



Failure Analysis Associates®

Date: March 10, 2008

Subject: CardScan and Neat Business Cards
Product Comparison

Summary

Exponent, Inc., an independent engineering and scientific consulting firm, tested Neat Business Cards¹ and CardScan² business card readers and compared their accuracies using three different scoring methodologies. Exponent has prepared this report summarizing the results of these tests. Two card readers of each brand were tested. Each card reader scanned approximately 500 business cards that were randomly selected from a combined pool of cards collected from offices across the United States by employees of the firm and a pool of cards available to CardScan. Accuracy scores were assigned to each of nine key data fields typically found on business cards.

The table below presents a summary of the accuracy scores. The CardScan readers received higher accuracy scores than the Neat Business Cards readers in nearly all fields using each of the three scoring methodologies and, in some cases, these differences were statistically significant as noted by “CS-SS” in the table. For the Name field, the average of all nine fields, and the average of the “Big Four” (Name, Email, Phone, Company) fields, this difference was statistically significant. Fields and scoring methodologies where CardScan received higher accuracy scores, but where there were no statistically significant differences in accuracy scores, are noted in the table with “CS.” The Webpage field using scoring methodology A where the Neat Business Cards readers scored higher than the CardScan readers, but the difference was not statistically significant, is noted with “Neat” in the table.

Methodology	A	B	C
Name	CS-SS	CS-SS	CS-SS
Title	CS-SS	CS-SS	CS
Company	CS-SS	CS-SS	CS
Address	CS-SS	CS-SS	CS
Phone	CS	CS	CS
Fax	CS	CS	CS
Mobile	CS	CS	CS
Email	CS-SS	CS-SS	CS
Webpage	Neat	CS	CS
Average of Nine Fields	CS-SS	CS-SS	CS-SS
Average of "Big Four" Fields	CS-SS	CS-SS	CS-SS

CS-SS = CardScan more accurate with difference statistically significant

CS = CardScan accuracy score higher, difference not statistically significant

Neat = Neat Business Cards accuracy score higher, difference not statistically significant

¹ Neat Business Cards Version 2.1

² CardScan Executive 800c Version 8.0

Results

Methodology A

Percent accuracy was scored for each of the nine fields in the summary table. Each field for each card was awarded 1 point for no errors, 0.5 points for 1-2 errors, or 0 points for 3 or more errors. Percent accuracy is the score divided by the maximum score.

Using scoring methodology A, the CardScan readers scored higher in every field except Webpage. The CardScan readers were more accurate with statistical significance than the Neat readers in reading the Name, Title, Company, Address, and Email fields (see Figure 1). The average score of the nine fields and the average score of the “Big 4” fields were both higher (i.e., fewer errors) with statistical significance for the CardScan readers than the Neat readers (see Figure 2).

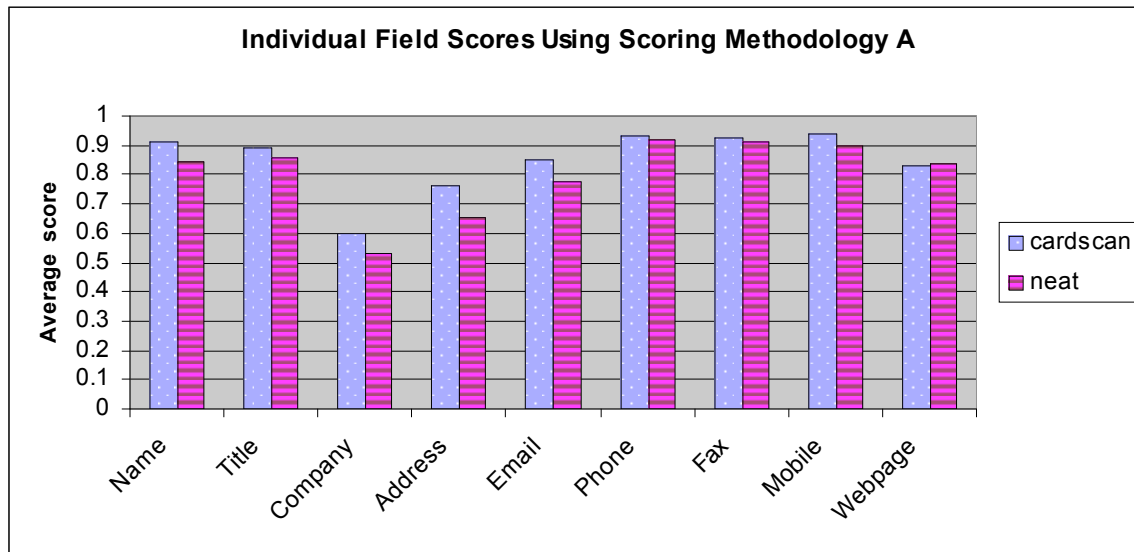


Figure 1.

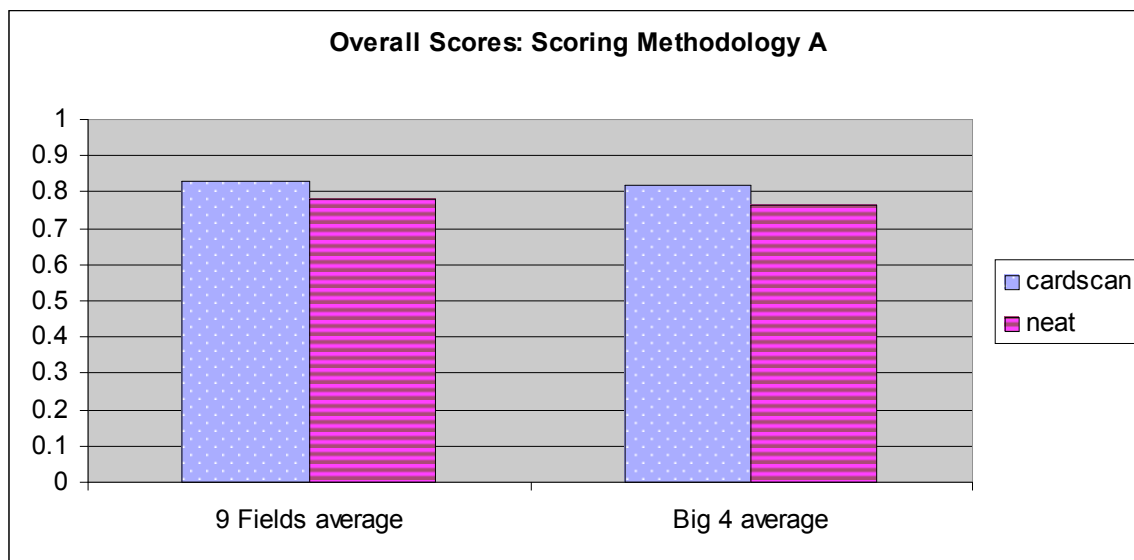


Figure 2.

Methodology B

Percent accuracy was scored for each of the nine fields mentioned in the summary table. Each field for each card was awarded 1 point for no errors or 0 points for any errors. Percent accuracy is the score divided by the maximum score.

Using scoring methodology B, the CardScan readers scored higher in every field. The CardScan readers were more accurate with statistical significance than the Neat readers in reading the Name, Title, Company, Address, and Email fields (see Figure 3). The average accuracy score of the nine fields and the average score of the “Big 4” fields were both higher (i.e., fewer errors) with statistical significance for the CardScan readers than the Neat readers (see Figure 4).

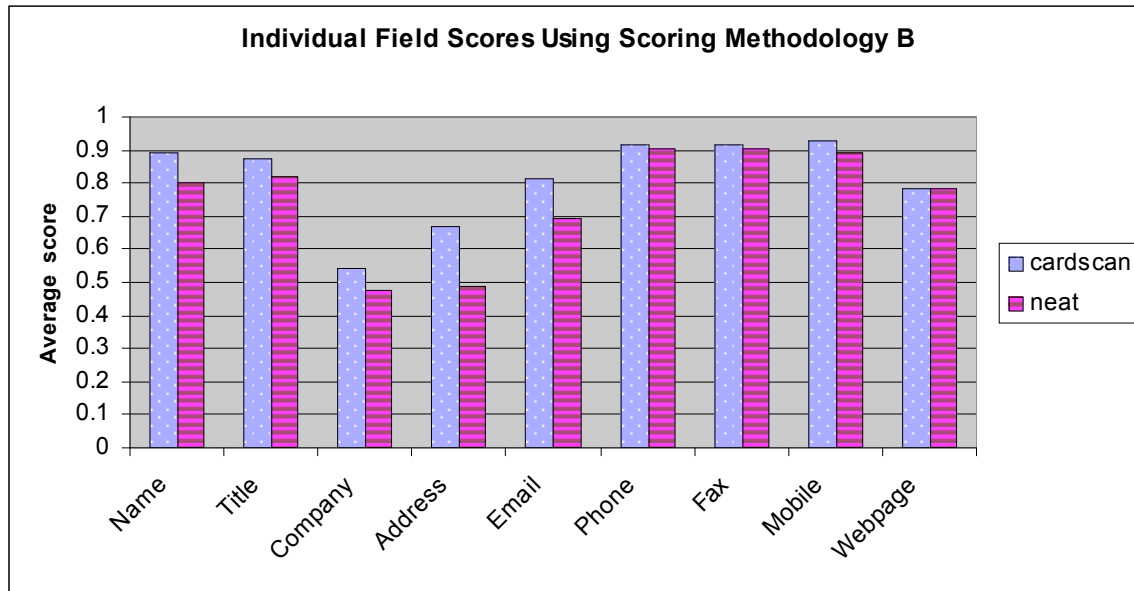


Figure 3.

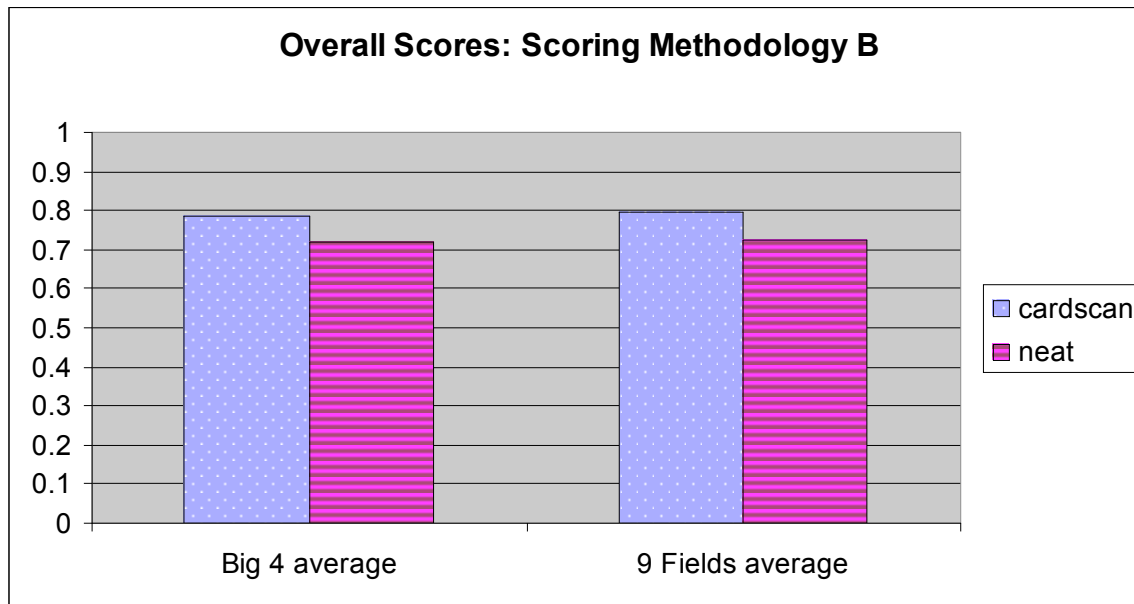


Figure 4.

Methodology C

Percent accuracy was scored for each of the nine fields in the summary table. Each field for each card was scored as a percentage of correct characters (0-100%).

Using scoring methodology C, the CardScan readers scored higher in every field. The CardScan readers were more accurate with statistical significance than the Neat readers in reading the Name field (see Figure 5). The average accuracy score of the nine fields and the average score of the “Big 4” fields were both higher (i.e., fewer errors) with statistical significance for the CardScan readers than the Neat readers (see Figure 6).

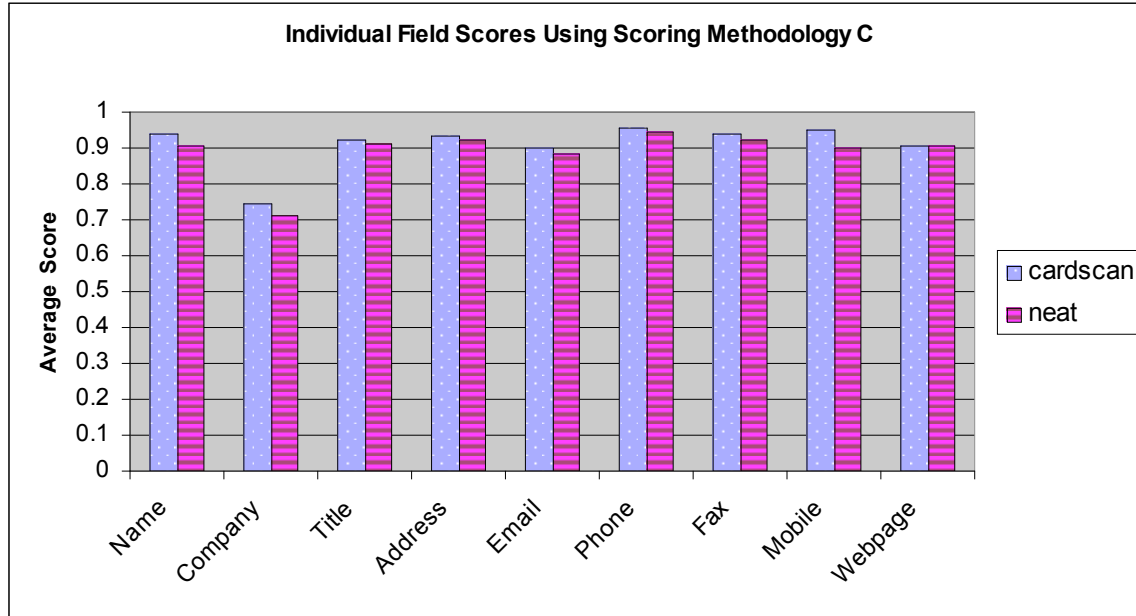


Figure 5.

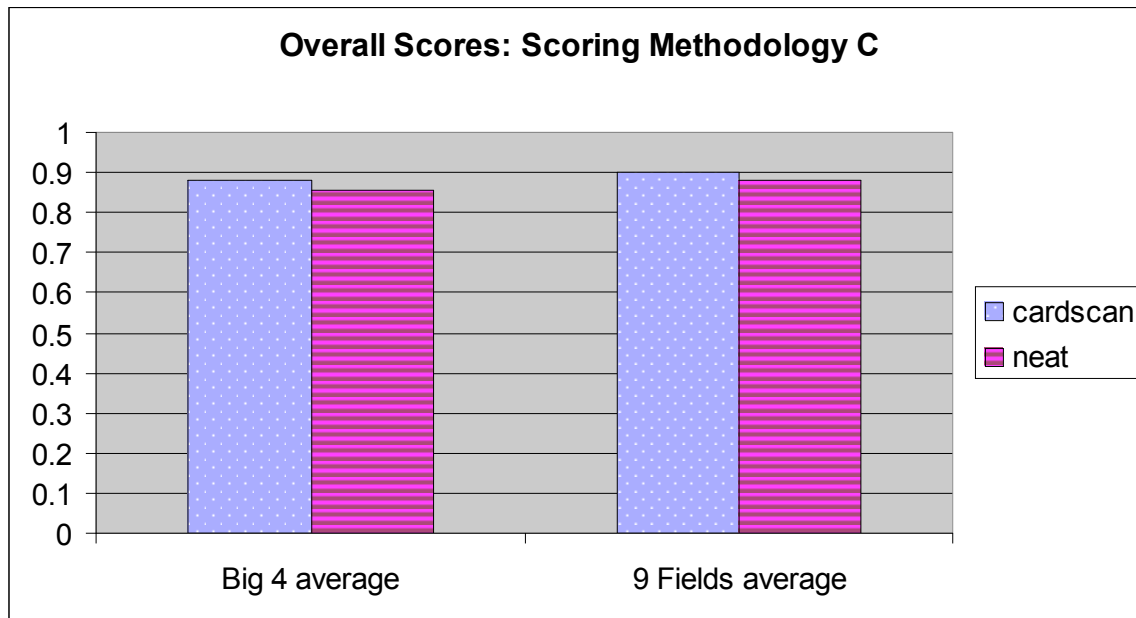


Figure 6.