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## **PRESS RELEASE**

### **SOFTWARE TO REVOLUTIONISE HAND-WRITTEN DATA COLLECTION**

Brisbane, Australia - 3 September, 2009 - EB Strada Pty Ltd today announced the release of FormReturn version 1.0, the first cross-platform, optical mark recognition (OMR) system designed to simplify the process of collecting hand-written data. Individuals and organisations - particularly those in education, government, market research & healthcare who rely on sourcing information from the results of questionnaire forms - will benefit from the time saving, fast and accurate, automated collection of data.

Optical mark recognition (OMR) is the process of electronically capturing hand-written marks from documents or forms. It is a technology that has been in widespread use since the 1960's where it has commonly been used with lottery systems, "bubble sheet" multiple choice questionnaires and ballot/voting systems. Often implemented using hardware rather than software, OMR has been both expensive and complex, requiring in-depth training. FormReturn simplifies OMR, by offering an integrated, affordable, easy to use application that can work with inexpensive hardware and requires far less training.

FormReturn is the result of years of extensive research and development, bundled into an uncomplicated OMR solution and aimed at small, medium and large organisations. Its integrated ability to design, automatically track and capture forms makes the process of data collection seamless. Also, its efficient client/server structure makes it less complex and more time saving for network groups.

FormReturn's built-in form designer expedites creation of customised questionnaires. Only a small number of OMR solutions include this very important feature. So by using the one program, forms are created, published, automatically marked and scored, then stored as electronic data in its own built-in SQL compliant database. The tight integration of these powerful features is what makes it easy for anyone to use.

Highly affordable and cost saving, the revolutionary FormReturn system will become a valuable instrument in the collection of mission critical data for all organisations large and small.

For additional information and a free 30 day trial of the software, visit the FormReturn website: [www.formreturn.com](http://www.formreturn.com). Individual user license keys are available for purchase from the EB Strada Online Store, [www.ebstrada.com/store](http://www.ebstrada.com/store) for RRP \$749 AUD (inc. GST). Distributor and reseller enquires are welcome.

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#### **NOTE TO EDITORS:**

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