

Commercial Grade Postal Data



Find more than ever with Tele Atlas[®]

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers map coverage of more than 200 countries and territories worldwide, including more than 30 million kilometers of roads, 2.8 billion inhabitants, and 26 million Points of Interest (POIs).

Collaborating with an expanding universe of pioneers in personal navigation, Internet, wireless, automotive, enterprise and public service markets, Tele Atlas delivers valuable products and services that help users find the people, places, products, and services they need, wherever they are.

Today, Tele Atlas maps are developed with the insight of a community of millions of GPS system users worldwide, who are adding to the company's unmatched network of sources to track and validate changes in real time, and deliver the best digital maps and dynamic content.

OVERVIEW

Across many industries, enterprises use digital map data to drive key strategic initiatives and promote operational efficiencies. MultiNet Post supports these efforts with cartographic representations for valid postal codes in the United States and Canada.

It is designed for data users who require robust location accuracy. It includes the most current and complete postal information available to Tele Atlas for geocoding, analysis and display applications. Each quarterly release incorporates updates from the postal authorities.

MultiNet Post extends the functionality of the MultiNet street map product by providing both point and boundary representations of postal districts down to the most detailed level available. The postal boundaries follow Tele Atlas streets and other features to ensure optimal representation and overlay. Linkages to the corresponding municipal and census layers enable additional analytical capabilities.

FEATURES AND BENEFITS

Product Feature	Customer Benefit
High granularity	
<ul style="list-style-type: none"> Provides both postal boundaries and centroids 	<ul style="list-style-type: none"> Includes the data necessary to create robust applications and conduct thorough analyses Contains detailed information about specific postal points Provides multiple levels for locating addresses associated with postal points, increasing address match rates
Accurate and current	
<ul style="list-style-type: none"> Updated to incorporate the latest official postal feed Ungeneralized boundaries 	<ul style="list-style-type: none"> Incorporates changes from previous product release Includes precisely placed postal points Enables high resolution analysis and display Provides easily recognizable boundary data with full detail
Integrates with other Tele Atlas products	
<ul style="list-style-type: none"> Linkage to MultiNet street map product Linkage to municipal and census boundary product 	<ul style="list-style-type: none"> Simplifies implementation of applications requiring road network data Assures node-to-node overlay Produces fast geocoding at every postal level
One global specification	
<ul style="list-style-type: none"> Designed to accommodate worldwide postal content 	<ul style="list-style-type: none"> Streamlines development and speeds compilation

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MAJOR ATTRIBUTES

United States

- 5-Digit ZIP Code Boundaries and Centroids
- ZIP+2 Centroids
- ZIP+4 Centroids

Canada

- FSA Boundaries and Centroids
- FSA/LDU (6-digit) Centroids

SAMPLE APPLICATIONS

Used for geocoding, analysis and display applications in:

- Market Analyses
- Direct mail planning
- Sales territory design
- Creation of thematic and dot-density maps
- Geocoding customer/caller locations

TARGET MARKETS

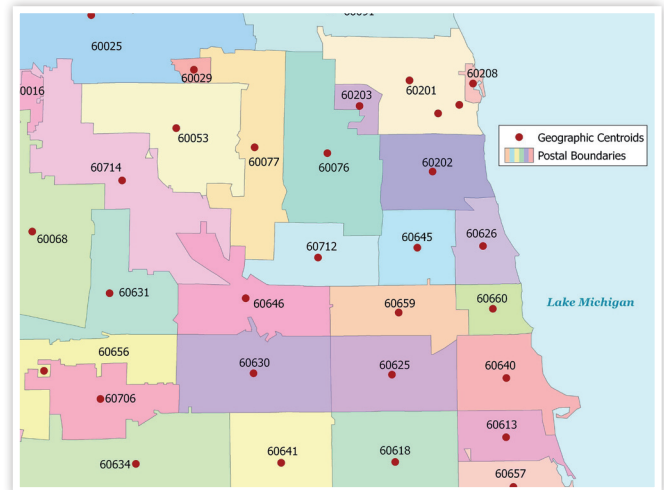
- Real Estate
- Site Selection
- Banking
- Marketing
- Territory Management
- Insurance
- Telecommunications
- Government

COVERAGE

- United States
- Canada

FORMAT AND DATA DELIVERY

- Shapefile
- Quarterly releases



Call a Tele Mart Data Specialist at 877.973.6400