

Australia reveals innovative 'video stamp'

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Illustration: Australia's mail service has developed a high-tech postage stamp which allows the sender of a parcel to deliver a personal video message to its recipient

Australia's mail service has injected technology into the simple postage stamp—creating a "video stamp" to deliver a personal message that recipients can view on their mobile phone.

Australia Post said the Video Stamp, to be distributed for free on some parcel services in the pre-Christmas period, was the world's first to allow users to send a 15-second personalised video along with their packages.

"Christmas is a time when people want to be with their loved ones but more and more friends and family are scattered across the country and around the globe," said Richard Umbers, executive general manager of parcel and express services.

"Australia Post has always helped people connect. This year we are doing more than ever to eliminate the tyranny of distance. The Video Stamp lets you send a little piece of yourself with your gift this Christmas."

The stamp, distributed free with Express Post and Express Courier International products before Christmas since Monday, can be accessed through a smartphone.

To use it, senders scan the stamp, attach it to their parcel and record a personalised greeting using their smartphone and the free Australia Post Video Stamp app within 12 hours of posting.

When the parcel is delivered, the recipient scans the stamp with their phone and it will play the message.

The personalised messages are available for viewing for 90 days after recording, via smartphones and online, and can be shared through social media and email.

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