

## NAVTEQ MapTP Interactive Mapping Service

NAVTEQ has long been a leader in the development of innovative solutions for connected navigation. NAVTEQ MapTP now provides a service that enables developer's easy access to geospatial services for their applications. NAVTEQ MapTP uses vector-based mapping data which provides truly interactive and fast mapping applications. Once transferred to the customer the vector map data remains available for the whole session with additional data made available by incremental downloads as requested.

### FEATURES OF NAVTEQ MAPTP ARE:

- **Geocoding Service:** Matches addresses to the correct location (latitude and longitude) on the map
- **Reverse Geocoding Service:** From the input of a single coordinate such as a user's mouse click or GPS derived coordinates it searches the surrounding map objects and provides textual description of the position
- **Proximity Service:** The Proximity Service allows the spatial search of objects around a location or within a given corridor
- **Routing Service:** The Routing Service calculates a route between two locations and, optionally, via additional stops (via points)
- **Routing Service Matrix Edition:** Special routing service that accepts input of any number of locations and calculates routes from one of these locations to all others
- **Routing Service Isoline Edition:** Special routing service that accepts a location and a list of distances or times and calculates for the given location the corresponding isoline (travel boundary) around the given spot
- **MGI Service:** Renders raster maps (bitmaps) from vector data on the fly and produces high quality, anti-aliased maps of different scale and resolution measured in dots per inch (DPI)
- **NEW! Truck Routing:** Using NAVTEQ Transport data combined with individual Truck profiles.



## NAVTEQ MAPTP CAN BE USED TO INTEGRATE GEOSPATIAL COMPONENTS INTO CUSTOMER SOLUTIONS.:

### Call Centre:

Provides a quick interaction with customers by using NAVTEQ digital maps and geographic tools for easy and fast detecting of locations.

### Geomarketing:

Use NAVTEQ MapTP to generate added value by presenting your data in a location context.

### Address- and CRM Software

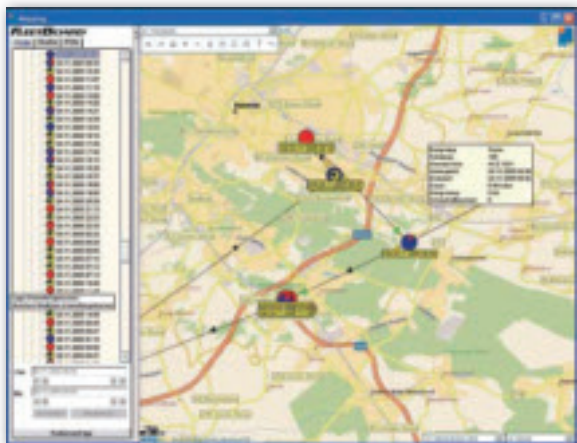
Use NAVTEQ MapTP to make your CRM System more powerful. Spatial analysis and evaluation bring added value to all areas of operation where CRM Systems are in use. Easily see where your customers are and plan your sales activities more efficiently.

### Tracking and Fleet Management

The integration of NAVTEQ MapTP makes it possible to display real time positions on the map. This gives customers advantages in different areas - it saves money for logistics companies and companies with large fleets - and provides safety for children and other valuable assets.

### ERP Software

Integrate Transport Planning and cost calculation within your ERP solution. The new Truck Routing provides reliable Transport Time and Distance Calculation for your fleets or the management of external resources.



### Benefit of NAVTEQ MapTP:

- Quick address search and route planning thanks to NAVTEQ MapTP Technology
- Highly customizable through integration of individual address databases, i.e. customers and service stations and flexible design of the user interface.
- Based on worldwide up-to-date mapping data from NAVTEQ
- Simple integration and high flexibility for the application through NAVTEQ Map24 Web Services
- Platform independent, NAVTEQ MapTP API for AJAX, C++ or Java
- Excellent availability, scalability and security
- Minimal costs for hardware and administration by hosting on the NAVTEQ Platform (Optional)
- Low system requirements for the client

# NAVTEQ

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