on the winners as all of the projects were strategic, innovative and visionary," said Lawrence Dvorchik, KioskCom.com's COO and the executive director for the awards program.

The United States Postal Service's Automated Postal Center (APC) received top honors for each category in which it was entered.

- Best kiosk deployment in a retail environment — large deployment (100+ kiosks)
- Best kiosk deployment for a government agency
- Best new kiosk deployment — large deployment

USPS Retail Service Network and Access Management Manager, Janet Webster, was named Deployer Leader of the Year. The 2004 Kiosk Awards, sponsored by KIOSK Magazine, were judged on June 15-16, 2004. The Automated Postal Center won the award for the Best Retail Kiosk Application.



APCs came about as part of United States Postal Service efforts to make customer access quick, easy and convenient. The self-service program, currently with a massive 2,500 kiosks across the country, has improved how business gets done at the Post Office.

Retail window counters serve around seven million customers per day. The potential benefits of a line-busting self-service kiosk program are huge. The Automated Postal Center has the potential to revolutionize Post Office transactions for customers. These terminals are doing for the Post Office what ATMs did for the banking industry.

The APC not only offers similar services, such as information, like other retailers would expect from a kiosk, but this terminal also moves product. The kiosk dispenses products like stamp booklets and sells services such as Priority or Express mail. With the swipe of a credit or debit card the entire purchase process is complete, entirely without the intervention of a human being.

## Contacts

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