

MapMarker® Plus Canada v4.0

BRING YOUR CUSTOMER DATA ALIVE FOR COMPREHENSIVE LOCATION-BASED ANALYSIS

MapMarker Plus Canada is more than a geocoder. It is a suite of tools enabling address correction, standardization, and point creation for database visualization.

ROBUST, FLEXIBLE CAPABILITIES

Geocoding is the process of searching database records for addresses, postal codes, and other geographic information, and assigning latitude and longitude co-ordinates to them. It is the first and most fundamental step in using location information to gain business intelligence. MapMarker Plus Canada geocodes your desktop or enterprise data quickly and accurately -- making it immediately available to location-based applications such as desktop mapping and demographic analysis, or Internet-based services such as store locators and routing services.

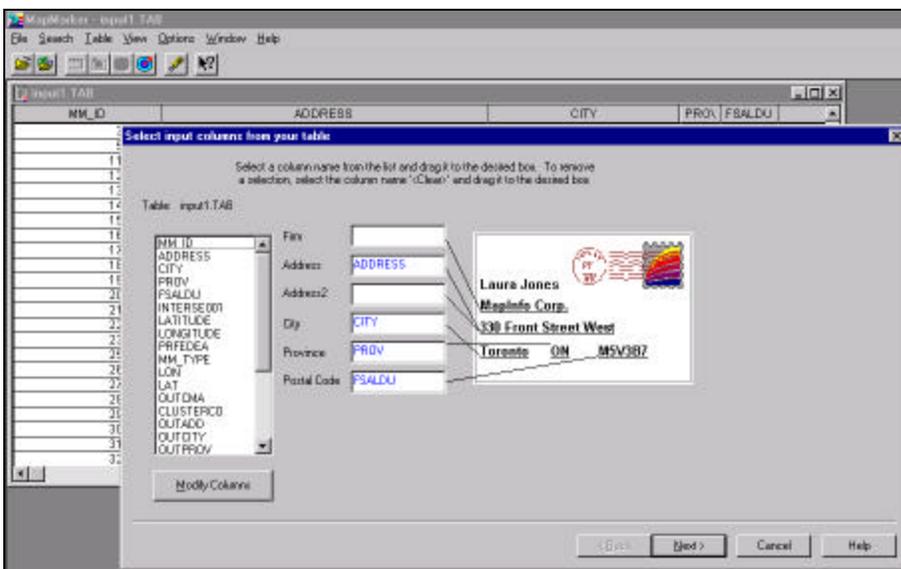
MapMarker Plus Canada offers a high-quality, up-to-date address coding guide, and flexible options to meet your geocoding needs. It delivers high match rates and accuracy to help improve any location-based analysis.



FEATURE HIGHLIGHTS

- ▶ Geocodes any sized data base in a single pass
- ▶ Interactive geocoding feature allows user input for difficult matches
- ▶ Cleans data by automatically correcting misspellings and omissions
- ▶ Appends Census information
- ▶ Address Coding Guide updated quarterly
- ▶ Available for all of Canada

G E O C O D E I N T E R A C T I V E L Y A N D R E M O T E L Y .



HOW MAPMARKER PLUS WORKS

Geocoding turns ordinary address data into geographic objects to display on a map. This helps you to better see relationships in your data. Once records are geocoded, they may be used in MapInfo Professional, MapInfo MapXtreme, and other mapping programs to analyze your data in geographic terms.

MapMarker Plus Canada combines sophisticated matching algorithms with enhanced street data from GDT, Inc. This unique combination yields the highest geocoding rates and ensures that your analysis incorporates the best data available.

KEY CAPABILITIES INCLUDE:

Data Cleansing:

MapMarker Plus Canada corrects misspellings and omissions in your data and allows you to control whether existing database address information should be updated.

Comprehensive, Updated Address Coding Guide:

The Address Coding Guide includes street addresses for all communities in Canada with populations greater than 2,000. The Postal Code centroids are supplied by GDT Canada. The Address Coding Guide is updated four times each year. MapMarker Plus Canada covers 10 provinces and 3 territories.

Automatic and Interactive Geocoding:

Automatic mode takes one pass at the database and matches as many records as possible. With interactive geocoding, users may improve their match rate by choosing from a list of candidates when no exact match is found.

Column Creation and Editing:

Columns may be created and edited right in MapMarker Plus Canada; users need not run MapInfo Professional or other mapping software to create or amend columns.

COMPATIBLE PRODUCTS

► For complete and seamless integration, MapMarker Plus Canada is compatible with all other MapInfo software, including: MapInfo Professional, MapInfo MapXtreme, MapInfo MapX.

MAPMARKER PLUS CANADA INTEGRATES SEAMLESSLY WITH OTHER MAPINFO PRODUCTS PROVIDING YOU WITH UNPARALLELED POWER AND VERSATILITY.

MARKET DIAGNOSTICS

Adding External Data:

In addition to adding Census data when geocoding, MapMarker Plus Canada can automatically attach attribute data from another table with addresses when a match is made.

Result Codes:

For each record, MapMarker Plus Canada outputs simple codes to identify the precision of the geocoding match (street level, postal centroid, etc.).

MapInfo MapX® 4.5 Support:

MapMarker Plus Canada uses MapInfo MapX 4.5 for Candidate Visualization and Attribution.

Developer Flexibility:

MapMarker Plus Canada allows developers to work easily in any environment. MapMarker Plus Canada may be licensed for use in the following configurations:

- Desktop for use by a single named user (multi-user pricing is also available)
- Client-server on Windows NT
- OCX/Active X for embedding MapMarker Plus Canada in mapping applications
- Java-based developer's tool for creating applications (MapMarker J Server).

Data

The MapMarker Plus Canada Address Coding Guide is updated four times per year to keep your data current. MapMarker Plus version 4.0 features:

- GDT Canada's Enhanced Postal Code Conversion File database (June 2000)
- GDT Canada's CompuStreets 4.0 (April 2001).

Data Purchase Options

MapMarker Plus offers the following data purchase options:

- Single Province
- All of Canada

Call a Tele Mart Data Specialist at 877.973.6400

