MAPMARKER® PLUS U.S.

The patented, premiere geocoding engine for placing data on a map and cleansing addresses.

MapInfo
Be Location Intelligent™

MapMarker enables you to place your customers, stores, assets, information and more on a map for visualization and analysis.

SUMMARY

MapMarker is a powerful geocoding engine. Use it to:

- Geocode large tables in batch mode for faster results
- Geocode interactively to maximize the number of matches and to control error rate
- Cleanse your data by matching address records to the U.S. Postal Service (USPS) database

BENEFITS

- Saves you money by increasing the rate of deliverable mail and qualifying you for lower postage rates
- Accesses address records in MapInfo .TAB files or remote databases including MS Access®, Oracle®, SQL Server, SpatialWare® and more.
- Integrates seamlessly with MapInfo Professional for instantaneous geocoding, display and analysis

Overview

Geocoding— the process of assigning latitude and longitude values to address information — is one of the first steps in enabling location intelligence. MapMarker geocodes your data quickly and accurately making it available for desktop applications such as MapInfo Professional® and enterprise applications built from MapXtreme® and Envinsa®.

MapMarker assigns coordinates to an address based on how well it matches the comprehensive Address Dictionary, a database of U.S. Postal Service (USPS) street addresses, street geometry and the latest ZIP + 4® centroids. In addition, MapMarker helps cleanse databases by managing misspellings, omissions and inaccuracies in the data. The MapInfo Address Dictionary is a sophisticated integration of postal and street vector data. It is updated quarterly and it is CASS (Code Accuracy Support System) certified by the USPS ensuring the highest quality address matching capability and entitling direct mailers to postage discounts.

MapMarker can be deployed on a server or desktop. On a server, it can batch geocode large databases or geocode information as it is entered into your system preparing it for mapping and analysis.

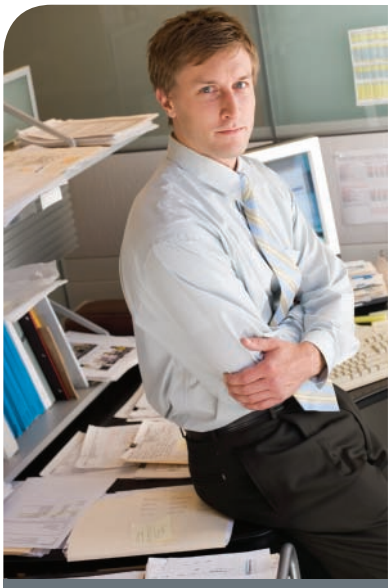
Accurate geocoding is essential for applications such as:

- More accurate pre-qualification determination for DSL service
- Tax jurisdiction determination for both businesses that remit taxes and government entities that collect them
- Emergency response, roadside assistance, and customer service routing
- Rating territory assignment for insurance firms
- Routing automatic meter reading vehicles
- Determining call-before-you-dig locations
- Crime mapping
- And much more

Key Features

DELIVERY POINT VALIDATION enables you to determine if a given address is truly deliverable by the USPS. For direct mailers, this results in dramatic cost savings.

U.S. POSTAL SERVICE CASS CERTIFICATION means that MapMarker meets the requirements for address standardization including the ability to append ZIP+4 information to your data. Often, this enables you to receive discounts on postal rates and results in a higher delivery rate.



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USER DICTIONARIES are similar to the MapInfo Address Dictionary but enable you to create your own custom dictionary. For example, a local government can create a custom dictionary based on parcel maps for the emergency response or tax assessment applications.

PATENT PENDING ALGORITHMS improve street-level geocoding interpolation techniques for higher positional accuracy.

CUSTOM DICTIONARIES enable you to import your own data. For example, you can import your parcel data in order to provide point-level precision geocoding.

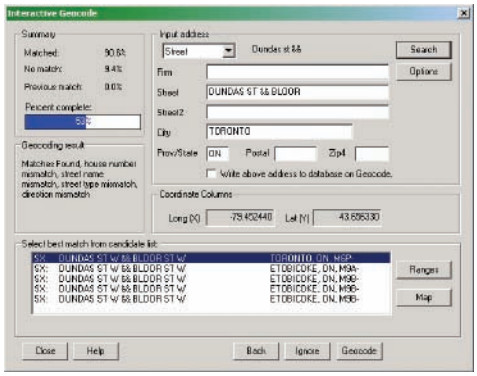
BATCH GEOCODING is used for processing one or more tables without constant interaction. This is especially useful for geocoding large databases or for tables that are updated regularly.

GEOCODE TO HIGHWA Y EXITS enables applications such as roadside assistance and emergency response to perform with greater accuracy.

CANDIDATE VISUALIZATION enables you to see where a potential match falls on a map before selecting a candidate which is beneficial for f ine-tuning resultant geocodes.

OPEN APPLICATION PROGRAM INTERFACE (API) enables Windows and Unix applications to access the capabilities of MapMarker.

The new interpolation algorithms alleviate the "bunching" problem as seen on Sandalwood Drive in Albany, NY. The USPS address range is 1 to 99 for this street but actual house numbers only go to 23. The red pins represent the results using the old geocoding engine and the yellow the new results with substantially improved positional accuracy.



Assign latitude and longitude coordinates to your customer database so you can visualize, analyze and route using maps.

Specifications

Data Specifications

GEOGRAPHIC COVERAGE:
50 States; D.C.; Puerto Rico

SCALE: 1:100,000

DATA UPDATES:
Provided Quarterly

SOURCES: USPS, 2004
U.S. Census TIGER files,
Tele Atlas (GDT, Inc.)

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