



MapInfo®
MapMarker® U.S.

THE PREMIER GEOCODING AND
ADDRESS MATCHING SYSTEM
FOR LOCATION-BASED APPLICATIONS



knowingwhere
is just the beginning™

www.mapinfo.com



Data cleansing and geocoding is the foundation

FOR VISUALIZING AND ANALYZING YOUR BUSINESS DATA.

MapInfo® MapMarker®, the world's premier geocoding system, will clean and spatially prepare your address data for use in customer relationship management (CRM) applications, location based-services, e-commerce and other address-centric solutions.

Whether you need to simply standardize a small customer database or drive a 1000 seat call center, *MapMarker* geocoders are essential in maximizing the value of your business data and turning it into a competitive advantage.

The MapMarker product line is at the core of these location-based applications:

▶ CUSTOMER/MARKET ANALYSIS

▶ SITE ANALYSIS

▶ ASSET MANAGEMENT

▶ NETWORK ENGINEERING

▶ CUSTOMER SERVICE

▶ REAL ESTATE LISTINGS

▶ SALES ANALYSIS

▶ LEAD DISTRIBUTION

▶ RISK MANAGEMENT

▶ ROUTING AND DIRECTIONS

▶ STORE LOCATOR



**KEEP CUSTOMER ADDRESS INFORMATION
CLEAN, ACCURATE AND UP-TO-DATE.**

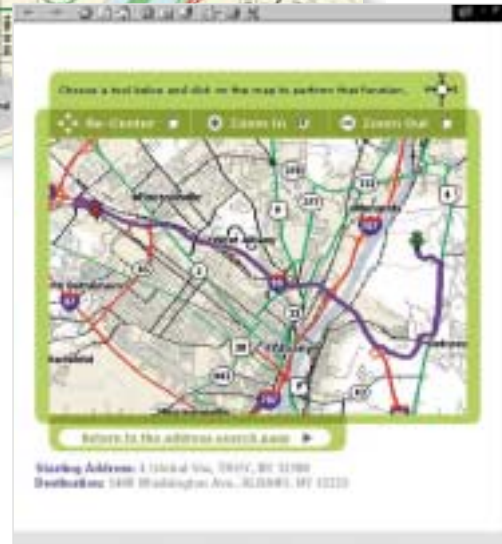
Geocode Your Address Data Once— Use Everywhere!



Geocoded data is ready for visualization and analysis. Here, stars are used to represent geocoded customer points on a MapInfo® StreetPro® map of the Washington DC area.

Geocoding—the process of assigning latitude and longitude coordinates to address information—is the first and most fundamental step in using location information to gain business intelligence. Our *MapMarker* products—*MapMarker* and *MapMarker Plus*—geocode your data quickly and accurately—making it immediately available to all major desktop mapping applications such as MapInfo Professional® and enterprise servers and platforms such as MapInfo® MapXtreme® and MapInfo® miAware™.

MapMarker products can be deployed on a desktop or server. On a server, it can batch geocode large databases or geocode information as it is entered into your system, instantly showing you a location and preparing the data so it's always up-to-date and ready to be analyzed and mapped.

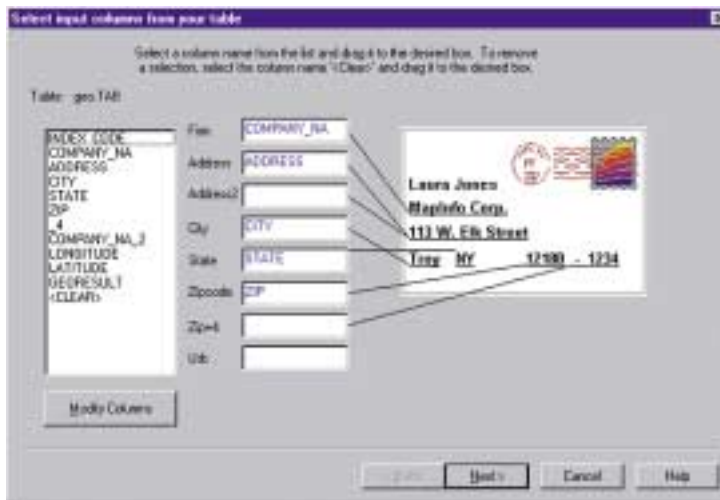


MapMarker Plus is the geocoding power behind many Internet location-based applications and services, including miSites™, MapInfo's store locator service.



MAPMARKER IS A CORE COMPONENT OF
INTERNET AND DESKTOP MAPPING SOLUTIONS.

Handle Tough Tasks with Speed and Precision



MapMarker's intuitive "envelope" interface lets you drag and drop columns from your database containing address elements. MapMarker uses these address elements to geocode your records.

MapMarker manages misspellings, omissions and inaccuracies. MapMarker cleans it for you! And, an intuitive interface quickly steps you through the geocoding process.

MapMarker is equipped with an address matching dictionary that's updated quarterly to ensure high hit rates when geocoding your company's data. Street data is included allowing you to visually display all of your geocoded data with the help of MapInfo MapX® or MapInfo® MapXtreme®. MapMarker can geocode files containing millions of records in one-pass batch mode processing for the entire United States.

MapMarker is CASS certified by the U.S. Postal Service ensuring the highest quality address matching techniques that entitle you to postal discounts for direct mailings. Plus, more of your mail will be deliverable, which can translate to better response rates and better returns on your marketing dollars.

In addition to the desktop Windows® platform, MapMarker products offer the following configurations to best meet your needs:

■ UNIX

A server solution on a Sun Solaris™ or HP/UX operating system.

■ OCX/ACTIVE X

Allows programmers using object oriented languages to embed geocoding in applications.

■ MAPMARKER® J SERVER

A Java-based development tool that accesses MapMarker Plus across the Internet via HTTP or through TCP/IP on corporate intranets.

■ MAPINFO GEOCODING DATABLADE MODULE

Matches addresses and store latitude and longitude coordinates with the addresses in your Informix database.

■ MAPINFO GEOCODING CARTRIDGE FOR ORACLE8i™

A Java-based tool enabling interaction with the MapMarker geocoding engine from within an Oracle8i database.

■ MAPMARKER® ESP FOR MICROSOFT® SQL SERVER

Allows SQL Server users to automatically update address information in their database.

Which MapMarker is right for you?

MapInfo MapMarker geocoders provide leading technology and a robust set of features. The difference is in the data. *MapInfo MapMarker* is a TIGER®-based geocoding solution. It is similar to *MapInfo MapMarker Plus* in terms of features and user interface. However, the difference is in the address dictionary used for geocoding. *MapMarker* contains fewer address segments for geocoding than *MapMarker Plus*, and offers a cost-effective alternative for analytic applications that don't need to maximize the number of exact street-level matches. *MapMarker Plus* is ideal for mission-critical business applications requiring the highest level of precision.



MapMarker allows you to set key preferences when geocoding. For example, you can set the level of precision that you need, such as street level or ZIP Code centroid. Or you can choose to geocode in one-pass batch mode or interactively.

MAPMARKER PLUS VS. MAPMARKER:

	<i>MapInfo</i> <i>MapMarker Plus</i>	<i>MapInfo</i> <i>MapMarker</i>
FEATURES	Same	Same
DATA SOURCE	TIGER, enhanced GDT Data	TIGER
DATA UPDATES	Quarterly	Semi-annually
BEST SUITED FOR	Highest and most accurate hit rate for street level geocoding	ZIP Code level geocoding
APPLICATIONS	<ul style="list-style-type: none"> • Routing and Directions • Store Locator • Customer Service • Site Analysis • Mobile Location Services • Risk Management 	<ul style="list-style-type: none"> • Market Analysis • Sales Analysis • Territory Alignment



MapMarker Products Feature

■ STREET-LEVEL MATCHING

Match your address records to a search table of addresses and geographic (longitude and latitude) coordinates.

■ ZIP CODE CENTROID MATCHING

As an alternative to street-level geocoding, *MapMarker* can geocode records to the center of a ZIP Code. This is the fastest method of geocoding, eliminating the need to match based on street address.

■ ADDRESS DICTIONARY

The search table, called the Address Dictionary, contains streets addresses and ZIP centroids for the entire U.S.

■ U.S. POSTAL SERVICE CASS CERTIFICATION

Meets the U.S. Postal Service CASS requirements for address standardization including the ability to append ZIP + 4 information to your data. This results in a higher rate of deliverability and postal savings.

■ AUTOMATIC AND INTERACTIVE GEOCODING

Runs in both automatic and interactive mode. Automatic mode may be used on the first pass to geocode most of the records. For unmatched records, interactive mode may be used to individually choose the best match from a list of suggestions.

■ CANDIDATE VISUALIZATION

See potential matches on a map before making your selection.

■ QUICK FIND ADDRESS TOOL

This feature allows you to type in a single address and have it geocoded.

■ QUICK GEOCODE

With just a click, the records will be geocoded with the current preferences without displaying the Geocode dialog box.

■ BATCH GEOCODING

Supports batch geocoding for processing one or more tables without interaction. This feature is useful for overnight processing of large databases or when a table is updated regularly.

■ GEOGRAPHIC POINTS

Will automatically create point objects for geocoded records. You can then display them using MapInfo mapping software.

■ MULTIPLE FILE FORMATS

Will read any MapInfo table (.tab format) or dBase (.dbf) format table. Via ODBC connectivity, *MapMarker Plus* can geocode data stored on remote data-bases including MS Access, Oracle and Microsoft® SQL Server.

■ CREATE OUTPUT COLUMNS

Automatically adds columns to your local MapInfo or dBase table to store latitude, longitude and result codes. Other output columns can be created on the fly once your table is open.



The Quick Find feature lets you input a single address and get a geocode or a list of potential matches returned.

MapMarker Plus adds latitude and longitude columns to your geocoded data, and the optic GeoResult that provides information on the precision of the geocode.

■ RESULT CODES

Returns result codes for each record it attempts to match. The result code is stored in your table and allows you to instantly see whether a match was made and its level of precision.

■ PRIVATE MAIL BOX SUPPORT

Private Mail Box (PMB) information can be retained in new output fields that contain the PMB designator and PMB range. PMBs appearing on secondary address lines can be handled as well.

■ CUSTOM ADDRESS DICTIONARIES

Create and use customized address dictionaries easily.

■ ZIPMOVE

Uses the ZIPMOVE file from the United States Postal Service, allowing the software to match to addresses that have changed ZIP Code.

■ GEOCODING TO PLACES

Geocodes records containing place names and airports. The address dictionary contains place names for a wide variety of significant buildings and organizations.

■ ATTRIBUTION

Attach data from another table to geocoded records.

■ WRITING GEORESULTS TO ANOTHER TABLE

Geocode a remote database table and write the results to a related remote table.

■ DISPLAY POINTS

Includes *MapMarker Plus Streets*, a companion product providing basic street display of geocoded points. For the most sophisticated rendering, combine *MapMarker Plus* with MapInfo® StreetPro® featuring more than 24 display layers.

PRECISION GEOCODING IS AVAILABLE FOR
INTERNATIONAL APPLICATIONS.

COMING SOON!

MapInfo®
MapMarker® World



MapMarker World offers worldwide data coverage in a 100% Java geocoding solution.

MapMarker World is an exciting new 100% Java geocoding solution. It is designed to geocode points to the city level—offering a database of over 2.2 million cities worldwide.

MapMarker World is used to create server-based geocoding applications that use data from multiple regions in the world. For example, international hotel chains can use *MapMarker World* together with MapInfo® MapXtreme®, our Internet mapping server, allowing their customers to locate the closest hotels in the city of choice.

If used with a companion file, customers can use a “find the nearest” function to locate various points of interest near their hotel. Display maps are included with *MapMarker World* to show locations of geocoded points.

Benefits of MapMarker World:

- ▶ ***Great flexibility of deployment on any platform with a Java Virtual Machine***
- ▶ ***Scalable, multi-threaded, platform independent***
- ▶ ***Supports entries of cities in multiple languages***

Try it before you buy it.

Receive a FREE 30-day trial of *MapMarker Plus* by visiting www.mapinfo.com/mapmarker.

With this trial, you may geocode an unlimited number of addresses in the Washington DC area.

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