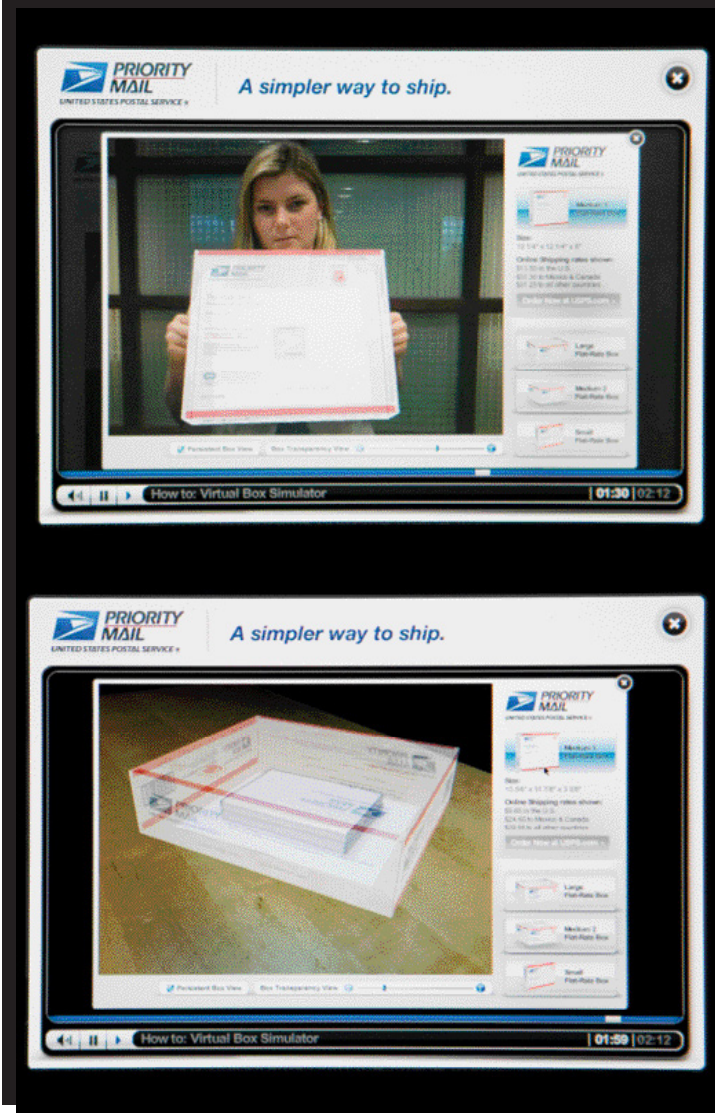


# Augmented Reality

Entering a new dimension with Priority Mail Flat-Rate shipping



Technically, it's called "augmented reality." At the Postal Service, it's called a great way to see how Priority Mail flat-rate boxes are the perfect fit for your shipping needs.

Using the new Virtual Package Simulator at [www.prioritymail.com](http://www.prioritymail.com) and a webcam, you can see which flat-rate box is right for you. Simply take a picture of an item you'd like to ship, and the simulator will calculate the flat-rate box required to ship it. By holding objects in front of your webcam, you will see a hologram of the box appear on the screen. The technology allows

you to turn and manipulate the boxes to see all angles and figure out if the items you wish to mail will fit inside.

Simple, quick tutorials show how the online tools work. The website also has information on cost savings and associated Priority Mail services.

The Virtual Box Simulator tool has been used more than 50,000 times since it launched in May. Check it out for yourself by visiting [www.prioritymail.com](http://www.prioritymail.com) and clicking on "Virtual Box Simulator." ■

**"PRIORITY MAIL FLAT-RATE BOXES** already virtually eliminate the need to weigh packages," says Joyce Carrier, Manager, Advertising and Media Planning. "With the new Virtual Box Simulator, you virtually eliminate any guesswork about what size box is right for you. If it fits, it ships — and you can see it for yourself."