Voiceover:

On-screen graphics:
Logo intro and opening music
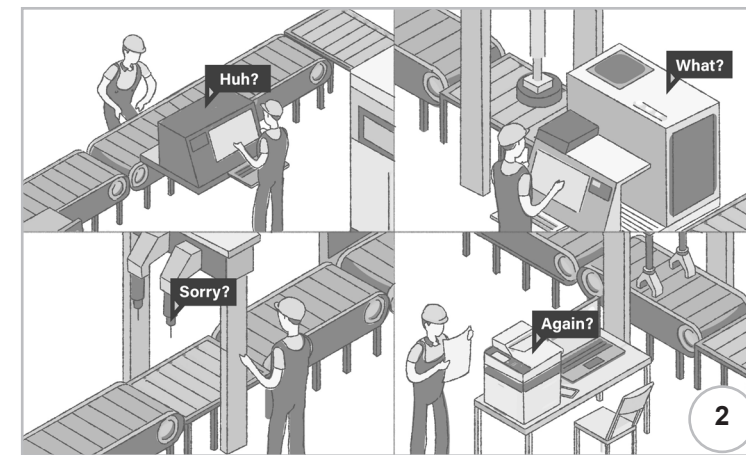
(Panel 0 — Matthews Marking Systems™)
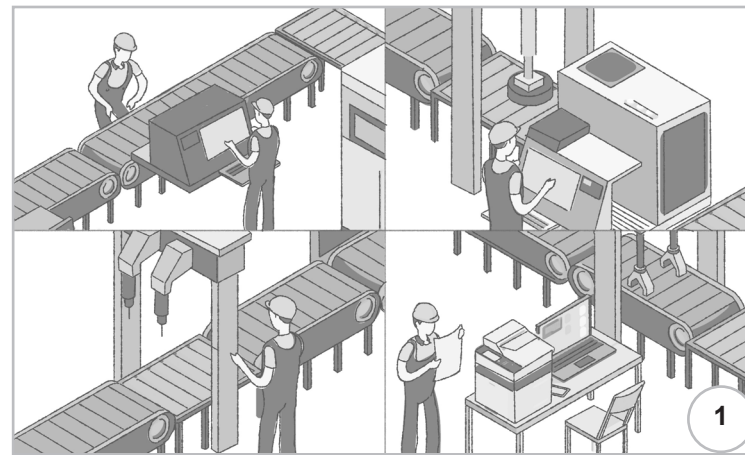
Voiceover:
Coordinating multiple industrial printers and printing processes in any production environment is complex.

On-screen graphics:
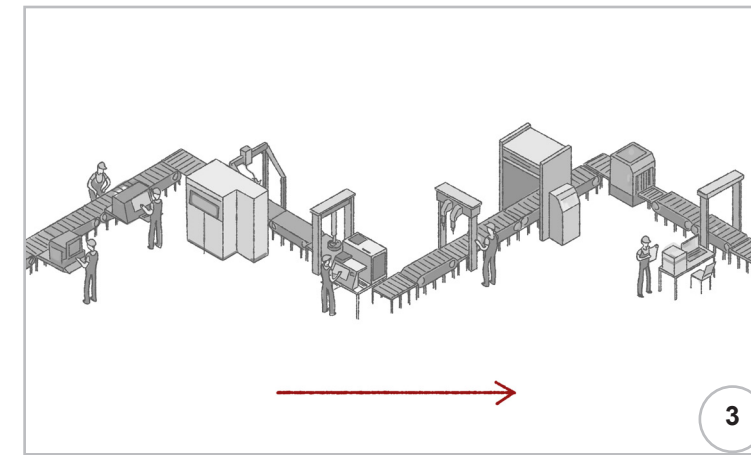Manufacturing floor buzzing with activity.

(Panel 1)

Voiceover:
Most printers have their own software. And most aren't designed to communicate with each other. That leads to lots of manual steps.

On-screen graphics:
Show trouble communicating between printers. Speech bubbles over printers "What?" "Pardon?" "Huh?"

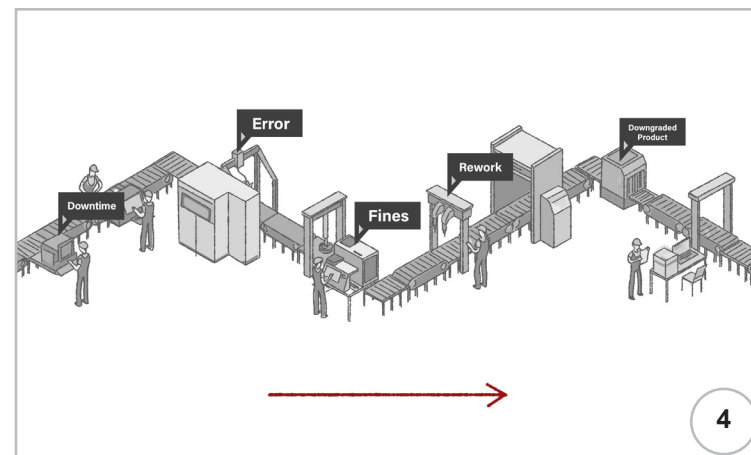*(Panel 2 — speech bubbles: Huh? What? Sorry? Again?)*

Voiceover:
When products change, codes need to change too. Plus there's the challenge of replenishing ink. Cleaning print heads. And machine maintenance.

On-screen graphics:

(Panel 3)

Voiceover:
The more printers you add to your production line, the harder it is to manage everything.

Lack of visibility and coordination leads to bad print quality or, worse yet, printing errors.

On-screen graphics:
Zoom onto a printer on the floor, then zoom out to multiple printers.

Show related items going wrong and either words or icons or something for:

Downtime   Errors
Fines   Rework
Degraded product

(Panel 4 — labels: Downtime, Error, Fines, Rework, Downgraded Product)
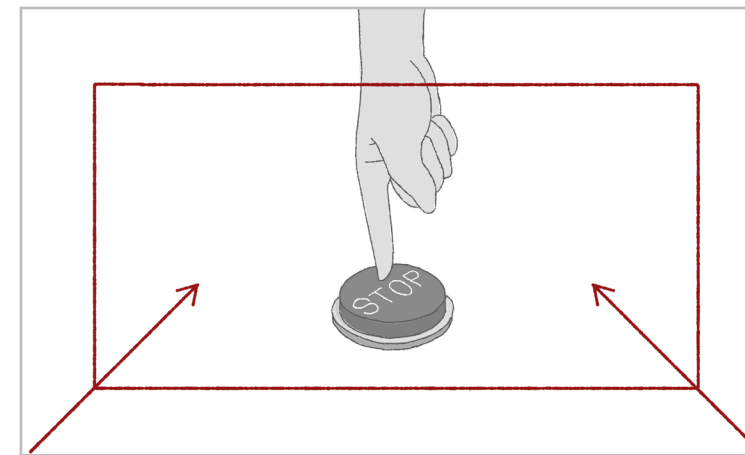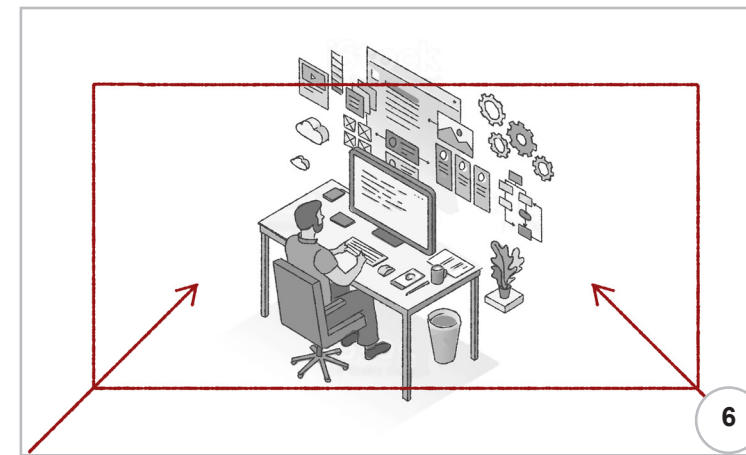

Voiceover:
Which in turn leads to unscheduled downtime and degraded product quality . . . fines and frustration.

On-screen graphics:
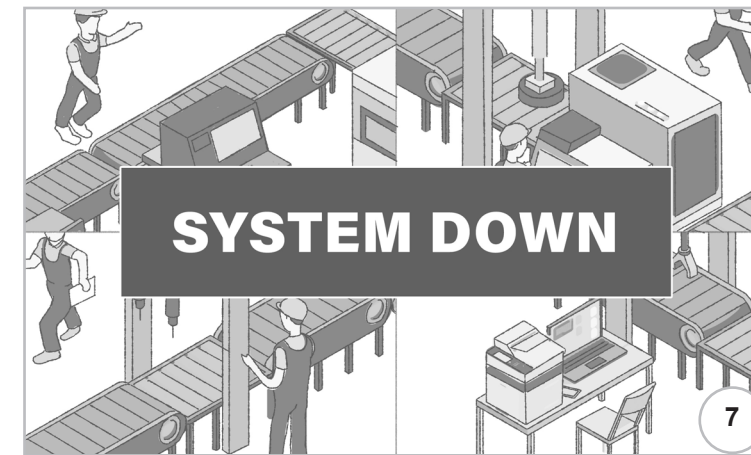Pushing of a stop button.

(Panel 5 — STOP button)

Voiceover:
Printer management software can help to an extent. But the costs for new middleware, IT support, and integration services quickly add up.

On-screen graphics:
Switch to an IT room, behind the scenes. Show IT guy manually trying to connect software.
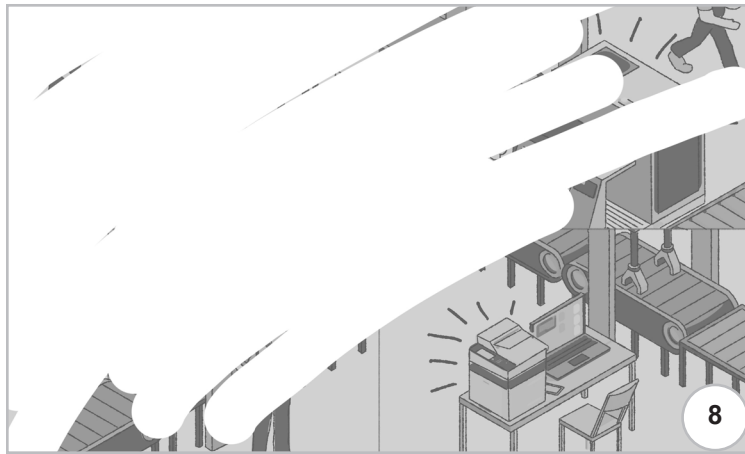
(Panel 6)

Voiceover:
Plus there's the hassle of re-configuring your production environment or equipment, which can take your production line offline for an extended period of time.

On-screen graphics:
Chaotic factory floor

(Panel 7 — SYSTEM DOWN)

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Voiceover:
The good news is there's a better way.

On-screen graphics:
Chaotic factory floor . . . then it's erased (pencil eraser style). Words "modern software technology" are written.

MPERIA®

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Voiceover:
MPERIA® is a new kind of printer automation solution that can control one or hundreds of printers. It's built to adapt to your production environment making integration easy which saves expense and time.
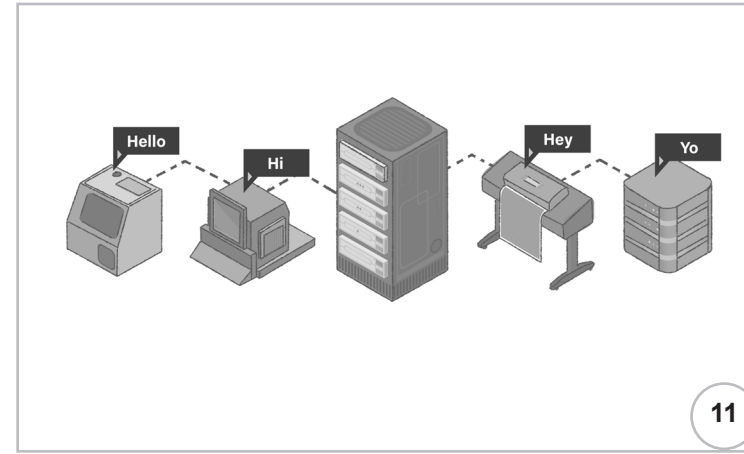
On-screen graphics:
Then MPERIA logo appears.
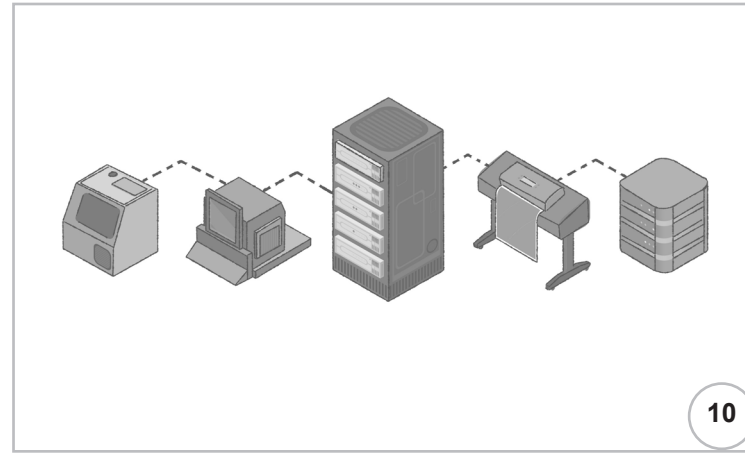
10

Voiceover:
The MPERIA platform is preloaded on a secure appliance ready to sit on your factory floor so additional servers or software are not required.

On-screen graphics:
Illustration of a server appliance. Lines appear one by one showing connectivity to other printers with generic brands (print tex, hyperprint, etc.)

Hello   Hi   Hey   Yo

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Voiceover:
Just flip the switch and MPERIA is ready to control one printer, or expand to control all the printers on your production line or entire plant.
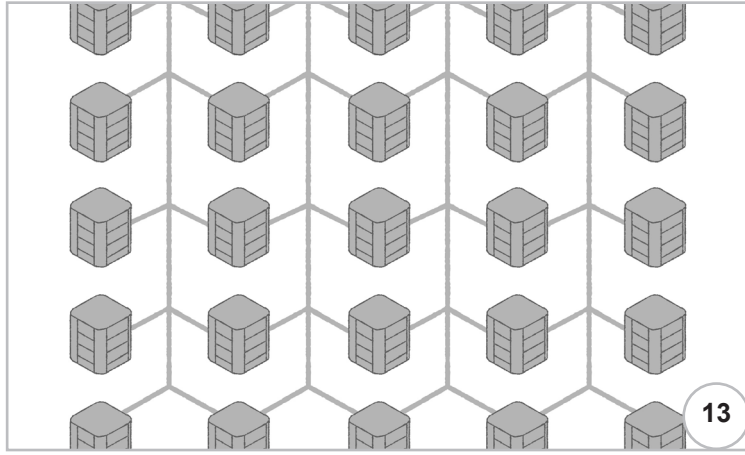
On-screen graphics:

Ink Full

12

Voiceover:
When product runs change and print requirements change, MPERIA coordinates everything. It also helps minimize operator tasks for adding ink, cleaning, or maintaining printers.

On-screen graphics:

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Voiceover:
MPERIA also connects and communicates with existing production automation tools like PLCs, ERP, MES and serialization software. This ensures printing data is accurate — which reduces incorrect product coding, product returns and fines.

On-screen graphics:
More lines coming off the server appliance showing connectivity to PLCs, ERP, SQL database, MES, Serialization.
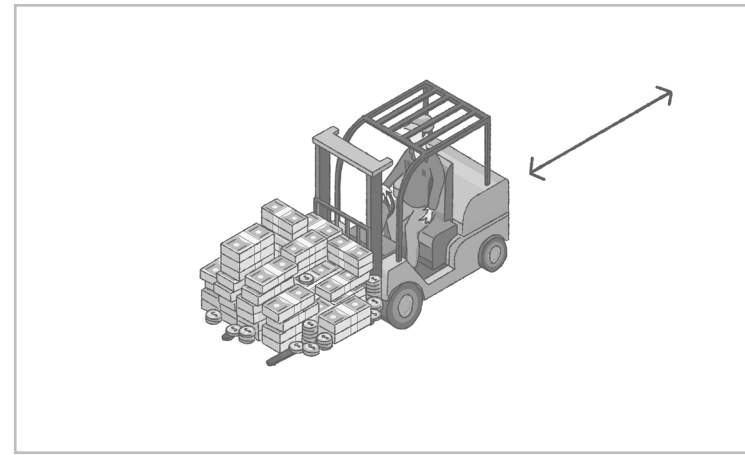
Voiceover:
Because MPERIA is easy to implement and works with your existing printing and print related equipment, you don't have to replace all your current machines or purchase additional hardware

Again reducing up front capital costs.

On-screen graphics:
Older printer gets its shine back.

Forklift backs in and dumps money.

Data Validated   Ink Full   Simple   Efficient
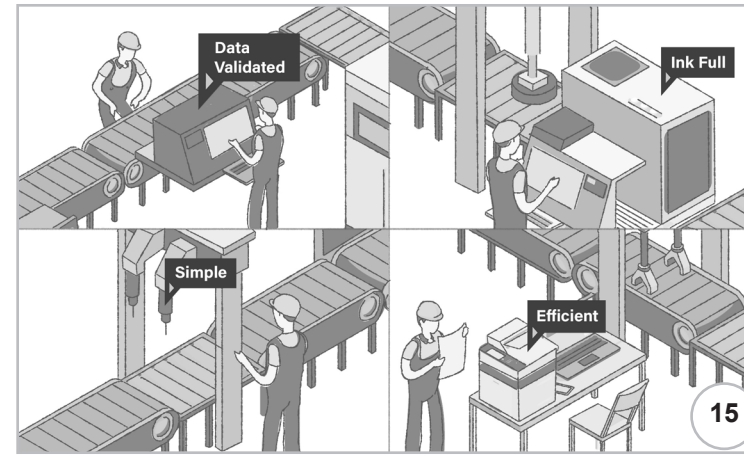
15

Voiceover:
Just think . . . one interface lets you rule over your entire print operation.

All printer related tasks are visible, controllable and coordinated. It's easy to validate text or barcodes. Instantly see when ink needs to be replenished and print heads need cleaning. Add custom automation to move non-validated codes offline.

On-screen graphics:
Operator confidently ruling over the production line.

Show data validation and ink notification alert.
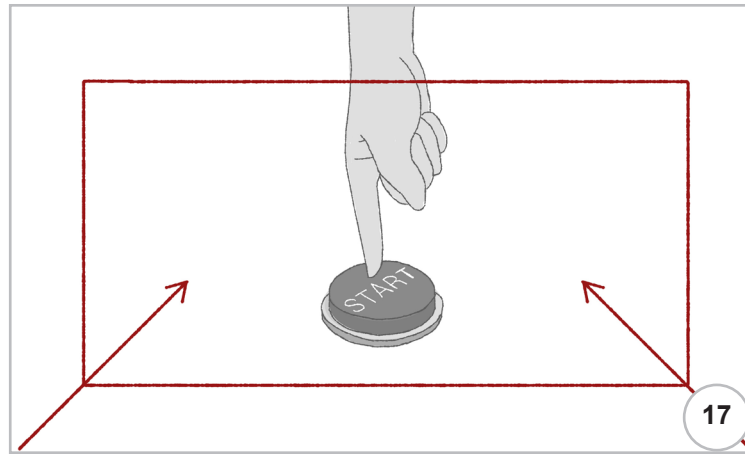
Simple. Efficient. Cost Effective.

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Voiceover:
With MPERIA, all your printers work together . . . simply, efficiently, cost-effectively.

On-screen graphics:
Words on screen: Simple. Efficient. Cost Effective.

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Voiceover:
Put an end to printer-induced pain points that lead to costly errors.

Increase productivity with MPERIA.

On-screen graphics:
Stop button. Start button.

✓ No middleware

✓ No third-party integration

✓ No changes to your existing equipment

✓ Data security

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Voiceover:
Less Effort, More Control
An automation platform that adapts to you, not the other way around.

MPERIA® makes integration easy:
- No expensive middleware or servers
- No 3rd party integrators
- No changes to your existing equipment or process
- Data security without the IT headache

On-screen graphics:
Check marks as messages are discussed.
-No middleware
-No third-party integration
-No changes to your existing equipment
-Data security

Matthews Marking Systems™

Learn more about MPERIA at:
matthewsmarking.com/solutions/line-control/

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Voiceover:
Learn more about MPERIA at:

matthewsmarking.com/solutions/line-control/

On-screen graphics:
Logo outro – forklift brings the icon in, sets it down and backs out