

2010 **Global Data Catalog**

The ideal collection of high quality data for a broad variety
of location intelligence solutions

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Why Do I Need Pitney Bowes Business Insight Data Products?

As the world leader in location intelligence, Pitney Bowes Business Insight offers the most comprehensive selection of maps and data, including street data, geocoders, demographics, communications data, postal data and administrative boundaries—setting industry standards with the most up-to-date, accurate data available.

By integrating your proprietary data—such as customer information, delivery routes and infrastructure schematics—from disparate databases and cross-referencing it with Pitney Bowes Business Insight data products, you gain a geographic perspective of your business—often revealing opportunities and challenges otherwise unseen. You'll also gain a competitive advantage that will help you become more efficient in decision making by highlighting patterns and trends, leading to more insightful evaluations of your markets, customers and competition.

How Do I Determine What Data I Need?

The first step is to ask questions about the geography in which your business will be working, such as: *Is there potential for my business in the United States, Great Britain or Germany? Do I want to focus on one county in rural New York?* The answers to these types of questions will tell you the region(s) for which you'll need data—or the “Coverage” needed for your application (e.g., one state, one country or the entire world.)

The second step is to ask: *What is the level of geography needed for my application?* You'll generally need at least one level of detail deeper than what you are trying to analyze. For example:

To align sales territories made up by grouping U.S. States, you'll need to look at data broken down by counties or ZIP Codes.

To choose a new gas station site involves comparing your current stations to competitor's locations, so you'll need to look at your data at street level.

How Do I Find What I Need?

This catalog is organized primarily by geography. In most cases, each country's products are arranged with the street products first, boundaries, such as administrative or postal areas, and demographics.

Is There More Information?

This printed catalog is meant to be a detailed guide to the products Pitney Bowes Business Insight has available. Please contact a sales representative or your local Pitney Bowes Authorized Partner if you cannot locate a specific product, as our data products portfolio is continually expanding.

Where Do I Buy Data?

You can purchase all the data products listed in the data catalog (except for the Partner-Direct data) from one of the Pitney Bowes Business Insight offices throughout the world or from your local Pitney Bowes Business Insight Authorized Partner. Partner-Direct data must be purchased from the data provider. To find the Pitney Bowes partner closest to you, please use our Partner Locator at <http://www.pbinsight.com/partners>. Partners often work with the data included in this catalog and as such have experience in how the data will work with your applications.

Product Pricing and Licenses

This is no pricing listed in this catalog. Please call your Pitney Bowes Business Insight sales representative or your local authorized partner for pricing. Dissemination licenses may be required for publication of hard or soft copy images. Contact your representative for more information.

Data Product Types

Pitney Bowes Business Insight (PBBI) distributes several types of data products:

Standard products are created either by PBBI or by PBBI data partners. The PBBI shrink-wrap licenses are usually applied to Standard products. Our experienced Data Development staff has quality checked all the Standard products to verify that the data you license adheres to the highest standards available.

Data Resale products (DR) are created by companies who have joined the Pitney Bowes Business Insight Partner program, shipped by either PBBI or the Data Partner.

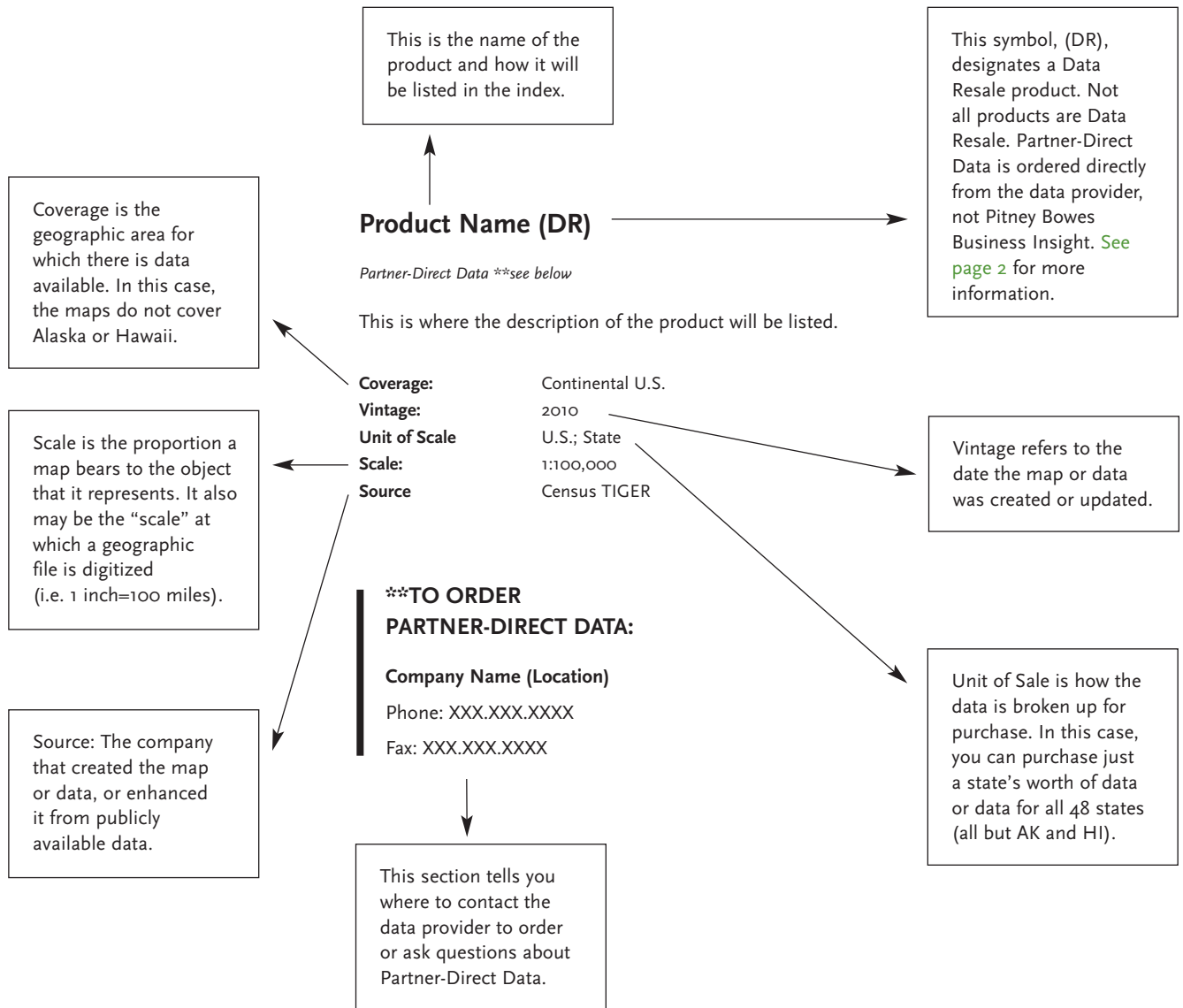
Partner-Direct products are listed in this catalog but are not sold directly by Pitney Bowes Business Insight. The data company should be contacted directly for more information.

Pitney Bowes Business Insight has not tested, evaluated or otherwise examined any of the data or software products listed as *Data Resale* or *Partner-Direct* data. However, we strive to find the best creators of digital data for each geographic region to provide the most extensive breadth of data for your worldwide business mapping needs. A special license may be required.

NOTE: Where Statistics Canada is indicated as a Source, the following applies:

“Based on Computer File(s) licensed from Statistics Canada. © Copyright, HER MAJESTY THE QUEEN IN RIGHT OF CANADA, as represented by the Minister of Industry, Statistics Canada 2010”; Pitney Bowes MapInfo is an Authorized User of selected Statistics Canada Computer File(s) and Distributor of derived Information Products under Licensing Agreement 6065. No confidential information about an individual, family, household, organization or business has been obtained from Statistics Canada.

What is in a Product Description?



NOTE: Please call your Pitney Bowes Business Insight sales representative or your local authorized Pitney Bowes Business Insight partner for pricing.

Typical Applications

Where are My Customers?

Before you can start to do an analysis, you need to understand where your customers are located—by address point, parcel, street address, or postal code, depending on how accurate you want to be and what information you have in your databases.

- **MapMarker® USA** (p. 52)—Put your customers, prospects, your stores and competitors' stores on the map by geocoding (assigning a latitude and longitude based on the street address or postal code).
- **StreetPro®** (p. 51)—Display the points you just geocoded on a street map showing the relationships between your stores and locations of your customers. Just as important, see where your competitors have their stores.
- **5-Digit ZIP Codes** (p. 55)—If you only have ZIP Codes in your customer address file, see which ZIP Codes contain your customers.

Retail

Predictive analytic solutions allow retailers to optimize their store networks. Combining software and modeling solutions with high quality, accurate data sets allows organizations to maximize market share for an entire network, locate the best site for a single store, predict sales transfer, cannibalization rates and more.

- **AnySite® Plug-ins** (p. 71)—Add powerful, sophisticated modeling capabilities to *AnySite*, the leading software solution for site location analysis.
- **Applied Research** (p. 72)—Bring 30+ years of expertise and insight to assist in strategic decisions related to expansion, consolidation, cannibalization, merchandise mix and more.
- **Retail Sales Potential** (p. 64)—Analyze, report and map on a wide array of variables related to retail sales potential, consumer expenditures and shopping centers.

Insurance

Mapping allows an insurance carrier to view policy concentration at a glance. Pitney Bowes Business Insight data sets can also assist a carrier in determining whether or not they want to write a particular policy or send that particular policy to a reinsurance carrier.

- **MapMarker® USA** (p. 52)—With CASS-certified *MapMarker USA*, insurance carriers may be eligible for postal discounts for the large volume of mail sent each day. Put your policyholders on a map by geocoding to determine policy concentration in a specific area.
- **TargetPro®** (p. 59)—Determine to which markets carriers should target specific insurance offerings based on demographics of that area.
- **Risk Data Suite™** (p. 68)—Make informed, cost-effective decisions based on the knowledge of past occurrences of where and when natural disasters or violent storms happened.

Fiber Optic Network Planning

Planning communications networks and selecting equipment locations requires extreme accuracy; these functions are dependent upon accurate, up-to-date maps. With Pitney Bowes Business Insight data, you can plot the locations of your existing equipment and plan out your network expansion, view competitive infrastructure and track and analyze your network for maintenance and to make continual improvements.

- **MapMarker® USA** (p. 52)—Put your equipment on the map by geocoding (assigning a latitude and longitude based on the street address or postal code).
- **StreetPro®** (p. 51)—StreetPro provides over 40 layers of data so that you can place your equipment and cable most efficiently.
- **ExchangeInfo® Plus** (p. 66)—For the most current information on the organization of the local telephone exchange system and detailed infrastructure information.

Communications

A competitive phone company needs a way to easily identify the calling plans and rates for its customers based on the customer's location.

- **CallingAreaInfo™** (p. 66)—Instantly identify the local calling area of your customers. It quickly performs a comprehensive analysis that allows users to easily identify and understand local calling areas and plans, as well as call rates. *CallingAreaInfo* is a great product to analyze new markets and assist customers in determining the most competitive calling plan for their needs.

StreetPro® Australia

StreetPro Australia has been designed to provide users with a flexible, multi-purpose foundation with the appropriate integrity for critical business use. *StreetPro* can be resourced for geocoding and mapping with Pitney Bowes Business Insight software at various geographic resolutions, including metropolitan city region, state or national coverage. The address ranges in *StreetPro* are built using the Geocoded National Address File (G-NAF). For high-end navigation requirements, *StreetPro Navigation* can be used, which incorporates the rich content from *StreetPro* along with navigation specific attribution and data structures.

More Information

With multiple layers of data, you choose what information you would like included in your analysis. The layers you'll find in *StreetPro*:

- Addressed, Segmented Streets
- Highways and Main Roads
- Locality and Town Points
- Points of Interest
- Bridges & Ferries
- Parks & Reserves
- Railways
- National Parks
- Water Features
- Airports
- Built up areas

Vintage:	2008
Unit of Sale:	Australia; State; Major Capitals
Scale:	1:10,000 to 1:250,000
Source:	Pitney Bowes Business Insight Australia Pty Ltd, PSMA Australia Ltd, Dept of Health & Ageing

StreetPro® Display Australia

StreetPro Display is based on Pitney Bowes Business Insight's premier street network database for Australia—*StreetPro*. It has been refined to provide users with a fast, compact and effective nationwide street network for map production and web deployment. *StreetPro Display* is used as a cost effective means of gaining access to full detail road network at several geographic resolutions, including state, or national coverage. *StreetPro Display* is lean and fast! The original *StreetPro* data has been processed for significant file size reduction and rapid map rendering.

Vintage:	2008
Unit of Sale:	Australia; State
Scale:	1:10,000 to 1:250,000
Source:	Pitney Bowes Business Insight Australia Pty Ltd, PSMA Australia Ltd, Dept of Health & Ageing

StreetPro® Basic™ Australia

StreetPro Basic Australia is a collection of map layers that enable you to quickly create maps showing major features across Australia.

Coverage:	Australia
Vintage:	2008
Unit of Sale:	Australia; State
Scale:	1:10,000 to 1:250,000
Source:	Pitney Bowes Business Insight Australia Pty Ltd, PSMA Australia Ltd.

Drivetime™

Based on the *StreetPro* data product, *Drivetime* uses road distances or driving time to draw isochrone boundaries showing the area that can be reached from your base in a given time. *Drivetime* will also help you create the shortest and quickest routes for deliveries, local servicing, newspaper deliveries, couriers, etc.

Drivetime Strategic is available for Australia as a whole and uses the Main Roads and Highways data layer of *StreetPro* to calculate the road network. *Drivetime Professional* uses the full detail of *StreetPro* (except unsealed roads) and is packaged at State level.

Coverage:	Strategic product at Australia level and Professional product at State level
Vintage:	2008
Unit of Sale:	Australia; State
Source:	Pitney Bowes Business Insight Australia Pty Ltd, PSMA Australia Ltd.

Asia Pacific: Australia

GEOGRAPHIC PRODUCTS

Routing J Server™

Routing J Server lets you add turn-by-turn driving directions, drivetime polygons (isochrones) and multi-point routing (traveling salesman) to any web-based or windows-based application. Calculating either the shortest distance or quickest timed route between any number of points, *Routing J Server* returns text-based directions, spatial results and a relative route chart to your users.

Routing J Server is best for applications demanding greater customization, control and security—ideal for customers with appropriate web, database, Java or client/server expertise. Contact Pitney Bowes Business Insight for more information.

Coverage: Australia
Vintage: 2008
Unit of Sale: Australia; State
Source: Pitney Bowes Business Insight Australia Pty Ltd, PSMA Australia Ltd.

MapMarker® Australia

If you depend on accurate address data to ensure high levels of customer service, or if you need to accurately locate and visualize your customers for market analysis and improved business intelligence, *MapMarker* provides you with an industry leading solution for intelligent address cleaning and accurate geocoding.

Coverage: Australia
Vintage: 2008
Unit of Sale: Australia; State
Scale: 1:10,000 to 1:250,000
Source: Pitney Bowes Business Insight Australia Pty Ltd, PSMA Australia Ltd

PostCodes Australia

PostCodes Australia is the definitive reference point for postcode driven analysis, including references for all boundaries across Australia. Inevitably, postcodes and their boundaries change over time, in turn reducing the effectiveness of both analysis and decision-making. To counter this, Pitney Bowes Business Insight maintains postal data held by the government with updates sourced directly from Australia Post to create the most up-to-date and reliable set of postcode boundaries available for Australia.

PostCodes comes supplied with a locality reference file to assist the user in deriving a correlation between post code and locality.

Coverage: Australia
Vintage: 2008
Scale: 1:10,000 in urban areas, 1:25,000 to 1:250,000 in rural areas
Source: Pitney Bowes Business Insight Australia Pty Ltd, Australia Post

Also available for Australia:

PRODUCT NAME	VINTAGE	SOURCE
TopoMap 250K Australia	2002	Pitney Bowes Business Insight Australia Pty Ltd, Geoscience Australia, GeolImage Pty Ltd
Suburbs and Localities Australia	2008	Pitney Bowes Business Insight Australia Pty Ltd, PSMA Australia Ltd
CadastralPlus	2008	Pitney Bowes Business Insight Australia Pty Ltd, PSMA Australia Ltd.

AnySite® Australia

AnySite is an easy-to-use yet powerful mapping and reporting application capable of processing complex geo-demographic data analysis. Specifically localized for Australia, *AnySite Australia* delivers a positive user experience with its simple design yet power analytical capability with its extensive statistical and spatial content. *AnySite* has been packaged with a range of capability to offer unparalleled ease of use and value.

Designed specifically for market researchers, analysts and marketers, *AnySite* is an essential tool for these professionals across many industries. *AnySite* makes 'location' an invaluable element to any statistical research.

With *AnySite*, users can connect, retrieve and report on customer specific data and analyze trade/service area data quickly, easily and accurately. In addition, *AnySite's* built-in user security allows administrators to control access to sensitive data and manage, at the user profile level access to complex functionality and Predictive Analytic Plug-ins (both standard and custom).

AnySite Australia includes the 2006 Census data (main variables), Socio-Economic Indexes for Areas 2006 (SEIFA 2006), * Estimates (2008) and projections (2013, 2018) for population and housing.

Additional Data: *AnySite* can be packaged with additional data from a variety of data from other industry-focused providers.

Available databases include:

- Consumer Spending Potential

Pricing: *AnySite Australia* consists of three components: *AnySite* Client, user choice of Database bundle and optional upgrades to a Batch Geocoder, StreetPro Display Australia and a Detailed Drivetime Network. The costs of these (standard) components are as follows:

AnySite Client (Australia): Cost per Seat. Includes the following components: *AnySite* Client, Drivetime with Strategic Network (Major roads and highways) MapMarker SAL (Single Address Lookup using address ranges), OEM Streets, Australian Bureau of Statistics Boundary Files, (Collection District, Statistical Local Area, Local Government Area, Statistical Subdivision, Statistical Division, State, Statistical Region Sector, Statistical Region, Major Statistical Region, Postal Area, Australia), Australian Bureau of Statistics 2006 Census data - main variables from the Basic Community Profile, Indigenous Profile, Time Series Profile and Working Population Profile, Socio-Economic Indexes for Areas 2006 (SEIFA 2006), Estimates and Projection for population, housing and household income (2008, 2013 & 2018).

Batch Geocoder Options:

- Batch Geocoder
- Envinsa Online Services

Note: For Demographic Content and Batch Geocoder add-on the standard Pitney Bowes Business Insight data multipliers are used in the calculation of multiple users.

Also available: *AnySite for Canada, New Zealand, U.K. and U.S.* Please call for details.

CAMEO Classification System

Pitney Bowes Business Insight location intelligence solutions combined with EuroDirect's *CAMEO* classification system enables consumer focussed businesses to analyze their customer and store sales data to create profiles of their core customers and utilize this to facilitate better site location, marketing, market expansion and merchandising decisions. *CAMEO* can also be used for market or trade area profiling and comparing potential markets or trade areas to those of your existing markets and locations to better evaluate potential.

For further information, please refer to [page 70](#).

Unit of Sale: World; Region; Country

Source: EuroDirect

Asia Pacific: China & Hong Kong S.A.R.

StreetPro® China & Hong Kong Overview

StreetPro China Worldwide and *StreetPro Hong Kong* are Pitney Bowes Business Insight's premier street network databases for China and Hong Kong. They have been designed to provide users with a flexible, multi-purpose foundation with the appropriate integrity for critical business use. *StreetPro* can be resourced for geocoding and mapping with Pitney Bowes Business Insight software. Routing and logistics solutions can also leverage *StreetPro* with its comprehensive street network.

Current and Updated Frequently

StreetPro is reviewed and updated annually to ensure it is comprehensive and up to date. Updates typically include:

- Improved network topology
- Optimized network design
- New road polylines
- Postal information updated
- Updated contextual information (features, parks, etc.)

Better Presentation

StreetPro offers color-coding and symbology to give you the tools you need for a great presentation.

- Color-coded streets based on road classification
- Color-enhanced contextual layers

StreetPro® China Worldwide

China Information

StreetPro is packed with an extensive array of layers containing street networks, administrative boundaries and contextual features. You can choose what information you would like included in your analysis. The layers found in *StreetPro China Worldwide* include:

Roads

- Detailed roads
- Highways and Main Roads

Administrative Boundaries

- District Boundaries
- Province Boundaries

Bilingual Information

- Bilingual attribution of roads and features in Traditional Chinese and English

Contextual Information

- Feature points (POI)
- Rail and Stations
- Rivers and Parklands
- Built-up area
- Ocean and island landmass
- Olympic Venues

Coverage: Mainland China (PRC)

Vintage: 2008

Unit of Sale: China; Region

Scale: 1:7,500, 1:60,000

StreetPro® Hong Kong

Hong Kong Information

StreetPro is packed with an extensive array of layers containing street networks, administrative boundaries and contextual features. You can choose what information you would like included in your analysis. The layers found in *StreetPro Hong Kong* include:

Roads

- Detailed roads
- Comprehensive address ranges
- Highways and main roads

Administrative Boundaries

- District Board Boundaries
- Common District Boundaries
- Constituency Areas

Building Information

- Building footprints with bilingual attribution

Contextual Information

- Feature points (POI)
- Rail and Stations
- Rivers and Parklands
- Built-up area
- Ocean and island landmass

Coverage: Hong Kong S.A.R.

Vintage: 2008

Unit of Sale: Hong Kong SAR; Region

Scale: 1:7,500, 1:60,000

StreetPro® India

StreetPro India is Pitney Bowes Business Insight's premier street network database for India. *StreetPro* can be resourced for geocoding and mapping with Pitney Bowes Business Insight software at various geographic resolutions, including capital city region, or national coverage. Routing and logistics solutions can also leverage *StreetPro* with its comprehensive street network over major population centers.

More Information

StreetPro is packed with an extensive array of layers:

- Roads (Detailed, Highways and main roads)
- Administrative Boundaries (District, Subdistrict, State)
- Postal Code Points (boundaries in Delhi)
- Contextual Information (Rail and Stations, Rivers, Township points, feature points)

Coverage:	India
Vintage:	2008
Unit of Sale:	India; Capital City
Scale:	1:15,000 to 1:250,000

Postcodes India

Postcodes India is a boundary data representation of all the 6-digit post codes in India. It has been created to assist in assigning post codes according to the geographic location of an address. The product is an excellent reference layer for users wishing to geocode/locate corporate data to a post code boundary level.

The postcode boundaries are currently defined through amalgamation of administrative boundaries in India. These boundaries are:

- Ward boundaries
- State boundaries

Coverage:	India
Vintage:	2008
Scale:	1:15,000 to 1:250,000

StreetPro® Indonesia

StreetPro Indonesia is Pitney Bowes Business Insight's premier street network database for Indonesia. *StreetPro* can be resourced for geocoding and mapping with Pitney Bowes Business Insight software at various geographic resolutions, including capital city region or national coverage. Routing and logistics solutions can also leverage *StreetPro* with its comprehensive street network over major population centers.

More Information

StreetPro is packed with an extensive array of layers:

- Roads (Detailed, Highways, Main Roads)
- Boundaries (Village, District, Sub-district, Province)
- Postal Boundaries
- Feature points

Coverage:	Indonesia
Vintage:	2008
Unit of Sale:	Indonesia; Capital City
Scale:	1:15,000 to 1:250,000

Postcodes Indonesia

Postcodes Indonesia is a boundary data representation of all 5-digit postcodes in Indonesia. It has been created to assist in assigning postcodes according to the geographic location of an address. The product is an excellent reference layer for users wishing to geocode/locate corporate data to a postcode boundary level.

The postcode boundaries are currently defined through amalgamation of administrative boundaries in Indonesia. These boundaries are:

- Village boundaries (called Kelurahan)
- Sub-district (called Kecamatan)

Coverage:	Indonesia
Vintage:	2008
Scale:	1:15,000 to 1:250,000

Asia Pacific: Japan

GEOGRAPHIC PRODUCTS

Please note that all user documentation shipped with the Japanese data products is written in Japanese only. Japanese products do not include technical support but it may be purchased separately. Japanese data users must have a Japanese operating system and MapInfo Professional Japanese version in order to view and Query the Japanese datasets correctly.

The following table provides an example of a Japanese Address:

16-3	1-chome	Shibadaimon	Minato-ku	Tokyo
16 (BANCHI) -3 (GO)	1-CHOME	SHIBADAIMON	MINATO-KU	TOKYO
Street Address (ban-chi-go)	City Block (cho-cho-moku)	Groups of City Blocks (cho-oaza)	City (Shi-ku-cho-son)	Major City (ward)

PRODUCT NAME	VINTAGE	SOURCE
(ALL DATA RESALE PRODUCTS)		
Japanese Address Geocoder with Cho-cho-moku Point Data (DR)	Updated Monthly	Yahoo Japan
Japanese Address Geocoder with Banchi-go (pinpoint level) Point Data (DR)	Updated Monthly	Yahoo Japan
Japanese City Map (DR)	Updated Annually	Zenrin
Japanese Navigation Road Map (DR)	Updated Annually	Sumitomo Electric (Sumitomo Denko)
Japanese Standard Road Map (DR)	Updated Annually	Yahoo Japan
Japanese Reference Map (DR)	Updated Annually	Yahoo Japan
Japanese Cho-cho-moku (district block) Administrative Boundaries (DR)	Updated Monthly	Yahoo Japan
Japanese Cho-cho-moku Point Data (DR)	Updated Monthly	Yahoo Japan
Japanese Cho-oaza Administrative Boundaries (DR)	Updated Monthly	Yahoo Japan
Japanese City Boundaries (DR)	Updated Annually	Pitney Bowes Business Insight
Japanese Mesh Map (DR)	Occasionally Updated	Pitney Bowes Business Insight
ProAtlas Facilities Point Data (DR)	Updated Annually	Yahoo Japan
Japanese ZIP Code Boundaries (DR)	Updated Monthly	Yahoo Japan
Japanese ZIP Code Point Data (DR)	Updated Monthly	Yahoo Japan
Japanese ProAtlas Raster (DR)	Updated Monthly	Yahoo Japan

PRODUCT NAME (ALL DATA RESALE PRODUCTS)	VINTAGE	SOURCE
Japanese 2005 Census Cho-choaza Population Statistics (DR)	2005	JPS
Japanese 2005 Census Mesh Area Population Statistics (DR)	2005	JPS
Japanese Census/Business Institution Census Link Results (DR)	2000-2001	JPS
Japanese 2004 Commercial Data by Mesh Area (DR)	2004	JPS
Japanese Expenditure Survey by Cho-choaza (DR)	2006	JPS
Japanese Personal Income Index by City (DR)	2008	JPS
Japanese Annual Income for Households Cho-choaza (DR)	2005	JPS
Japanese Census Hector Mesh Data (100m Mesh) (DR)	2000	JPS
Japanese Annual Income for Households Mesh Data (DR)	2005	JPS
Japanese Diamond Area Marketing Mapping Support System (DARMS) (DR)	2007	JPS
Japanese Shopping Center Data (DR)	2007	JPS
Japanese Home Centers (DR)	2008	JPS
Japanese Drug Stores (DR)	2008	JPS
Japanese Hospitals (DR)	2007	JPS
Japanese Schools (DR)	2008	JPS
Japanese Train Station Passengers (DR)	2007	JPS

Asia Pacific: Malaysia & Singapore

StreetPro® Malaysia & Singapore Overview

StreetPro Malaysia and *StreetPro Singapore* are Pitney Bowes Business Insight's premier street network databases for Malaysia and Singapore. They have been designed to provide users with a flexible, multi-purpose foundation with the appropriate integrity for critical business use. *StreetPro* can be resourced for geocoding and mapping with Pitney Bowes Business Insight software. Routing and logistics solutions can also leverage *StreetPro* with its comprehensive street network.

Current and Updated Frequently

StreetPro is reviewed and updated annually to ensure it is comprehensive and up to date. Updates typically include:

- Improved network topology
- Optimized network design
- New road polylines
- Postal information updated
- Updated contextual information (features, parks, etc.)

Better Presentation

StreetPro offers color-coding and symbology to give you the tools you need for a great presentation.

- Color-coded streets based on road classification
- Color-enhanced contextual layers

StreetPro® Malaysia

Malaysia Information

StreetPro is packed with an extensive array of layers containing street networks, administrative boundaries, postal information and contextual features. You can choose what information you would like included in your analysis. The layers found in *StreetPro Malaysia* include:

Roads

- Detailed roads for major population centers
- Highways and main roads for the country

Administrative Boundaries

- Locality boundaries for Greater Kuala Lumpur (called Kampung)
- Sub-district boundaries (called Mukim)
- District boundaries (called Daerah)
- State boundaries (called Negeri)
- Country boundary of Malaysia

Postal Information

- Postcode boundaries for Greater Kuala Lumpur

Contextual Information

- Feature points
- Rail and Stations
- Township Points
- Rivers and Parklands
- Built-up areas
- Ocean and island landmass

Coverage:	Malaysia
Vintage:	2008
Unit of Sale:	Malaysia
Scale:	1:7,500, 1:250,000

StreetPro® Singapore

Singapore Information

StreetPro is packed with an extensive array of layers containing street networks, administrative boundaries, postal information and contextual features. You can choose what information you would like included in your analysis. The layers found in *StreetPro Singapore* include:

Roads

- Detailed roads for the country

Administrative Boundaries

- Sub-districts
- Districts

Postal Information

- Postcode boundaries (2-digit)
- Postcode points (6-digit)

Contextual Information

- Feature points
- Rail and Stations
- Parks and Open space
- Rivers and Waterways
- Built-up areas
- Ocean and island landmass

Coverage:	Singapore
Vintage:	2008
Unit of Sale:	Singapore
Scale:	1:7,500

StreetPro® New Zealand

StreetPro is Pitney Bowes Business Insight's premier street network database for New Zealand. It has been designed to provide users with a flexible, multi-purpose foundation with the appropriate integrity for critical business use. *StreetPro* can be resourced for geocoding and mapping with Pitney Bowes Business Insight software at various geographic resolutions, including metropolitan city region, island or national coverage. Routing and logistics solutions can also leverage *StreetPro* with its high-resolution street network. For high-end navigation requirements, *StreetPro Navigation* can be used, which incorporates the rich content from *StreetPro* along with navigation specific attribution and data structures.

More Information

With multiple layers of data, you can choose what information you would like included in your analysis. The layers found in *StreetPro New Zealand* include:

- Roads w/ Addressing
- Parks and Reserves
- Highways and Main Roads
- Locality and Town Points
- Railways
- Airports
- Parks & Reserves
- Feature Points (POI)
- Water Features
- Ocean & Landmass
- Bridges
- Built up areas

Coverage: New Zealand
Vintage: 2008
Unit of Sale: New Zealand; Island; Greater Cities
Scale: +/- 10 meters (urban); +/-20 meters (Rural)

Postcodes New Zealand

PostCodes New Zealand is a boundary data representation of all 4-digit Postcodes in New Zealand (NZ). It has been created to assist in assigning NZ Post postcodes according to the geographic location of an address. The product is an excellent reference layer for *StreetPro New Zealand*.

Coverage: New Zealand
Vintage: 2008
Unit of Sale: New Zealand; Island
Scale: +/- 10 meters (urban); +/-20 meters (Rural)

MapMarker® New Zealand

MapMarker provides you with an industry leading solution for intelligent address cleaning and accurate geocoding.

Coverage: New Zealand
Vintage: 2008
Unit of Sale: New Zealand
Scale: +/- 10 meters (urban); +/-20 meters (Rural)

Suburbs and Localities New Zealand

Suburbs and Localities New Zealand is designed to represent boundaries of formal suburbs and informal localities throughout New Zealand. Population and area statistics have been taken into consideration in defining the limits of each boundary.

Coverage: New Zealand
Vintage: 2008
Unit of Sale: New Zealand; Island
Scale: +/- 10 meters (urban); +/-20 meters (Rural)

AnySite® New Zealand

AnySite New Zealand is an easy-to-use yet powerful mapping and reporting application capable of processing complex geo-demographic data analysis. Specifically localized for New Zealand, *AnySite New Zealand* delivers a positive user experience with its simple design yet power analytical capability and its extensive statistical and spatial content. Designed specifically for market researchers, analysts, and marketers, *AnySite* is an essential tool across many industries. *AnySite* makes 'location' an invaluable element to any statistical research.

Demographic Content: *AnySite New Zealand* is integrated with the powerful demographic data from Statistics New Zealand 2006 Census.

Additional Data: *AnySite* can be packaged with additional data, including: Suburbs and Postcodes.

AnySite Client: Cost per seat - includes: *AnySite* Software Client, *Drivetime* with Professional Network New Zealand, Statistics New Zealand 2006 Census, *MapMarker Java Server* New Zealand (Single Address Lookup using address ranges and points), *PBMI StreetPro Display* New Zealand, Statistics New Zealand Boundary Files.

Pricing: *AnySite New Zealand* consists of the *AnySite* client with demographic data. An optional upgrade to a Batch Geocoder is available.

Asia Pacific: Thailand & Vietnam

StreetPro® Thailand

StreetPro Thailand is Pitney Bowes Business Insight's premier street network database for Thailand. It has been designed to provide users with a flexible, multi-purpose foundation with the appropriate integrity for critical business use. *StreetPro* can be resourced for geocoding and mapping with Pitney Bowes Business Insight software. Routing and logistics solutions can also leverage *StreetPro* with its comprehensive street network.

Current and Updated Frequently

StreetPro Thailand is reviewed and updated annually to ensure it is comprehensive and up to date. Updates include:

- Improved network topology
- Optimized network design
- New road polylines
- Comprehensive boundary structures
- Updated contextual information (features, parks, etc.)

More Information

StreetPro is packed with an extensive array of layers containing street networks, administrative boundaries, postal information and contextual features. You can choose what information you would like included in your analysis. The layers include:

Roads

- Detailed roads over large population centers
- Highway and main roads for the country

Administrative Boundaries

- Sub-district boundaries (called Khwaeng /Tambon)
- District boundaries (called Khet/Amphoe)
- Province boundaries (called Changwat)

Postal Information

- 5-digit postcode boundaries for Thailand

Contextual Information

- Feature point
- Town & Village points
- Built-up areas
- Rivers and Parklands
- Rail and Stations
- Ocean & island landmass

Better Presentation

StreetPro offers color-coding and symbology to give you the tools you need for a great presentation.

- Color-coded streets based on road classification
- Color-enhanced contextual layers

Coverage:	Thailand; Capital City
Vintage:	2008
Scale:	1:20,000, 1:50,000

StreetPro® Vietnam

StreetPro Vietnam is Pitney Bowes Business Insight's premier street network database for Vietnam. It has been designed to provide users with a flexible, multi-purpose foundation with the appropriate integrity for critical business use. *StreetPro* can be resourced for geocoding and mapping with Pitney Bowes Business Insight software. Routing and logistics solutions can also leverage *StreetPro* with its comprehensive street network over Vietnam.

Current and Updated Frequently

StreetPro Vietnam is reviewed and updated annually to ensure it is comprehensive and up to date. Updates typically include:

- Improved network topology
- Optimized network design
- New road segments
- Updated contextual information (features, parks, etc.)

More Information

StreetPro is packed with an extensive array of layers containing street networks, administrative boundaries and contextual features. You can choose what information you would like included in your analysis. The layers found in *StreetPro Vietnam* include:

Roads

- Detailed roads
- Highways and Main Roads with Address Ranges

Administrative Boundaries

- District Boundaries
- Province Boundaries

Contextual Information

- Feature points (POI)
- Rail and Stations
- Built-up area
- Rivers, ocean and landmass

Better Presentation

StreetPro offers color-coding and symbology to give you the tools you need for a great presentation.

- Color-coded streets based on road classification
- Color-enhanced contextual layers

Coverage:	Vietnam
Vintage:	2008
Unit of Sale:	National; Region
Scale:	1:7,500, 1:60,000

StreetPro® Canada

StreetPro Canada provides customers with high quality street-level data and premier display quality. Using the most current data available in the market today, *StreetPro Canada* is updated quarterly and has address attribution for all towns with a population of 500 people or greater.

StreetPro Canada includes information from several sources:

- Municipal land use, planning and development maps
- Municipal zoning maps and official plans
- Municipal street and address maps
- Regional planning documents
- Canadian Road Network™ (Natural Resources Canada)
- Digital Topographic Data produced under license from Natural Resources Canada

StreetPro Canada is available in two versions that offer you more choice, flexibility and value:

StreetPro Canada Display has full street geometry, including street names, for all of Canada. This is a non-addressed, fast display, “chained” streets layer. *StreetPro Canada Enhanced Address Layer (EAL)* has all the features of the Display product, plus it contains street addresses that can be used to geocode using *MapInfo Professional*.

Layers

- Addressed Streets (not available with *StreetPro Display*)
- Highways
- Ramps
- Highways Shield
- Highway Signage
- Transportation Points
- Province Boundaries
- Census Metropolitan Areas (CMAs)
- Census Divisions (CDs)
- Census Subdivisions (CSDs)
- Urban Agglomeration
- Display Streets
- Area Landmarks
- Institutions
- Land Use Areas
- Parks
- Recreation Areas
- Railroads
- Utility Lines
- Ferries
- Water Bodies
- Water Rivers
- Airports

StreetPro Features and Tools:

Map Definition Files (MDFs)—Shipped with *StreetPro*, MDFs provide a jumpstart in taking maps from the desktop to the Internet quickly. Check out the new look and feel here on the web:

<http://www.pbinsight.com/products/data/street-data/streetpro>

Autoloader—Effortlessly manage numerous layers of street data. Users can now choose an option for ‘Interleaved’ line style display. Users can open and display layers using a variety of updated display templates.

Bonus CD—Contains additional data, such as Pitney Bowes Business Insight grid files showing terrain (DTED data), time zones, U.S. and Mexican boundaries and more! (Not applicable to CMA and CD purchases.)

Seamless Builder—A stand-alone MapBasic® application, quickly and flexibly builds seamless maps for Canada or any user defined coverage area.

Bilingual Cartographic Legend Support —Features described in both English and French. You may create a cartographic legend on any map using *MapInfo Professional*.

Street Append—Exclusive to Pitney Bowes Business Insight street products, append tables or create a seamless map.

Highway Shield Manager—Exclusive to Pitney Bowes Business Insight street products, the Shield Manager gives the ability to create, edit and move shield layers.

Coverage:	Canada
Vintage:	Updated Quarterly
Unit of Sale:	Canada; Region; Province* *Ontario and Quebec are considered Regions.
Scale:	1:1,000 - 1:30,000 urban; 1:50,000 - 1:250,000 rural
Source:	Tele Atlas

Routing J Server™ Canada

Routing J Server Canada lets you add turn-by-turn driving directions, drivetime polygons (isochrones) and multi-point routing (traveling salesman) to any application. Calculating either the shortest distance or quickest timed route between any two points, *Routing J Server Canada* returns text-based driving directions and spatial points to your users.

Routing J Server is best for applications demanding greater customization, control and security—ideal for customers with appropriate web, Windows, Java or client/server expertise.

Combined with MapXtreme®, MapX® or MapMarker® and Pitney Bowes Business Insight data, organizations can now develop innovative location-based solutions to improve customer service and customer relationships, whether it be through a standard web browser or a mobile device on the wireless Internet.

- Generate accurate routing directions with turns, street names and distances between given locations
- Intelligence to recognize one-way streets and turn restrictions
- Optimized for shortest distance or shortest travel time
- Drivetime analysis using isochrones or isodistances
- Multi-point routing (optimal route among unlimited points)
- Matrix routing (time/distance for NxN points in one query)
- XML interface
- Integrates fully with the Pitney Bowes Business Insight product family
- Platform independent and scalable to meet demanding enterprise requirements
- Regularly updated routing information available through subscription based pricing

New features include:

- Ability to control directions style and language
- Enhanced performance
- Multi-threaded engine for better use of multi-CPU systems
- Improved handling of roundabouts
- Compressed data
- Adding time as a component to routing
- Specify road types by level of desirability
- Partial route directions at the beginning or end of a route
- Two types of driving directions: terse and standard

Coverage: Canada
Vintage: Updated Quarterly
Unit of Sale: Canada; Region; Province
Source: Pitney Bowes Business Insight, Tele Atlas

MapMarker® Plus Canada

MapMarker Plus Canada helps to locate millions of customer locations with tremendous accuracy using street addresses, intersections or postal codes. *MapMarker Plus Canada* is ideal for business applications where the precise location of customers and resources needs to be correlated with demographic or competitive information and then visualized to make business analysis faster and more effective.

The Java-based engine in *MapMarker Plus Canada* makes this product platform independent. In a server deployment, *MapMarker Plus Canada* can process multiple requests, such as parsing and address geocoding, at the same time.

MapMarker Plus Canada is a necessary tool for *MapMarker Plus* users with business throughout North America. Organizations using *MapMarker Plus Canada* and *MapMarker Plus U.S.* will be able to geocode both Canadian and U.S. addresses on one server.

Features:

- Provides street address ranges for towns with population as small as 700
- Interactive Geocoding for unmatched records allows you to choose the best match from a list of suggestions
- English and French style addressing
- Filters and standardizes postal code data and street names to improve address matching rates
- Batch Matching allows you to geocode an entire file at once instead of one address at a time
- Result Codes allow you to instantly see whether a match was made and determine the precision of the match
- The list of candidates displays the full 6-character postal code, enabling you to make a more accurate selection
- Provides Dissemination Area and Census attributes with each candidate
- Candidate Visualization (requires purchase of *StreetPro Canada*)

Coverage: Canada
Vintage: Updated Quarterly
Unit of Sale: Canada; Region; Province
*Ontario and Quebec are considered Regions.
Scale: 1:1,000 to 1:30,000 in urban areas
Source: Pitney Bowes Business Insight, Tele Atlas

Also available for Canada:

PRODUCT NAME	VINTAGE	SOURCE
MPSI® TrafficMetrix®	Updated Quarterly	MPSI
Canada Railroad Database (DR)	January 2004	DeskMap Systems, Inc.
Canada Railroad Stations Database (DR)	January 2004	DeskMap Systems, Inc.
ImageConnect Premium Online Imagery Service (See U.S. section for more information)	Varies	DigitalGlobe®
ExchangeInfo™ Plus Canada	Updated Monthly	Pitney Bowes Business Insight, tariff data, Telcordia® the LERG™ Routing Guide (LERG)*, StreetPro® and other reference data. *Use of the LERG data does not imply endorsement of any Pitney Bowes Business Insight product by Telcordia Technologies, Inc. Telcordia is a registered trademark of Telcordia Technologies, Inc. Telcordia LERG Routing Guide is a trademark of Telcordia Technologies, Inc.
RateCenterInfo Canada	Updated Monthly	Pitney Bowes Business Insight, tariff data, Telcordia® the LERG™ Routing Guide (LERG)*, StreetPro® and other reference data. *Use of the LERG data does not imply endorsement of any Pitney Bowes Business Insight product by Telcordia Technologies, Inc. Telcordia is a registered trademark of Telcordia Technologies, Inc. Telcordia LERG Routing Guide is a trademark of Telcordia Technologies, Inc.

Enhanced Postal Code Conversion File

The *Enhanced Postal Code Conversion File* (PCCF) provides the location of the Canadian six-digit postal code points and the geographic concordance to all standard levels of Canadian geography —postal, electoral and census. The file enables users to locate customers by using a postal code point.

In addition to locating customers, PCCF is ideal for building territories and custom trade areas. There are over 800,000 unique postal code points in the file.

Vintage:	Updated Semi-Annually
Unit of Sale:	Canada; Province; Region *Ontario and Quebec are considered Regions.
Source:	Tele Atlas

Forward Sortation Area Boundaries and Points

Forward Sortation Area (FSA) Boundaries and Points contain the geographic boundary and centroid files for Canada's Forward Sortation Areas.

FSAs correspond to the first three digits of Canada's 6-digit postal code, designating a postal delivery area.

Vintage:	Updated Semi-Annually
Unit of Sale:	Canada; Province; Region *Ontario and Quebec are considered Regions.
Source:	Tele Atlas, Statistics Canada (see pg. 2)

Also available for Canada:

PRODUCT NAME	VINTAGE	SOURCE
Census Metropolitan Area/ Census Agglomeration Boundaries	2006 Canadian Census, quarterly updates	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)
Census Division Boundaries	2006 Canadian Census, quarterly updates	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)
Census Subdivisions	2006 Canadian Census, quarterly updates	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)
Census Tract Boundaries	2006 Canadian Census, quarterly updates	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)
Dissemination Areas	2006 Canadian Census, quarterly updates	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)
Federal Electoral District Boundaries	2003	Tele Atlas, Statistics Canada (see pg. 2)
FSA/6-Digit Postal Code Bundle	Updated Semi-Annually	Tele Atlas, Statistics Canada (see pg. 2)
Canadian 6-Digit Postal Code Points	Updated Semi-Annually	Tele Atlas, Statistics Canada (see pg. 2)

AnySite® Canada

AnySite Canada is the de facto choice of real estate professionals for location, customer and market analysis. *AnySite Canada* can be used to produce powerful display analytic materials in the form of maps and reports and to conduct sophisticated, complex analysis. It can analyze and batch process reports for thousands of sites and trade areas simultaneously, connecting, retrieving and reporting on virtually any data set you possess, internal or third-party. *AnySite Canada* also allows real estate departments to “plug-in” custom models developed by Pitney Bowes Business Insight Predictive Analytics, for enhanced strategic real estate analysis and planning.

Demographic Content

AnySite Canada ships with a robust demographic database that includes the census summary pack as well as current-year estimates and five-year projections for most key tabulations such as income, race, etc.

Your *AnySite Canada* system can be integrated with other mission critical databases such as:

- Consumer Expenditure Potential
- Daytime Population
- *PSYTE Canada Advantage* Distributions
- Financial PSYTE
- Canada Business Summary
- Wealth
- Disposable & Discretionary Income

In addition, any point location file can be easily integrated into the application. Popular location file options include:

- Shopping Centers
- Financial Institutions
- Traffic Counts
- Drugstores

For information on these additional databases, please see the individual product listings.

What is included?

AnySite Client: Cost per Seat includes the following components:

- | | |
|---------------------------------------|-----------------------|
| • <i>AnySite Client</i> | • Points of Interest |
| • AST Drivetime DLL | • Provinces |
| • Single Address Look-up Geocoder | • FSAs |
| • Streets | • Census Tracts |
| • Major Roads, Interstates & Highways | • Census Subdivisions |
| • Highway Shields | • CMA |
| • Major Water Features | • Census Divisions |

In addition to the *AnySite Client*, Demographic Content Bundles and an optional upgrade to a Batch Geocoder can be purchased.

Also available: *AnySite for Australia, New Zealand, U.K. and U.S.* Please call for details.

AnySite® Online Canada

AnySite Online Canada is an easy-to-use, subscription-based online demographic report and map source. It's available on the worldwide web. Anyone can produce presentation-quality maps and reports with *AnySite Online Canada* in three simple steps: 1) Define your site 2) Define your study area 3) Select Maps & Reports. It's that easy! Over 40 years of experience and the highest quality data make *AnySite Online* the easiest, most accurate and most reliable source for on-demand demographic reports and maps.

AnySite Online Canada: www.anysiteonline.com/canada

Available databases include:

- Updated Census Demographics
- Demographic Estimates and Projections
- Daytime Population
- Consumer Expenditure Potential
- *PSYTE Canada Advantage* Distributions
- Financial PSYTE
- Canada Business Summary
- Wealth
- Disposable & Discretionary Income

In addition, any point location file can be easily integrated into the application. Popular location file options include:

- Shopping Centers
- Competition
- Financial Institutions
- Traffic Counts
- Drugstores

Please call for pricing, or visit www.anysiteonline.com.

AnySite Online is also available for U.S. See page 61.

Try *AnySite Online* for FREE—visit anysiteonline.com and sign up for a demo account today!

Coverage: Canada
Unit of Sale: Canada
Source: Pitney Bowes Business Insight, Statistics Canada
(see pg. 2)

AnySite® Online Plus Canada

AnySite Online Plus Canada provides users unlimited access to maps and reports generated from the Census and estimates and projections during the license term. In addition, *AnySite Online Plus* users are provided access to the *AnySite* online publishing capability. This functionality enables power users of *MapInfo Professional*, *AnySite* or *TargetPro* to publish location content to remote users accessing *AnySite Online Canada*.

Coverage: Canada
Unit of Sale: Canada
Source: Pitney Bowes Business Insight, Statistics Canada
(see pg. 2)

TargetPro® Canada

TargetPro Canada is the complete target marketing solution from Pitney Bowes Business Insight. *TargetPro Canada* enables you to use advanced customer profiling and geo-demographic analysis to effectively plan and execute marketing initiatives for the greatest return on your investment.

TargetPro Canada offers analysts a toolbox of capabilities to solve their marketing analysis needs. Built on the world-renowned *MapInfo Professional*, *TargetPro Canada* offers analysts complete mapping functionality to control the look and feel of maps, as well as analyze any geographic area of interest.

Do you need analytical capabilities on your desktop, or do you prefer to store data centrally and share projects among your department? Do you rely on demographic data only as the basis for your analysis or do you collect customer information and license other third party data sources to make better business decisions? Do you need basic counts and data for a collection of areas, or do you need to compare different geographic regions against others and locate hot spots of potential for market delivery?

In all cases, TargetPro has your answer.

TargetPro Canada is an analytical customer relationship management (CRM) solution that enables organizations to tightly link location analysis to CRM systems and other databases.

TargetPro Canada helps make accurate and confident business decisions by giving you insight into the demographic and purchase behavior characteristics of any customer group or geographic area. With *TargetPro Canada* you can profile, analyze and understand customers and markets to predict buying behavior for virtually any business or consumer product or service. Explore customer and prospect data within *TargetPro Canada*'s fast, analytical and reporting engine—and then compare it with the most accurate consumer and business demographic data available. *TargetPro Canada* is used extensively by marketers, researchers and analysts for:

- Market Potential Analysis
- Site Selection
- New Product Introductions
- Promotional and Marketing Campaigns
- Merger and Acquisition Analysis

Basic Data Bundle

Includes the Census Summary Pack and the Estimates and Projections Summary Pack.

Basic Plus Bundle

Includes Dissemination Area boundaries.

Market Data Bundle

The Market Data Bundle includes the full set of Estimates and Projections as well as the Dissemination Area (DA) boundaries. This is in addition to the Basic Data Bundle offering.

Customer Bundle

This bundle has all the same data as the Market Data Bundle and also allows the ability to batch geocode. The user will obtain a license to *MapMarker* and have access to batch geocoding capabilities from within *TargetPro*.

Analyst Bundle

The Analyst Bundle includes Pitney Bowes Business Insight's segmentation system *PSYTE Canada* used for profiling customers and geographic areas and assists in the determination of market potential and the identification of cross-sell and up-sell opportunities. In addition, full batch geocoding is included with *MapMarker Canada*, as well as survey information from the Print Measurement Bureau (PMB membership required). This is in addition to the Market Data Bundle offering.

Expenditure Bundle

The Expenditure Bundle builds on top of the Market Bundle. The addition of the expenditure data helps users to address potential dollars spent on a variety of items.

Coverage:	Canada
Unit of Sale:	Canada; Region; Province
Source:	Pitney Bowes Business Insight, TA Canada, Statistics Canada (see pg. 2), Print Measurement Bureau

Financial PSYTE®

Financial PSYTE is a geodemographic segmentation system that classifies Canada's neighborhoods into 14 distinctive neighborhood types (clusters).

Incorporating the *PSYTE Advantage* segmentation system, each cluster has a name that triggers images of economic status, occupation and the types of financial products and services that consumers in a particular cluster would purchase. This unique segmentation system, when paired with your own customer data, empowers your target marketing decisions by helping you identify your best customers, as well as identify new target groups by analyzing spending habits such as cash vs. credit and investment vs. savings accounts.

Language:	English
Coverage:	Canada
Vintage:	2006
Source:	Pitney Bowes Business Insight, Statistics Canada (see pg. 2), TransUnion

Print Measurement Bureau PSYTE Linked Data

Print Measurement Bureau PSYTE Linked Data (PMB) provides an in-depth look at a variety of media, product and service preferences through the *PSYTE Canada* Neighborhood Segmentation System. The *PMB PSYTE Linked Data* includes over 4,100 product, lifestyle and behavior variables.

PMB PSYTE Linked Data helps Canadian businesses understand consumer preferences in terms of consumption patterns by individual and household characteristics. The data is obtained through an annual survey conducted by the Print Measurement Bureau. Pitney Bowes Business Insight attaches *PSYTE* cluster assignments to each respondent record and through detailed methodological processes, enables the use of this survey data nationwide. The data spans lifestyle and behavior categories including topics, such as publication readership, radio listening, television viewing, product and service consumption patterns and personal and household characteristics, habits and preferences. PMB is available in software and market research services. PMB membership is required to access the data.

Language:	English
Coverage:	Canada
Vintage:	2008
Source:	Print Measurement Bureau, Pitney Bowes Business Insight

Canada Expenditure Potential

Canada Expenditure Potential (CEP) represents the expenditure patterns of Canadians based on Statistics Canada's Survey of Household Spending (SHS), Pitney Bowes Business Insight's Estimates and Projections and *PSYTE® Canada Advantage* cluster system. The unit of measure is total dollars spent per year.

Language:	English
Coverage:	Canada
Vintage:	2008
Source:	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)

PSYTE® Canada Advantage

PSYTE Canada Advantage is a unique combination of Pitney Bowes Business Insight's location-enhanced lifestyle and consumer demographics and clustering techniques resulting in the most robust and effective neighborhood cluster system available. *PSYTE Canada Advantage* ties location to the behaviors and characteristics of the Canadian population helping businesses make more insightful decisions about market and product potential, retail placement and target marketing.

PSYTE Canada Advantage classifies Canadian markets and consumers into lifestyle groups and mutually exclusive neighborhood types. The clusters enable the visualization, prediction and analysis of market potential and consumer expenditure patterns based on geodemographics and consumer behavior. It allows for precise and profitable real estate site selection and brings target marketing to new levels of accuracy and performance.

PSYTE Canada Advantage is available at all levels of Canadian geography as a stand-alone product and/or in our desktop market analysis software systems *TargetPro* and *AnySite*.

Language:	English
Coverage:	Canada
Vintage:	2008
Source:	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)

Estimates and Projections Canada

The *Estimates and Projections* database presents current year estimates of population and households and projections for three, five and ten years ahead. The file also includes estimates and projections of household income for current, three and five years, as well as estimates of household expenditure for the current year. Current year estimates are also provided for a complete series of census-update variables including labor force, marital status, education, occupation, extended income, families and private households.

Language:	English
Coverage:	Canada
Vintage:	Updated Annually
Source:	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)

Canadian Wealth

Canadian Wealth database provides a comprehensive set of wealth estimates at the Dissemination Area [DA] level and all higher levels of standard Canadian geography.

The data provides a powerful analytical tool for identifying the untapped potential of markets and trade areas down to small geographic zones.

The database includes 35 separate measures of household assets, equity, debt and net worth. The database contains three primary subject areas: Liquid Assets, Non-Liquid Assets and Liabilities as well as new metrics of net worth.

Language:	English
Coverage:	Canada
Vintage:	2006
Source:	Pitney Bowes Business Insight, Statistics Canada (see pg. 2), InvestorEconomics, TransUnion

Daytime Population® Canada

While *Estimates and Projections* database accurately identifies the residential location of the Canadian population, our Current Year *Daytime Population* pinpoints population dispersal during the day. Using advanced demographic techniques, our demographers estimate the working population aged 15 to 64 based on labor force participation rates. Also included in the equation are daytime employment estimates based on measures of business intensity and employment statistics derived from business-related sources.

Daytime Population is available at all geographic levels down to the Dissemination Area [DA] as a standalone database and/or in our desktop market analysis solutions *AnySite* and *TargetPro*.

Language:	English
Coverage:	Canada
Vintage:	Updated Annually
Source:	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)

Canada

DEMOGRAPHICS

Also available for Canada:

PRODUCT NAME	VINTAGE	SOURCE
AutoPSYTE Canada*	2007	Polk, Pitney Bowes Business Insight
New Vehicle Registrations (NVR)	2007	Polk, Pitney Bowes Business Insight
Total Vehicles in Operation	2007	Polk, Pitney Bowes Business Insight
2006 Canadian Census and Boundary Bundle	2006	Pitney Bowes Business Insight, Statistics Canada, (see pg. 2), TA Canada
Disposable & Discretionary Income	2008	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)
2001 Canadian Census	2001	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)
Canadian Food Expenditure	2008	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)
Household Facilities and Equipment	2008	Pitney Bowes Business Insight, Statistics Canada (see pg. 2)
Canada Business Points	Updated Quarterly	InfoCanada, Pitney Bowes Business Insight
Canada Business Summary	2008	InfoCanada, Pitney Bowes Business Insight
Financial Institutions	Updated Quarterly	Canadian Payments Association, Pitney Bowes Business Insight
Canada Shopping Centres	2007	Rogers Media: The Monday Report on Retailers, Pitney Bowes Business Insight

*Note: AutoPSYTE is only available in TargetPro

StreetPro®—Europe

The *StreetPro* series is a set of up-to-date premium street-level vector maps at 1:10,000 scale providing real-world display with the detailed quality you need to illustrate and present your business analysis. *StreetPro* is designed to provide users with consistent look and feel across all of Europe and beyond, as well as a flexible multi-purpose foundation for critical business use.

StreetPro contains more than 40 layers of information illustrating:

Streets and Major Roads — National coverage of detailed streets, major roads, motorways and freeway interchanges provided for analysis and cartographic purposes

Railways/Ferries and Stations — Polyline objects representing railway and ferry lines and point objects representing railway and ferry stations

Boundaries — Five layers of administrative area boundaries

Points of Interest — Features such as places of worship, hotels, restaurants, petrol stations, shopping centres are included along with post offices, pharmacies and educational institutions

Parks and More — Recreation places, open spaces, land-use, land cover and more

Water — Rivers, canals, ocean, etc.

Gazetteer — Six layers containing capital cities, major cities, major towns, towns, smaller towns and other settlements

Addresses — Includes address ranges, street names, street intersections, address details for point features and more

StreetPro Display

This street-level product provides accurate and comprehensive display mapping offering inner city details and street label information, one-way layer including labeled direction of travel, railways, administrative boundaries, gazetteer, water features, parks, business locations, land cover, urban area and more. This dataset is ideal for detailed analysis, presentation and mapping.

StreetPro with Addresses

Includes the same features as in *StreetPro Display* with the addition of the street address layer, address ranges and street intersections. This enables you to geocode your assets – everything from your customers and competitors to mobile coverage towers, to conduct detailed and relevant location-based analysis.

Make the most of your data by using *StreetPro* and harness the power of location to make more informed business decisions.

StreetPro Drivetime network is also available for selected countries. For more details, please refer to [page 28](#).

Countries currently available:

Austria	Norway
Belgium & Luxembourg	Poland
Croatia***	Portugal
Czech Republic	Republic of Ireland
Denmark	Russia***
Estonia***	Slovakia
Finland	Slovenia***
France	Spain
Germany	Sweden
Greece***	Switzerland
Hungary	Turkey***
Ireland (ROI & NI)	UK
Italy	Western Europe
Latvia***	Eastern Europe**
Lithuania	Western & Eastern Europe**
The Netherlands	

** *StreetPro* Western & Eastern Europe and *StreetPro* Eastern Europe include Connector countries @1:250,000 scale covering Belarus, Bosnia & Herzegovina, Bulgaria, Macedonia, Moldova, Romania, Serbia & Montenegro and the Ukraine

*** Expanding street level coverage

StreetPro250 Europe

StreetPro250 is a 1:250,000 scale vector map containing up to 22 layers of information, including: major roads and motorways, railways, administrative boundaries, street gazetteer, water features, parks and more, providing you with a dataset ideal for providing an overview without the precise detail needed in some applications.

StreetPro250 is a derivative product of the complete *StreetPro Display* and is ideal for users who are looking for a foundation map for use as a backdrop.

Countries available:

Austria	Norway
Belgium & Luxembourg	Poland
Connector Countries*	Portugal
Croatia	Republic of Ireland
Czech RepublicDenmark	Russia
Estonia	Slovakia
Finland	Slovenia
France	Spain
Germany	Sweden
Greece	Switzerland
Hungary	Turkey
Ireland (ROI & NI)	UK
Italy	Western Europe
Latvia	Eastern Europe
Lithuania	Western & Eastern Europe
The Netherlands	

* *Connector countries cover Belarus, Bosnia & Herzegovina, Bulgaria, Macedonia, Moldova, Romania, Serbia & Montenegro and the Ukraine*

Cartique® Europe

The *Cartique* range of products provides seamless mapping consistent across the whole of Europe. Designed as an intermediate level digital map base for graphic output, backdrop mapping and route planning. *Cartique* is suitable for reliable analysis of areas around individual cities and towns.

It provides a full digital mapping database for the whole of Europe at a nominal 1:300,000 scale. *Cartique* Mapping includes roads, railways, international and administrative boundaries, urban areas, coastlines, open water, airports, ferries and more. Its extensive gazetteer provides the locations of over 640,000 cities, towns, villages and selected suburbs.

Cartique Drivetime data is also available please refer to [page 28](#).

The European countries currently covered include: Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Europe, Faroe Islands, Finland, France, Georgia, Germany, Gibraltar, Great Britain, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia and Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, Ukraine, Vatican City.

Unit of Sale: Europe
Scale: 1:300,000

WorldInfo™

WorldInfo helps you locate almost any city, town or village in the world both quickly and easily. As a global reference map, *WorldInfo* allows you to visualize things such as time zone boundaries, coastlines, international borders, roads, ports, airports, city points, elevation and contour data.

For further information, please refer to [page 69](#).

Coverage: World
Vintage: Varies with each layer
Released: Updated Annually
Unit of Sale: World
Scale: 1:1,000,000
Source: Stopwatch Maps, Inc.

MapMarker®

If you depend on accurate address data to ensure high levels of customer service, or if you need to accurately locate and visualize your customers for market analysis, risk assessment and improved business intelligence. *MapMarker* provides you with an industry leading solution for intelligent and accurate geocoding.

With its flexible, scalable architecture *MapMarker* can help you make fast, accurate decisions about customer locations, whether your application is PC-based, enterprise wide or running over the Internet. With subscription pricing and bi-annual updates you'll always have the very latest information for accurate geocoding.

MapMarker uses intelligent algorithms to match address data. These algorithms produce highly accurate geocoded results allowing the position of a point to be interpolated along a street segment—even positioning the point on the correct side of the street. The power of *MapMarker* goes further to truly transform geocoded records into business intelligence by attaching key information from other tables such as sales territories, lifestyle codes or demographics.

MapMarker is the only geocoding engine to consider for your CRM or e-commerce solution.

- Intelligent street level geocoding
- Simultaneous geocoding
- Quick find address tool
- Automatic and interactive modes
- Desktop and Server versions
- Automatic geocoding from within Oracle Spatial and SQL Server
- Fully compatible with a wide range of standard environments
- Internet Ready

Please call us for more information for the following countries:

- Belgium
- Denmark
- Finland
- France
- Germany
- Italy
- South Africa
- Spain
- Sweden
- Switzerland
- The Netherlands
- United Kingdom

Address cleansing functionality is only available in selected MapMarker products.

Please check for availability.

Routing J Server™

With *Routing J Server* you can now add turn-by-turn driving directions to any web-based application. Whether calculating the shortest distance or quickest timed route between any two points, *Routing J Server* enables you to develop applications that can return text-based driving directions to your users over your corporate intranet or internet. You can clearly and efficiently direct customers to your shops and services, direct employees to their next call, or direct visitors to a local amenity.

Combined with *MapXtreme*, *MapX* or *MapMarker* organizations can now develop innovative location-based solutions to improve customer service and customer relationships through a standard web browser or a mobile device.

- Generate accurate routing directions with turns, street names and distances between given locations
- Recognizes one-way streets and turn restrictions
- Optimized for either shortest distance or shortest travel time
- Drivetime analysis using isochrones or isodistances
- Multi-point routing (optimal route among unlimited points)
- Matrix routing (time and distance for N x N points in one query)
- XML interface
- Integrates fully with Pitney Bowes Business Insight product family
- Platform independent and scalable to meet demanding enterprise requirements
- Regularly updated routing information available through subscription based pricing

Features include:

- Ability to control directions style and language
- Enhanced performance
- Multi-threaded engine for better use of multi-CPU systems
- Improved handling of roundabouts
- Compressed data
- Adding time as a component to routing
- Specify road types by level of desirability
- Two types of driving directions: terse and standard

Coverage:

Austria; Belgium & Luxembourg; Croatia; Czech Republic; Denmark; France; Finland; Germany; Greece; Hungary; Ireland; Italy; Norway; Poland; Portugal; Russia; Slovakia; Spain; Sweden; Switzerland; Turkey; The Netherlands; United Kingdom

MapInfo Drivetime® European Edition

MapInfo Drivetime is the leading solution for organizations that need to understand, analyze and visualize catchments around existing or new locations to support planning decisions, deliver improved services or maintain competitive advantage. If you are analyzing possible locations for a new store or distribution center, planning a new housing estate or wondering why a branch is under performing, *MapInfo Drivetime* will help you find the answers.

Use MapInfo Drivetime to:

- Create drive time catchment boundaries
- Reduce transport costs
- Find the shortest or quickest route, door-to-door
- Find the nearest calculation
- Understand what distance your best customers are prepared to travel to reach your store
- Model & improve response times for your on-the-move services
- Create maps of the fastest, most efficient route networks

Why MapInfo Drivetime:

- Superior catchment boundaries—a proven solution, incorporating a sophisticated algorithm, guarantees accurate high quality results every time.
- Broadest range of road networks—major road networks for all of Europe and more detailed street-level coverage for specific countries (see *Cartique* and *StreetPro* for more details).
- A flexible solution—allows you to switch easily between networks depending on your needs, enabling you to move from high level analysis to a detailed street-level.
- Interfaces fully with the Pitney Bowes Business Insight product family.
- Adjust the *MapInfo Drivetime* network to match changes in the real world. It is possible to add new roads, close roads and alter the overall speed model used to calculate the routes and driving regions.
- From a leader in location-based business intelligence solutions & high quality data sets.

Drivetime Networks

MapInfo Drivetime incorporates a road network to use as the basis for the routing and driving region calculations. Thus, the same *MapInfo Drivetime* software engine can be used with networks from many countries in the world. In addition, networks are available at different levels of detail. Requires *MapInfo Professional*.

MapInfo StreetPro Drivetime network availability – individual countries

The following *Drivetime* networks are built from our high quality *StreetPro* data sets. These networks are at a 1:10,000 scale which provides high accuracy. This large scale allows for the creation of driving regions of small times and distances. In addition, the link and node data (individual road segments) is included so it is possible for you to tailor and customize the networks as needed.

Drivetime networks are available in many countries throughout Europe.

Country/Regions Available:

Belgium/Luxembourg
France
Germany
Ireland (including Northern Ireland)
Italy
The Netherlands
Spain
Sweden
United Kingdom*

* Please see separate [United Kingdom section](#) – other networks are available

** Norway, Denmark, Finland, Switzerland, Austria and more countries will become available during 2009. Please contact us for details.

Cartique Drivetime Data

Cartique Drivetime Data is an affordable, small scale network that can be used with the *Drivetime* software for desktop routing and driving region generation.

The data consists of link and node format road data, including the off-peak private vehicle travel speed and a variety of other road and area attributes such as weight limits, urban and rural area designations. There are both editable and non-editable versions of this network available. This network covers all of Europe. Please note that *Drivetime* networks of individual countries are also available - please see the *StreetPro Drivetime* entries for more information.

Coverage:

Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Europe, Faroe Islands, Finland, France, Georgia, Germany, Gibraltar, Great Britain, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia and Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, Ukraine, Vatican City

2-Digit Postal Boundaries for Europe

The *2-Digit Postal Boundaries for Europe* data set contains a country code, a unique combination code identifier per postcode made up from the postcode and the country and the country name. A European reference map is also supplied containing the main European rivers and cities.

Coverage: Western Europe: Andorra, Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxemburg, Monaco, The Netherlands, Norway, Poland, Portugal, Romania, San Marino, Slovenia, Slovakia, Spain, Sweden, Switzerland, UK

Coverage: Eastern Europe: Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Estonia, Georgia, Kazakhstan, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Romania, Russia, Serbia, Slovenia, Turkey, Ukraine

GFK Postal and Administrative Map

A worldwide coverage product seamlessly combining background mapping, administrative and postal boundaries.

This bundle provides you with small scale background mapping, 1:100,000 to 1:1,000,0000, showing roads and motorways, rivers and lakes, airports, railways, forest areas, city points, administrative divisions and for most countries, the municipal boundaries. The Postal layer includes the postal divisions, the level of detail varies from one country to another. Please call for pricing and the level of detail available for each country listed below. For example: Germany - 5-digit, Gemeinden, Kreise, Regierungsbezirke, Bundeslander.

Western Europe (countries listed below):

Austria	Italy
Belgium	Luxembourg
Denmark, Faroe Islands & Greenland	Malta
Finland	Netherlands
France	Norway
Germany	Portugal
Great Britain	Spain (incl Andora)
Iceland	Sweden
Ireland	Switzerland incl Liechtenstein

Eastern Europe (countries listed below):

Albania	Lithuania
Belarus	Macedonia
Bosnia-Herzegovina	Moldova
Bulgaria	Montenegro
Croatia	Poland
Cyprus	Romania
Czech Republic	Serbia
Estonia	Slovakia
Greece	Slovenia
Hungary	Turkey
Latvia	Ukraine

Unit of Sale: Western Europe; Eastern Europe; Western & Eastern Europe together

Europe

BOUNDARIES AND/OR POINTS

NUTS 3 Europe

The Statistical Office of the European Union has defined an administrative classification of the European Union, called NUTS (Nomenclature of Territorial Units for Statistics). This to provide a single uniform breakdown of territorial units for the production of regional statistics for the European Union.

This dataset consists of 4 NUTS levels: NUTS 0 to NUTS 3. For every area, the official NUTS codes and the NUTS names are provided. The dataset also comes with reference data including major cities, rivers and lakes.

Unit of Sale: Europe

SABE

A seamless administrative boundary set for Europe developed by the European National Mapping and cadastral Agencies. This set contains all administrative areas of 37 European countries with different subdivisions such as: Ward, Commune, Gemeinde, Termino or Gemeinde. This latest version also includes the NUTS codes.

Unit of Sale: Europe; Please call for individual countries.

PostMap Netherlands

Includes over 31,000 5-digit postal boundaries.

Unit of Sale: The Netherlands

PostMap Spain

This dataset of 5-digit postal boundaries is based on the Spanish postal codes sources definitions from the Spanish Post (CORREOS) and aligns well with *StreetPro*. Fields included are: 5-digit postal code, municipality name, province name and province code.

Vintage: Updated Semi-Annually

Unit of Sale: Spain

PostMap Plus Spain

A postal and demographics map bundle consisting of PostMap Spain at 5-digit accuracy with additional fields including: number of inhabitants, number of males, estimated number of households, inhabitants, number of males in 5-year age groups and number of inhabitants by country of origin. The population data originates from the municipal registration database.

Unit of Sale: Spain

PostMap Germany

Includes over 8,300 5-digit postcode boundaries at high resolution.

Unit of Sale: Germany

PostMap Plus Germany

A postal, administrative and demographics bundle containing at 5-digit postal codes postcode boundaries, administrative boundaries, point files with approximately 61,872 records, road network, topography data with 650 major city points and basic demographic data including total population female, male, population density, land area, 7 buying power categories at community level.

Unit of Sale: Germany

PostMap Italy

A high resolution 5-digit postal boundaries.

Unit of Sale: Italy

PostMap Sweden

Contains over 8,000 5-digit (residential) postcode areas, produced by the Swedish Statistics office.

Unit of Sale: Sweden

Scale: 1:50,000

Francièmes

Built using many local sources, this dataset is the most detailed political and administrative boundary dataset available for France consisting of 22 regions, 96 departements, 3711 cantons, 3883 cantons électoraux, 6050 codes postaux, 36,613 communes, 50,138 Iris 2000 and 222,887 îlots. Subset pricing is available call for details.

Unit of Sale: France

ImageConnect

DigitalGlobe® *ImageConnect* services instantly deliver orthorectified aerial and satellite imagery into a customer's mapping project via the internet, eliminating the hassle and cost of purchasing, managing and compiling aerial imagery.

DigitalGlobe's *ImageConnect* services enable online access to hundreds of terabytes of satellite and aerial imagery, directly into your GIS application. With the click of a button, *ImageConnect* lets you browse earth imagery automatically re-projected to your desired map projection. With your subscription to the *ImageConnect* Premium Pitney Bowes Business Insight Web Service, you can instantly view full quality imagery of your requested area at affordable rates for imagery around the world. There is extensive coverage of the major cities in Europe.

Global CRESTA

This product comes with CRESTA zones, sub-zones, world countries, 1st administrative level boundaries, rivers and lakes.

PCoverage:	World
Unit of Sale:	World
Scale:	1:1,000,000, 1:3,000,000

Global Gazetteer

Included are 675,000 place names with the local spellings and a supplement layer providing alternative spellings (English conventional name, second national language, foreign name and long/short form). Also included are: country name, 1st level administrative region (where available) and lat/long co-ordinates for each place.

Coverage:	World
Unit of Sale:	World; Continent

CAMEO Classification System

Pitney Bowes Business Insight location intelligence solutions combined with EuroDirect's *CAMEO* classification system enables consumer focussed businesses to analyze their customer and store sales data to create profiles of their core customers and utilize this to facilitate better site location, marketing, market expansion and merchandising decisions. *CAMEO* can also be used for market or trade area profiling and comparing potential markets or trade areas to those of your existing markets and locations to better evaluate potential.

For further information, please refer to [page 70](#).

Unit of Sale:	World; Region; Country
Source:	EuroDirect

Business Points

D&B global databases contain in excess of 110 million business records covering over 220 countries worldwide. Collected and updated from multiple sources in each marketplace, it provides the most comprehensive data coverage in all the countries.

This dataset is provided with the following fields: company name, number of employees, location indicator (HQ, branch or single site), SIC code and address information. The address information field is to only be used to determine the position of the business record on the map and is not for mailing or marketing purposes.

Price varies from one country to another based on the number of records available in each country.

Census Tracts Spain

This regularly updated census tracts boundary map is available in two versions: based on the census tracts sub-division of the year 2001, for which also the population census data is available and the version based on census tracts of the year 2007.

These two digital maps of census tracts align well with *StreetPro* offering more reliable analysis than ever.

Census Tracts 2007

Contains information on population by gender, age breakdown, by immigrants and country of origin. It also consists of 35,320 boundaries and the population data originates from the municipal registration database.

Unit of Sale:	Spain
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Census Tracts 2001

This dataset includes census tract boundaries with around 250 columns of census data ranging from inhabitants, education, occupation to height and age of buildings. It also contains 34,251 boundaries. The population and other socio-demographic data originates from the 2001 national census.

Unit of Sale:	Spain
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Census 2001 Italy

Census tract boundaries with over 200 census variables relating to total population, population by age ranges and gender, population by education, population by employment type, households, residences, buildings and immigrants by continent.

Unit of Sale:	Italy
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Purchasing Power Europe

To perform statistical analysis, profile consumers, analyze and target market potential across multiple geographies, use *Purchasing Power*. *Purchasing Power* is built to provide you with an important indicator of the consumption potential of the population living in each area. The statistics used in calculating *Purchasing Power* include, income from self-employment (including tourism); income from non self-employment; income from agriculture and forestry (including government assistance), income from rental properties and leases, income from capital assets, income from transfer payments (unemployment payments, retirement pensions, old age pensions, child benefit payments, support payments).

This dataset is provided with the following fields, absolute population; absolute number of households; purchasing power index per inhabitant; purchasing power index per household; absolute purchasing power per area in millions of euros; absolute purchasing power per inhabitant in Euros and purchasing power in thousands per area.

Europe

Western Europe

(includes all countries listed below)

Austria	Italy
Belgium	Luxembourg
Denmark	Malta
Finland	Netherlands
France	Norway
Germany	Portugal
Great Britain	Spain
Iceland	Sweden
Ireland	Switzerland

Eastern Europe

(includes all countries listed below)

Albania	Lithuania
Belarus	Macedonia
Bosnia-Herzegovina	Moldova
Bulgaria	Montenegro
Croatia	Poland
Cyprus	Romania
Czech Republic	Serbia
Estonia	Slovakia
Greece	Slovenia
Hungary	Turkey
Latvia	Ukraine

For information on other European demographic products, please contact us. Below are some examples:

Retail Purchasing Power – An indicator for retail spending excluding spending on rent, mortgage interest, insurance, vehicles, travel and services.

Retail Centrality – An indicator for the city's attractiveness as a retail location, directly connected with the customer flows between cities and their surrounding areas.

Sales Indices – Data points that reflect the regional distribution of sales from retail trade. Those sales indices are measured at retail business locations. If you sell to retail or use retail channels to sell, the GFK Sales Indices can allow you to identify the most attractive regions.

StreetPro® UK

StreetPro is an up-to-date premium street-level vector map that provides real-word display with the detailed quality you need to illustrate and present your business analysis.

StreetPro contains more than 40 layers of information illustrating:

Streets and Major Roads — National coverage of detailed streets, major roads, motorways and freeway interchanges is provided for analysis and cartographic purposes.

Railways/Ferries and Stations — Polyline objects represent railway and ferry lines and point objects represent railway and ferry stations.

Boundaries — Five layers of administrative area boundaries.

Points of Interest — Features such as places of worship, hotels, restaurants, petrol stations and shopping centers are included along with post offices, pharmacies and educational institutions.

Parks and more — Recreation places, open spaces, land-use, land cover and more.

Water — Rivers, canals, ocean and additional waterways.

Gazetteer — Six layers contain capital cities, major cities, major towns, towns, smaller towns and other settlements.

Addresses — Address ranges, street names, street intersections and address details for point features.

StreetPro Display — provides accurate and comprehensive display mapping offering inner city details and street label information, one-way layer including labeled direction of travel, railways, administrative boundaries, gazetteer, water features, parks, business locations, land cover, urban area and more. This dataset is ideal for detailed analysis, presentation and mapping.

StreetPro with Addresses - includes the same features as in *StreetPro Display* with the addition of the address layer of streets, address ranges and street intersections. This enables you to geocode your assets – everything from your customers and competitors to mobile coverage towers, to conduct detailed and relevant location-based analysis.

StreetPro Drivetime network is also available. Please call for details.

Coverage:	United Kingdom
Vintage:	Updated Semi-Annually
Unit of Sale:	United Kingdom; Region
Scale:	1:10,000

OS StreetView

Raster mapping derived and generalized from large-scale information surveyed at 1:1250 scale (for major towns and cities), 1:2500 scale (for smaller towns, villages and developed rural areas) and 1:10,000 scale (for mountain and moorland).

StreetView shows features such as streets, street names, railways, building outlines, water features and woodlands. Buildings and areas such as schools, recreation grounds, hospitals, churches and post offices are clearly marked on the map.

Coverage:	Great Britain
Unit of Sale:	Great Britain
Scale:	1:10,000

OSNI 1:10,000 Colour Raster

Detailed street-level data at a high resolution, provided with street-level information, buildings, water features, administrative boundaries and green areas.

Coverage:	Northern Ireland
Unit of Sale:	Northern Ireland
Scale:	1:10,000

OSNI 1:12,000 Colour Raster

Raster map showing detail such as roads, streets and prominent buildings.

Scale:	1:12,000
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OS 1:25,000 Colour Raster

A backdrop raster map showing streets, building outlines, hill contours height information, field boundaries and more. This product is not updated.

Coverage:	Great Britain
Unit of Sale:	Great Britain
Scale:	1:25,000

Europe: United Kingdom

STREETS, ROADS AND GEOCODERS

Meridian 2

This street level vector product for Great Britain is created from a range of OS data products. Meridian 2 contains a fully attributed road network with motorways, A and B roads and some minor roads, with DTLR names and numbers. It also includes railways, administrative areas and coastline, developed land use areas, settlement names, hydrology and woodlands.

Coverage: Great Britain
Unit of Sale: Great Britain
Scale: 1:50,000

Meridian 2 Communications

Contains a fully attributed derived and simplified road network with motorways, A and B roads and some minor roads, with DTLR names and numbers. It also includes railways the administrative area and coastline.

Coverage: Great Britain
Unit of Sale: Great Britain
Scale: 1:50,000

Meridian 2 Topography

Consists of the administrative areas (county, district and unitary authority boundaries) and coastline, developed land use areas, settlement names, hydrology and woodlands.

Coverage: Great Britain
Unit of Sale: Great Britain
Scale: 1:50,000

1:50,000 Scale Colour Raster

Features included are building blocks and important buildings; roads, public rights of way, cycle networks, paths, tracks; water features and associated detail; railways and associated detail, administrative boundary information; tourist information – including camping/caravan sites, gardens, golf courses, information centers, nature reserves, car parks, picnic sites, viewpoints and youth hostels and rock features.

Coverage: Great Britain
Unit of Sale: Great Britain
Scale: 1:50,000

OSNI 1:50,000 Colour Raster

Detailed raster mapping showing roads, prominent buildings, water features and other topographic features.

Coverage: Northern Ireland
Unit of Sale: Northern Ireland
Scale: 1:50,000

GBPro200

A premium raster and vector map product designed for applications and users who require detailed information for Great Britain, but don't need extensive and costly street-level data. 46 layers of information are included, which combine to build a complete and multi-dimensional picture of Great Britain. Some of these layers include roads, areas of interest, water features, contours as polylines, railway stations, place name gazetteer, woodlands, urban areas and more. GBPro Drivetime data is available, please refer to [page 28](#).

Coverage: Great Britain
Scale: 1:200,000

StreetPro250 UK

This product contains up to 22 layers of information including major roads and motorways, railways, administrative boundaries, street gazetteer, water features, parks and more, providing you with a dataset ideal for small scale mapping solution.

StreetPro250 is a derivative product of the complete *StreetPro Display* and is ideal for users who are looking for a foundation map for use as a backdrop.

Coverage: United Kingdom
Scale: 1:250,000

1:250,000 Scale Raster

A high-quality image and resolution dataset derived from the OS Road Maps Production which combines roads, railways and other key features that make this an ideal cartographic backdrop for overlaying business information. This small-scale product gives an excellent overview of the country. Supplied with this dataset is a gazetteer with 25,000 place names offering information on place name, administrative area within which it lies and national grid references.

Coverage: Great Britain
Scale: 1:250,000

OSNI 1:250,000 Colour Raster

Intermediate scale mapping offering road information, railways, boundaries, water features, forests, parks and more.

Coverage:	Northern Ireland
Unit of Sale:	Northern Ireland
Scale:	1:250,000

Strategi

This dataset for Great Britain comes with a comprehensive range of feature, including railways, airports, ferries, water features, ceremonial boundaries, cities, towns and other settlements, woods and land use and a gazetteer containing the settlement name, administrative area and coordinates.

Coverage:	Great Britain
Scale:	1:250,000

OSNI 1:250,000 Vector

Intermediate vector scale mapping offering road information, administrative boundaries, settlements, water features and more.

Coverage:	Northern Ireland
Unit of Sale:	Northern Ireland
Scale:	1:250,000

Cartique

Cartique provides a full digital mapping database for Great Britain, Northern Ireland and Republic of Ireland. *Cartique* Mapping includes roads, railways, international and administrative boundaries, urban areas, coastlines, open water, airports, ferries and more. Its extensive gazetteer provides the locations of over 640,000 cities, towns, villages and selected suburbs.

Coverage:	Great Britain; Northern Ireland; Republic of Ireland
Unit of Sale:	Great Britain; Northern Ireland; Republic of Ireland
Scale:	1:300,000

GBPro500

An entry level vector and raster map offering features including A and B roads, primary roads and motorways, areas of interest, urban areas, parks, large rivers and lakes, coast, major railway network and stations, national boundaries and more. *GBPro500* is the ideal, cost effective alternative for users who need just enough spatial information on Great Britain to create overviews that enable location-based application on the desktop, the intranet or the internet

Coverage:	Great Britain
Scale:	1:500,000

MiniScale

A raster dataset covering Great Britain and providing features such roads, boundaries, railway lines, airports, domestic ferry routes, lakes, rivers, coastline, parks, forests and settlement names.

Coverage:	Great Britain
Unit of Sale:	Great Britain
Scale:	1:1,000,000

Routing J Server™ UK

See [Routing J Server](#) description on page 27 for a complete description including benefits and uses.

Pricing below is based on 2 CPU servers per annum. This includes Routing Software and routing network.

Coverage:	United Kingdom
Vintage:	Updated Semi-Annually
Unit of Sale:	United Kingdom
Scale:	1:10,000

Europe: United Kingdom

STREETS, ROADS AND GEOCODERS

United Kingdom Drivetime Networks

The following *Drivetime* networks work with *MapInfo Drivetime*. *MapInfo Drivetime* is the leading solution for organizations that need to understand, analyze and visualize catchments around existing or new locations to support planning decisions, deliver improved services or maintain competitive advantage. Please see [page 28](#) for more information about the *MapInfo Drivetime* software.

Pitney Bowes Business Insight offers a range of *Drivetime* networks for the United Kingdom. These option offer different levels of quality and accuracy at different price points. Whatever your requirements, we have a solution appropriate for you!

“Editable” and “Non-editable” networks

Our *Drivetime* networks for the United Kingdom are available in both “Editable” and “Non-editable” versions. Editable versions include all of the detailed road data (the individual nodes and links) and can be used to modify the network to add new roads, close roads and change road speeds. Individual road links can be edited as desired. Non-editable versions of *Drivetime* networks do not include the individual road segment detail.

StreetPro UK Drivetime

This network is built from our 1:10,000 scale *StreetPro* network. (Please see [page 25](#) for more details on this product).

This is the most accurate and detailed of all of our UK *Drivetime* network offerings and is effective for creating *Drivetime* regions of small sizes. It includes virtually all streets and roads in the United Kingdom (England, Wales, Scotland, Northern Ireland). As such it can be used for very detailed analysis.

StreetLine network

This network is a 1:50,000 scale street network. It is a mid range product in terms of both price and capability. Many users find it suitable for calculating routes and *Drivetimes* of at least 10 minutes (or higher) time in urban areas and typically larger times/distances in rural locations.

The street network in this product does not have the same level of detail as the *StreetPro* based network above. This network covers Great Britain (England, Wales and Scotland).

GBPro 200 network

This network is built from our 1:200,000 scale *GBPro 200* mapping product. (Please see [page 34](#) for more details on this product).

GBPro 200 covers England, Scotland and Wales. This *Drivetime* network includes motorways, A roads, B roads and a very limited amount of minor roads. It is suitable for calculating Driving regions of a fairly large size, at least 15 minutes or greater in urban areas and typically 30 minutes or larger in rural areas.

MapMarker® for the UK

See [MapMarker Europe description on page 27](#) for complete information. *MapMarker* is the industry leading solution for intelligent and accurate geocoding.

All of our *MapMarker* products include sophisticated address matching technology to provide maximum geocoding results.

MapMarker® UK ADDRESS-POINT

MapMarker UK Address-Point enables the user to address match and geocode to an individual UK address or rooftop and matches the accuracy of Ordnance Survey’s Mastermap. An essential requirement for all public sector organizations, utility and communications companies, *MapMarker UK Address-Point* is ideal for mission critical business applications requiring the highest levels of precision.

Coverage: United Kingdom; Government Office Region
Vintage: Updated Semi-Annually
Unit of Sale: Stand alone or Server

MapMarker® UK Code-Point

MapMarker UK Code-Point enables the user to address match and geocode to a postcode centroid. *MapMarker UK Code-Point* is a cost effective solution for any analytical application which does not require the detailed level of individual property geocoding.

Coverage: United Kingdom
Vintage: Updated Semi-Annually
Unit of Sale: Stand alone or Server

MapMarker® United Kingdom

MapMarker United Kingdom is based on our *StreetPro UK* data set. This produces geocoded results that are interpolated along a street segment. This product is offered for server deployment only.

Coverage: United Kingdom
Vintage: Updated Semi-Annually

Address-Point

A definitive tool for the identification and precise location of postal addresses in Great Britain. This dataset uniquely defines and locates residential, business and public postal addresses in Great Britain. It is created by matching information from Ordnance Survey digital map databases with more than 27 million addresses recorded in the Royal Mail® Postcode Address File (PAF®).

Some of the attributes of Address-Point include: building name, sub-building name, building number, department/organization name, post town, name of subdivision of post town thoroughfare name, dependent thoroughfare name and descriptor, name of sub-area of dependent locality, PO Box, postcode, positional accuracy (indicates positional accuracy of seed of addressed premises, physical status (e.g. planned or existing) and the national grid reference. OS MasterMap Address Layer is also available. Please call for details.

This products is supplied in CSV format.

Coverage: Great Britain
Unit of Sale: Great Britain

OS Address Layer 2

The OS MasterMap Address Layer 2 is a unique addressing dataset not only containing all postal addresses in Address-Point but also all the objects without a postal address (e.g. community centers, depots, utility works), multi-occupancies without a postal address (premises that do not have mail delivered to their own letter box such as flats), building name alias (buildings that may be known by name as well as a house number), alternative geographical address (e.g. 12 Old Town, London, SW4 0JY is also available as a geographically derived address 12 Old Town, Clapham, London, SW4 0JY), classifications (identifying if an address is residential or commercial and if commercial whether it's retail store, bank, etc.) and Welsh language alternative.

This products is supplied in CSV format.

Coverage: Great Britain
Unit of Sale: Great Britain

Pointer® Address Data

This address database is created and maintained by OSNI, with input from Local Councils, the Valuation & Lands Agency (VLA) and Royal Mail (RM). It is the common standard address for every property in Northern Ireland.

Pointer contains fields such as building and sub-building name, building number, thoroughfare information, locality name, townland name, town name, county name, local council name, ward information, constituency name, organization name, x and y coordinates and more.

Coverage: Northern Ireland
Unit of Sale: Northern Ireland

PostPoint® Professional

Includes full postcode, British National Grid reference with outstanding accuracy to within one meter of a property near the centre of the postcode and an indicator of the precision of each point. *PostPoint Professional* contains every geographically referenced postcode in the United Kingdom.

PostPoint Professional also contains the ONS local authority ward, district, county and unitary authority codes and the NHS health authority and regional health authority codes for each geographically referenced postcode. This data set also contains the number of domestic and non-domestic delivery points and Post Office boxes in each postcode and for many postcodes the number of addressed buildings. Invaluable for accurately geocoding postcoded data sets such as customer or client records, *PostPoint Professional's* features enable you to plan volumes for leaflet drops into postcodes and to estimate the number of private households and businesses within any postcode at a detailed level.

Coverage: United Kingdom
Unit of Sale: United Kingdom

Europe: United Kingdom

POSTAL / BOUNDARIES AND/OR POINTS

Postcode Reference File

This dataset contains the names of all 1.7 million UK postcodes and grid references of all geographic postcodes. The data set includes centroids of postcode sectors weighted according to the distribution of delivery points (addresses) within each sector. Optimized for geocoding use, the Postcode Reference File features indexed records and a more compact file size than the original Postzon data, for more rapid geocoding. Use this file to geocode (grid reference) other postcode data sets such as customer or client records, whether they contain a full postcode or just the sector codes. Post-town and locality fields for increased analysis capability are also included.

Coverage: United Kingdom
Unit of Sale: United Kingdom

Postcode Address File

The Royal Mail Address File is a constantly updated database containing 27 million addresses, 1.8 million postcodes and 1.6 million businesses. Provided with over 30 fields of information including organization name, department name, PO Box, sub-building name, building name, building number, thoroughfare information, post town, postcode, number of households, mailsort code, delivery point suffix and more.

Coverage: United Kingdom
Unit of Sale: United Kingdom

Code-Point with Polygons

Produced by tessellating individual address records from ADDRESS-POINT®, they are then nested within the sector boundaries prescribed by Royal Mail®. Code-Point polygons enclose every fully matched address in the correct boundary and are significantly accurate.

It contains the Code-Point georeferenced postcode unit data, PostPoint Profession with associated metadata such as address counts and quality indicators. Also provided are the health and administrative area codes related to each postcode.

Coverage: United Kingdom
Unit of Sale: United Kingdom

PostMap™ UK

PostMap UK Postcode Boundaries is a complete set of postcode sector, district and area boundaries for the UK.

High Resolution boundaries suit the most demanding of applications.

Low Resolution boundaries is the more compact of the two data sets intended for use in thematic mapping, the creation of large territories (e.g. sales territories) or other applications where positional accuracy is less important.

Coverage: United Kingdom including Channel Islands and Isle of Man
Unit of Sale: United Kingdom
Scale: High Resolution: 1:50,000;
Low Resolution: 1:500,000

Boundary-Line

This boundary dataset demonstrates all of the following features: County (named county, district, district ward, civil parish, county electoral division), European constituencies (European region), Greater London Authority (Greater London Authority, Greater London Authority Assembly constituency, London borough, London borough ward), Metropolitan Districts (Metropolitan district, metropolitan district ward, civil parish where appropriate), Scottish Parliamentary Electoral Region (Scottish Parliamentary electoral region, Scottish parliamentary constituency), Unitary Authorities (unitary authority, unitary authority ward or unitary authority ED as appropriate, civil parish where appropriate, together with community in Wales), Welsh Assembly Electoral Region (Welsh Assembly electoral region, Welsh assembly constituency), Westminster constituencies (Westminster constituency). Updated twice a year this dataset provides a detailed and definitive boundary product for GB.

Coverage: Great Britain
Unit of Sale: Great Britain
Scale: 1:10,000

AdminLine® Boundaries

Administrative boundaries, contains ward or equivalent, unitary/district and county boundaries for Great Britain (England, Scotland and Wales only).

Coverage: Great Britain
Unit of Sale: Great Britain; Government Office Region
Scale: 1:10,000

Adminline Boundaries Northern Ireland

This is an equivalent product to AdminLine but for Northern Ireland. At 1:50,000 scale, this vector dataset consists of wards or communities and equivalent electoral divisions, plus local government districts and county boundaries, in the form of polygon regions.

Coverage:	Northern Ireland
Unit of Sale:	Northern Ireland
Scale:	1:50,000

European Parliamentary Constituency Boundaries

European Parliamentary Constituency boundaries for Great Britain. Derived from Boundary-Line.

Coverage:	Great Britain
Unit of Sale:	Great Britain
Scale:	1:10,000

Westminster Parliamentary Constituency Boundaries

Westminster Parliamentary Constituency boundaries for Great Britain. Derived from Boundary-Line.

Coverage:	Great Britain
Unit of Sale:	Great Britain
Scale:	1:10,000

Primary Care Trust Boundaries

This dataset consists of primary care trust and strategic health authority boundaries in the form of polygon regions. Hospitals and clinics are included as point locations in this product. The location of boundaries is accurate to within 3m.

Available only to customers who have a current license to OS Boundary-Line, AdminLine or OS Ward boundaries.

Coverage:	Great Britain
Unit of Sale:	Great Britain
Scale:	1:10,000

Health Boundaries

With reference to the OSNI 1:50,000 vector data set, this product is made up of boundary layers consisting of the health and social services trusts and boards with Ambulance Trusts, in the form of regions. There is also a layer of hospitals as points.

Coverage:	Northern Ireland
Unit of Sale:	Northern Ireland
Scale:	1:50,000

1:50,000 Scale Gazetteer

This gazetteer of 250,000 records includes entries for cities; towns; water features; forests or woods; farms; antiquities; hills or mountains; and other features, including those distinctive names not covered by the above classifications, for example, private houses, isolated buildings, airports, commons, greens and marshes. For each record a feature code and a co-ordinate is supplied.

Coverage:	Great Britain
Unit of Sale:	Great Britain
Scale:	1:50,000

Points of Interest

Points of Interest is a dataset of around 3.9 million geographic and commercial features across Great Britain, classified into more than 600 individual classifications from more than 160 different suppliers and with a postal address for all geographically addressable points.

Points of Interest has a highly developed classification system to help you identify the features you are interested in. This might be anything from accommodation (for a business traveler or tourist) through landscape features (for planning uses or the emergency services) to transport links (from rail and air to bus and tram users). *Points of Interest* includes POIs with a postal address (e.g. banks, hotels and restaurants) and those without (e.g. lakes, electricity sub stations and golf courses).

Each *Points of Interest* feature is provided with record type, unique reference number, name, address detail, street name, locality, postcode, national grid coordinate and more. When *Points of Interest* is combined with mapping, it becomes a powerful component in a modern, detailed location-based application.

Pricing is available for selected classifications for smaller geographical areas.

Coverage:	Great Britain
Unit of Sale:	Great Britain

Europe: United Kingdom

DEMOGRAPHICS AND BUSINESS DATA

Demographic Data United Kingdom

A broad range of demographic data sets is available, including packs of 2001 Census data, population updates and projections, neighborhood profiling, income and expenditure data and lifestyles information. A few of the most popular Census datasets are listed in this section. See the *AnySite* entry for other data availability.

AnySite® United Kingdom

AnySite is an easy-to-use yet powerful mapping and reporting application capable of processing complex geo-demographic data analysis. Specifically localized for the UK, *AnySite UK*, delivers a positive user experience with its simple design, powerful analytical capability and its extensive statistical and spatial content. *AnySite* has been packaged with a range of capability to offer unparalleled ease of use and value.

Designed specifically for market researchers, analysts and marketers, *AnySite* is an essential tool for these professionals across many industries. *AnySite* makes 'location' an invaluable element to any statistical research.

With *AnySite*, users can connect, retrieve and report on customer specific data and analyze trade area data quickly, easily and accurately. In addition, *AnySite's* built-in user security allows administrators to control access to sensitive data and manage, at the user profile level, access to complex functionality and Predictive Analytic Plug-ins (both standard and custom). A variety of data can be deployed within *AnySite* United Kingdom:-

2001 UK Census and Population Updates Bundle

AnySite Census data provides 1000 variables on a variety of different topics from the 2001 Census. Population updates are based on official Government estimates and are delivered with male and female splits for total population, age 0-15, age 16 to retirement age plus. In addition, total households are included in the updates.

AnySite United Kingdom: Census, Lifestyle & Segmentation.

Census, Lifestyle and Segmentation data are available at postcode sector or Census Output Area level.

The following is a selection of the Packs that are available:

Coverage: United Kingdom (includes Northern Ireland)

- Census: 2001 UK Census
- Census: Population Updates
- Population Projections
- Expenditure: Consumer Retail Expenditure Estimates
- Segmentation: ATOMICube
- Segmentation: CAMEO UK

Please contact Pitney Bowes Business Insight to check the availability and pricing for the *AnySite* solution to meet your requirements.

Pricing: *AnySite U.K.* consists of three components: *AnySite* Client, user choice of Database bundle and an optional upgrade to a Geocoder. Details to follow.

AnySite Client (U.K.): Includes the following components: *AnySite* Client, Drivetime with non-editable StreetLine network (1:50,000), OEM StreetPro, PostPoint Professional, PostMap postcode boundaries (postcode sector, district and area), 2001 UK Census boundaries.

Optional Geocoder Add-ons available. • MapMarker Code-Point
• MapMarker ADDRESS-POINT
• Envinsa On-Line Services (EOLS) Geocoder

Note: For Demographic Content and Batch Geocoder, please add-on the standard Pitney Bowes Business Insight data multipliers in the calculation of multiple users.

Also available: *AnySite* for Australia, Canada, New Zealand, and U.S. Please call for details.

AnySite® Online for the UK

AnySite Online offers affordable, mission critical analysis via the Internet with unlimited access through an annual subscription. Whether you are on the road or in a meeting, *AnySite Online* is a fast and user-friendly web site for advanced demographic reports and presentation quality maps for the British market. *AnySite Online* is so easy to use that anyone in your organization can quickly generate reports and maps in three easy steps:

1. Enter a postcode, place name or simply click on the map.
2. Define your trade area with drive time analysis, concentric rings or by drawing your own study area.
3. Select Thematic Maps and/or Reports.

Coverage: United Kingdom–Census data
Great Britain–Population Updates and Expenditure
Great Britain–Population Projections

Unit of Sale: Great Britain

United Kingdom 2001 Census Data

Pitney Bowes Business Insight is a 2001 Census Approved Supplier. A wide range of 2001 Census data is available at either 2001 Census Output Area or postcode sector level. Data at Output Area level includes: 2001 Output Area boundaries. Population Updates that revise Census population counts in the light of subsequent population changes.

Coverage:	United Kingdom
Unit of Sale:	United Kingdom
Vintage:	2001 Census 2007 Population Updates

Expenditure Estimates

Expenditure Estimates provide accurate estimates of consumer spending patterns for small areas. There are two main flavors of *Expenditure Estimates*:

Goods-based Consumer Retail *Expenditure Estimates* provide expenditure estimates for 19 detailed goods categories grouped into 9 broad categories and 5 summary categories.

Business-based Retail Business Turnover Potential translates the Consumer Retail Expenditure Estimates into potential turnover by 22 detailed kinds of retail business.

Both types of expenditure estimates are accompanied by Information Briefs that give price indices and further information about recent trends.

Coverage:	Great Britain; Northern Ireland
Vintage:	2007
Unit of Sale:	Great Britain & Northern Ireland

ATOMICube

ATOMICube is a unique and innovative approach to geo-demographic segmentation, derived from official government statistics including the 2001 UK Census and the Expenditure and Food Survey (EFS). It is a cost effective database segmentation system that can be applied at both a customer and prospect level, assist in understand trading conditions for local markets and profile existing outlets.

ATOMICube segments are constructed from three key consumer dimensions:

- Affluence—average net household income
- Lifestage—household family structure and age profile
- Urbanity—population density and accessibility to goods and services

The segmentation system is available at three resolutions:

- Strategic—combined segments designed for management insight and analysis
- Detailed—discrete segments designed for detailed customer segmentation analysis and scoring
- Scales—continuous scales (between 1 and 0) designed for sophisticated statistical analysis and predictive modeling

Each consumer dimension is available separately. (see urbanity details below)

ATOMICube is available as:

- An Output Area Directory
- A Postcode Directory
- A Postcode Sector Directory

Coverage:	United Kingdom
Unit of Sale:	United Kingdom; Great Britain

Europe: United Kingdom

DEMOGRAPHICS AND BUSINESS DATA

CAMEO UK

CAMEO UK is a part of the *CAMEO* classification system that covers more than thirty countries worldwide. *CAMEO UK* is a very powerful and well-established consumer geodemographic classification developed for the analysis and targeting of UK consumers. Built using the widest range of consumer datasets available *CAMEO UK* does not rely on Census Data alone but introduces a 'wealth' aspect not covered by the Census through other sources and individual and household data enables a thorough differentiation of postcodes. *CAMEO UK* is built using actual data not market research, and datasets cover:

- Output Area Geodemographics - from 2001 Census
- Household Council Tax Band & Property Value Data - from all councils
- Individual Shareholder Data - from Share Registers of the FT Top 500 companies
- Individual Directorship Data - from Companies House registers
- Consumer Credit Data – 6 years CCJ/Bankruptcies from sister company Callcredit
- Individual Residency Data - from the Electoral Roll and our Data Exchange

CAMEO UK utilizes 2 billion items of data (across every household) in the clustering and descriptive process, including:

Adult & Child Age	Social Group
Marital Status	Shareholdings
Family Composition	Employment Status
Length of Residency	Occupation & Sector
Housing Type & Size	Directorships
Tenure	Credit Risk
Council Tax Band	Qualifications
Property Valuation	Population Density
Car Ownership	Spatial Distribution
Travel To Work	Ethnic Origin

Modern modeling techniques were used to locate and define 57 neighborhood types and 10 key marketing groups, each tested and proved to be highly discriminative.

CAMEO UK can be used alone or with our other *CAMEO* Classifications to:

- Enhance & segment consumer databases
- Understand your customers & responders through profiling
- Locate more prospects by finding look-a-likes using targeted direct mail, telecanvassing, door-to-door canvassing & leaflet drops
- Perform catchment area & site location analysis
- Screen mailing, telecanvassing or door-to-door lists
- Understand market potential and use in strategic planning, setting sales targets and evaluating site performance
- Perform advanced statistical analysis & modeling

In addition, there are other United Kingdom and Great Britain based *CAMEO* classifications available at Postcode and sector levels for further in depth analysis. These include:

CAMEO Income
CAMEO Financial
CAMEO Investor
CAMEO Property
CAMEO Unemployment
CAMEO Urbanicity
CAMEO Lifestyle
CAMEO Workplace

Also Available: *CAMEO* for 32 plus countries across the world, see [page 70](#).

Unit of Sale: Country
Source: EuroDirect

Urbanity

Urbanity provides a unique classification of the urban and rural areas of the UK, based on population size and density. This dataset provides eleven individual classes identifying significant city and town centres, major employment centres, urban and suburban areas, the rural/urban fringe and remote rural areas.

Available for UK Postcodes and 2001 Census Output Areas.

Coverage:	United Kingdom
Vintage:	2007
Unit of Sale:	United Kingdom; Great Britain

National Survey of Local Shopping Patterns (NSLSP)

The National Survey of Local Shopping Patterns (NSLSP) is the definitive source of information on Great Britain catchments and catchment penetrations. It is the largest household survey of shopping destination preferences ever undertaken in Great Britain.

This is the NSLSP based at postal sector level. There are three catchment datasets available:

- Comparison goods trading locations
- Grocery stores
- Bulky goods shopping

Coverage:	Great Britain
Vintage:	2006
Unit of Sale:	Great Britain; Region; County; Individual Locations

NSLSP Catchment Boundaries

Derived from the NSLSP, this dataset provides boundaries delimiting the primary, secondary and tertiary catchments for the top 500 comparison goods locations. Can be used to generate catchment reports from within *MapInfo Professional* and *AnySite*.

Coverage:	Top 500 GB comparison goods locations
Vintage:	2006
Unit of Sale:	Great Britain

NSLSP Centre Rankings Comparisons

The Centre Rankings datasets provide analysts and marketers with a straightforward and predictive set of catchment variables to undertake sophisticated demand led comparative studies between locations.

- Population Rankings
- Demographic Rankings
- Expenditure Rankings

Coverage:	Great Britain
Vintage:	2006
Unit of Sale:	Great Britain

Population Rankings

This dataset provides total catchment and shopping population for each comparison goods shopping destination and national rank positions. The dataset also includes catchment penetration rates and geographic co-ordinates for mapping purposes.

Coverage:	Top 1000 GB comparison goods locations
Vintage:	2006
Unit of Sale:	Great Britain

Demographic Rankings

This dataset includes population rankings dataset and also provides 2001 UK Census profiles of catchment and shopping populations for each shopping destination. Demographics are provided for both the catchment and shopping populations.

Coverage:	Top 1000 GB comparison goods locations
Vintage:	2006
Unit of Sale:	Great Britain

Expenditure Rankings

This dataset includes the *Population Rankings* dataset and also provides consumer expenditure by product category for major comparison goods destinations.

Coverage:	Top 1000 GB comparison goods locations trading locations
Vintage:	2006
Unit of Sale:	Great Britain

Europe: United Kingdom

RETAIL AND BUSINESS DATA

Retail Reach

Understanding flows of people and money is central to defining retail catchment areas and for making informed location decisions. *Retail Reach* is a powerful database of the penetration that each retail centre has within its catchment area. Penetration is measured as a percentage of available spend allocated to the centre for each 2001 Census Output Area. *Retail Reach* has 3 components:

- A set of retail centers compatible with Retail Destinations.
- A set of zones within which it is possible to quantify demand for different categories of goods and services.
- A proportion of demand that flows from each area of demand to each defined retail centre.

Coverage includes comparison goods retailing, grocery destinations and retail parks. Applications include:

- Store location planning and catchment profiling.
- Estimating and forecasting changing patterns of consumer spending, population growth and decline.
- Planning non-overlapping trading areas and understanding store cannibalization problems.
- Geo-marketing and media planning.

Coverage: Great Britain
Vintage: 2007

Retail DESTINATIONS

The latest version of *Retail DESTINATIONS* identifies more than 20,000 Areas of Retail Activity (ARA), providing a definitive landscape of supply in Great Britain's retail market.

The *Retail DESTINATIONS* coverage ranges from major town centers to local shopping parades including retail parks, village centers and designer outlet centres. Each individual trading location is named and scored according to its retail and service provision and ranked according to the number of shops and retail provision. These boundaries define the extent of the retail trading area, together with a set of weighted centroids.

Applications include:

- Profiling of retail estates
- Ready made application for ranking of retail centres
- Ideal as a basis for target town evaluation
- Identifying retail activity within a shopping catchment
- Adds retail context to business maps
- Extensive gazetteer of all retail activity

Coverage: United Kingdom
Vintage: 2007
Unit of Sale: United Kingdom; Great Britain; Destinations Type e.g. Retail Parks

Retail PitchPoint

Being on the 'best pitch' is essential for success of any store or branch. This could mean being close to the largest and best known retail brands on the high street or main thoroughfares to take advantage of high pedestrian footfall or to identify sites compared to their rental values.

Retail PitchPoint is a unique data set which provides a quantitative measure of the strength or weakness of individual sites within the top 3,170 retail centres in the UK. These retail centers are defined by *Retail DESTINATIONS*.

Coverage: United Kingdom; top 3,170 retail centers
Vintage: 2007
Unit of Sale: UK 3,170 retail centres; Top 383 UK retail centers or subsets - minimum 100 retail centers

Retail Locations

Retail Locations is the largest and most up to date database of multiple retail outlets, typically 10 or more outlets. Each retail outlet record includes; company name, trading name, fascia, full address, trading category and location coordinates. Concession outlets within other stores is also available.

Coverage: United Kingdom; top 3,170 retail centers
Vintage: Updated Quarterly
Unit of Sale: United Kingdom; Great Britain, Individual trading categories; Company trading name

UK Business Universe™

With more and deeper coverage than any equivalent facility, the *UK Business Universe* combines the 'best of the best' UK business-to-business databases into a single addressable resource. Detailed information on over 3.7 million workplace locations across the United Kingdom and Northern Ireland enables the extraction of highly specific information to suit the individual needs and target markets of any organization that sells business-to-business.

The standard database for location intelligence includes: Company Trading name, Address and postcode, Business type classification, Number of workers and X and Y coordinates. Requires a current license of *PostPoint Professional* or *CodePoint*.

Additional information includes: Turnover, Profits, Growth, Status credit scores and Named contacts. (Each priced separately.)

Vintage: Updated every 6 months; Annually
Unit of Sale: United Kingdom; Regional subsets and business categories

Traffic Counts

Traffic Counts are sourced from the Department for Transport and provides 24-hour Annual Average Daily Flows (AADF) of vehicular traffic for over 22,000 Count Point locations across major and minor roads in Great Britain. Each count is defined by vehicle type (12 types) and by traffic direction. Road characteristics for each Count Point are also provided, indicating such variables as road category, road name, junctions, number of lanes and maximum speed. Provided in Pitney Bowes Business Insight TAB format for displaying on GB road networks. *Traffic Counts* now include additional data in the form of urbanity, volume category, trend category, traffic flow and direction.

Coverage:	Great Britain
Vintage:	2006
Unit of Sale:	Great Britain

Workplace DESTINATIONS

Workplace DESTINATIONS identifies over 6,500 significant zones of workplace population. Each zone is categorized according to location and dominant business activity, number of businesses in each DESTINATION, a score based on employee counts, dominant workplace activity (e.g. business, industrial, retail etc) and social grade of working population (derived from the 2001 Census data).

Coverage:	United Kingdom
Vintage:	2007
Unit of Sale:	United Kingdom

Worker DENSITY

Worker DENSITY is designed to complement Pitney Bowes Business Insight's *Workplace DESTINATIONS* UK product by providing a postcode level directory of worker densities, worker counts and business counts for different distance bands – 150, 300 and 500 meters from a business postcode, disaggregated by workplace activity category and business size. *Worker DENSITY* is available in two formats, standard edition and full edition.

* Requires Workplace DESTINATIONS

Coverage:	United Kingdom
Vintage:	2007
Unit of Sale:	United Kingdom; Great Britain

Land-Form PROFILE®

Provides detailed height data defining the physical shape of the landscape of Great Britain. The 1:10,000 scale digital height dataset is available as either contours or a digital terrain model (DTM) covering the whole of Great Britain. It provides a consistent foundation for 3-D modeling applications, to maximize the potential of your information.

Contours are indexed every 25 meters (50 meters in mountainous areas).

Coverage:	Great Britain
Scale:	1,10,000

ImageConnect

DigitalGlobe *ImageConnect* services instantly deliver orthorectified aerial and satellite imagery into a customer's mapping project via the internet, eliminating the hassle and cost of purchasing, managing and compiling aerial imagery.

DigitalGlobe's *ImageConnect* services enable online access to hundreds of terabytes of satellite and aerial imagery, directly into your GIS application. With the click of a button, *ImageConnect* lets you browse earth imagery automatically re-projected to your desired map projection. With your subscription to the *ImageConnect* Premium Pitney Bowes Business Insight Web Service, you can instantly view full quality imagery of your requested area at affordable rates for imagery around the world. There is extensive coverage of the major cities in Europe.

For information on products such as Aerial Photography (ground resolution of 25 cm), Digital Surface Model (5m posting), Digital Terrain Model (5m and 10m posting), 3D cities and many more please call us. Small area pricing is available.

FOR ALL PRODUCTS:

Coverage:	Mexico
Vintage:	Varies, please call for details.
Scale:	Varies, please call for details.
Source:	NavTEQ de Mexico

Mexico State Boundaries (DR)

32 states, with 171 variables from the 2000 census.

Mexico Municipal Boundaries (DR)

Political municipal divisions for each of the 32 states including 171 variables from the 2000 national census.

Mexico Cities & Towns Pointfile (DR)

Points representing the main cities (including the capitals of each state) and towns in Mexico.

Mexico Postal Code Boundary File (DR)

A boundary file containing colonias (neighborhoods) and postal codes for up to 500 cities in Mexico.

Mexico Highway and Road Map (DR)

Toll highways, divided freeways, non-divided freeways and other primary (paved) roads with detailed description of names and numbers; a pointfile database with almost 200,000 cities and towns with 1995 Census information; and an additional database with 3000 points of interest including gas stations, workshops, hotels, toll plazas and others.

Mexico Streets (DR)

Street centerlines with street name and addresses (where available), rivers, railroad tracks and other landmarks, colonia boundaries (where available), colonia pointfiles (neighborhoods) and postal pointfiles for over 3,200 cities in Mexico.

Mexico Demographics (DR)

Mexico Demographics contains the designation of homogeneous areas for socioeconomic levels (AMAI standards for Life Style groups) and the composition of the infrastructure and sociodemographic data to infer the economic and social composition of a city from different marketing components. This product includes 1990 Population Census, preliminary Economic Census 1994, Economic Census 1994 and 1999, Population Fast Count 1995 and 2000 Population Census.

Coverage:	Select cities in Mexico
Vintage:	2000-2001 (Lifestyle Blocks) 1994,1995, 2000 (demographics)

Mexico Street and Demographics Bundle (DR)

The *Mexico Streets and Demographics Bundle* includes street centerlines with street name, rivers, railroad tracks and other landmarks, colonia boundaries (where available), colonia pointfiles (neighborhoods) and postal pointfiles for cities.

This product also contains the designation of homogeneous areas for socioeconomic levels (AMAI standards for life style groups) and the composition of the infrastructure and sociodemographic data to infer the economic and social composition of a city from different marketing components. This Bundle contains 1990 Population Census, preliminary Economic Census 1994, Economic Census 1994 and 1999, Population Fast Count 1995 and 2000 Population Census.

Coverage:	Select cities in Mexico
Vintage:	2000-2001 (streets), 1990, 1994 and 1995 (demographics)

Other Mexican Products

- Mexican Railroad Database (DR)
- Mexico Railroad Stations Database (DR)

StreetPro®

The *StreetPro* series is a set of up-to-date premium street-level vector maps at 1:10,000 scale providing real-word display with the detailed quality you need to illustrate and present your business analysis. *StreetPro* is designed to provide users with consistent look and feel across the whole of Europe and beyond, as well as flexible multi-purpose foundation for critical business use.

StreetPro Display

This street-level product provides accurate and comprehensive display mapping offering inner city details and street label information, one-way layer including labeled direction of travel, railways, administrative boundaries, gazetteer, water features, parks, business locations, land cover, urban area and more. This dataset is ideal for detailed analysis, presentation and mapping.

StreetPro with Addresses

Includes the same features as in *StreetPro Display* with the addition of the address layer of streets, address ranges and street intersections. This enables you to geocode your assets – everything from your customers and competitors to mobile coverage towers, to conduct detailed and relevant location-based analysis.

StreetPro for other countries can be made available on demand including **Bahrain, Egypt, Kuwait, Oman and Qatar.**

StreetPro Pricing (single user perpetual license):

Countries available:

United Arab Emirates
Saudi Arabia

Street Mapping South Africa

High quality street level vector mapping at 1:1,000 scale in the urban areas to 1:200,000 scale in rural areas. Street and road level mapping for other countries in Africa are available please call for details.

Coverage: South Africa
Scale: 1:1,000 to 1:200,000

Routing J Server™

With *Routing J Server* you can now add turn-by-turn driving directions to any web-based application. Whether calculating the shortest distance or quickest timed route between any two points, *Routing J Server* enables you to develop applications that can return text-based driving directions to your users over your corporate intranet or internet.

Coverage: Saudi Arabia, United Arab Emirates, South Africa

MapMarker® South Africa

See *MapMarker Europe* description on page 27 for complete information.

MapMarker is the industry leading solution for intelligent and accurate geocoding.

MapMarker uses intelligent algorithms to match address data. These algorithms produce highly precise geocoded results allowing the position of a point to be interpolated along a street segment.

Coverage: South Africa
Unit of Sale: South Africa

Africa & Middle East Gazetteer

121,000 place names spelt in the local form with a supplement layer providing alternative spellings (English conventional name, second national language, foreign name and long/short form). It also include country name, 1st level administrative region (where available) and lat/long co-ordinate for each place.

Coverage: Africa and Middle East
Unit of Sale: Africa and Middle East
Scale: 1:1,000,0000

For information on products such as Aerial Photography (ground resolution of 25cm), Digital Surface Model (5cm posting), Digital terrain Model (5cm and 10m postings), 3D cities and many more please call us. Small area pricing available.

Middle East and Africa

Street-Level/Road-Level Mapping Middle East and Africa

Road-Level

Vector mapping data covering major roads and highways at 1:250,000 scale. This dataset can be combined with the Middle East street-level mapping to provide complete country coverage.

Street-Level

Detailed 1:10,000 scale vector level mapping containing streets, street names, water features, parks and basic administrative information, where available, for key cities in each country.

Countries available:

Algeria	Algiers, 8 add'l cities
Angola	Luanda
Bahrain (1:100,000)	Manama city
Botswana	Gaborone
Cameroon	Yaounde & Doula
Chad	N'Djamena
Djibouti	Djibouti
Egypt	Cairo, & 15 add'l cities
Eritrea	Asmara
Ethiopia	Abbis Ababa
Ghana	Accra
Iran	Tehran City
Iraq (1:100,000)	Bagdad & 24 add'l cities
Jordan	Amman, Aqaba & Irbid
Kenya	Nairobi
Kuwait	Kuwait City
Lebanon (1:5,000)	Greater Beirut
Lesotho	Maseru
Libya	Tripoli
Malawi	Lilongwe
Mali	Bamako
Mauritania	Nouakchott
Morocco	Rabat, 9 add'l cities
Mozambique	Maputo
Namibia	Windhoek
Niger	Niamey
Nigeria	Lagos & 9 add'l cities
Oman	Muscat, Sulalahah & Sur
Qatar (1:100,000)	Doha
Rwanda	Kigali
Saudi Arabia (1:50,000)	Riyadh & 14 add'l cities
Senegal	Dakar
Somalia	Mogadishu
Sudan	Khartoum & Port Sudan
Swaziland	Lilongwe
Syria	Damascus

Tanzania	Dar Es Salaam
Tunisia	Tunis
Uganda	Kampala
Yemen	Sana's & Aden
Zambia	Lusaka
Zimbabwe	Harare

Boundaries Middle East & Africa

This bundle of vector mapping and administrative boundaries provides you with small scale background mapping (1:100,000 to 1:1,000,000) showing roads and motorways, rivers and lakes, airports, railways, forest areas, city points and administrative divisions of each country.

Middle East Bundle

Bahrain (States)	Oman (Provinces)
Iran (Provinces)	Qatar (States)
Iraq (Provinces)	Saudi Arabia (Prov)
Israel (Dist & sub dist)	Syria (Provinces)
Jordan (Provinces)	UAE (Provinces)
Kuwait (Provinces)	Yemen (Provinces)
Lebanon (Provinces)	

Africa Bundle

Algeria (Wilayate)	Libya (Regions)
Angola (Provinces)	Madagascar (Faritany)
Benin (Départements)	Malawi (Provinces)
Botswana (Districts)	Mali (Regions)
Burkina Faso (Provinces)	Mauritania (Regions)
Burundi (Provinces)	Mauritius (States)
Cameroon (Provinces)	Morocco (Provinces)
Cape Verde (Provinces)	Mozambique (Prov)
Central African Republic (Préfectures)	Namibia (Provinces)
Chad (Préfectures)	Niger (Départements)
Congo, the Democratic Republic of (Regions)	Nigeria (States, Local Gov't bds, 2-digit post)
Congo, the Republic of (Reg)	Rwanda (Préfectures)
Djibouti (Provinces)	Sao Tome and Principe (Provinces)
Egypt (Gouvernates)	Senegal (Regions)
Equatorial -Guinea (Prov)	Sierra Leone (Regions)
Eritrea (Provinces)	Somalia (Gobolka)
Ethiopia (Provinces)	South Africa (Prov)
Gabon (Provinces)	Sudan (Provinces)
Gambia (Divisions)	Swaziland (Districts)
Ghana (Regions)	Tanzania (Provinces)
Guinea (Regions)	Togo (Départements)
Guinea -Bissau (Regions)	Tunisia (Gouvernates)
Kenya (Provinces)	Uganda (Districts)
Lesotho (Districts)	Zambia (Provinces)
Liberia (Counties)	Zimbabwe (Districts)

Brazil State Boundaries (DR)

The State Boundaries product includes boundaries for the 27 States in Brazil. This product will overlay with the Municipio Boundaries.

Coverage:	Brazil
Vintage:	Updated Annually
Unit of Sale:	Brazil
Scale:	1:1,200,000
Source:	Brazil Statistics and Census Bureau and Multispectral Sistemas e Servicos Ltda

Brazil Municipio Boundaries (DR)

The Municipios (County) Boundaries product is a high resolution file of the 4,606 primary political subdivisions of Brazil. Name and IBGE code of each boundary is included. This product includes State Boundaries for Brazil.

Coverage:	Brazil
Vintage:	Updated Annually
Unit of Sale:	Brazil
Scale:	1:1,200,000
Source:	Multispectral Sistemas e Servicos Ltda

Brazil Major Roads and City Points (DR)

This product contains detailed information on the highways and roads (primary and secondary) of Brazil. It also includes the following:

- Brazil City Points
- Brazil Municipio (County) Boundaries and Brazil nodes

The coverage is comprehensive with major thoroughfares between Brazil's city points. Since it contains a nodes table, is an ideal product for routing.

Coverage:	Brazil
Vintage:	Updated Annually
Unit of Sale:	Brazil
Source:	D.N.E.R. Departamento Nacional de Estradas de Rodagem

***Data is available for other South American countries. Please call for information.*

Brazil Streets (DR)

Brazil Street Maps consist of street tables with names and address ranges (where available), a municipal district boundary table, a park table, a water table and several tables containing text information for those features. Most metros have names for the majority of streets and the exceptions are noted. Not all municipal areas include all tables. Some metros have non-relational street tables. Sao Paulo streets are the highest quality file with geocoding capabilities and display layers. Coverage for over 1,600 cities is available.

Metro (includes address ranges):

Sao Paulo City, Rio de Janeiro
 Belo Horizonte, Recife
 Curitiba, Florianopolis, Fortaleza, Natal, Porto Alegre
 Campinas, Campo Grande, Londrina, Ribeirao Preto, Santos

Please call your Pitney Bowes Business Insight Representative for pricing for over 1,600 additional cities. Some cities are available with addresses.

Coverage:	Metropolitan cities of Brazil
Vintage:	Major Cities: Updated Annually
Unit of Sale:	All Cities; State; Metro
Scale:	1:7,500 to 1:10,000
Source:	Multispectral Sistemas e Servicos Ltda; Public Municipalities

South America

Street-Level Data for Central America, South America and Caribbean

A premier street-level dataset for selected major cities. Below is our offering of street data detailing the level available and the number of cities covered.

Please call for pricing and details.

Country	Level available	# Cities	Country	Level available	# Cities
Central America			Caribbean		
Belize	Major cities	7	Anguilla	Major cities	2
Costa Rica	Major cities	7	Antigua & Barbuda	Major cities	3
El Salvador	Major cities	9	Aruba	Major cities	2
Guatemala	Major cities	70+	Bahamas	Major cities	15+
Honduras	Major cities	20+	Barbados	Major cities	2
Nicaragua	Major cities	8	Bermuda	Major cities	2
Panama	Major cities	2	Cayman Islands	Major cities	4
South America			Cuba	Major cities	5
Argentina	Major cities	60+	Curaçao	Major cities	3
Bolivia	Major cities	20+	Dominica	Major cities	3
Brazil	Major cities	1700+	Dominican Republic	Major cities	6
Chile	Major cities	15+	Guadeloupe	Major cities	1
Colombia	Major cities	70+	Haiti	Major cities	2
Ecuador	Major cities	50+	Jamaica	Major cities	7
Paraguay	Major cities	20+	Martinique	Major cities	6
Peru	Major cities	20+	St Kitts & Nevis	Major cities	1
Uruguay	Major cities	15+	St Lucia	Major cities	3
Venezuela	Major cities	60+	St Martin	Major cities	2
			St Thomas & St John	Major cities	3
			Trinidad & Tobago	Major cities	2
			Turks & Caicos	Major cities	5
			US & British Virgin Islands	Major cities	4

StreetPro® U.S.

StreetPro offers users a premier street-level data product featuring accuracy and street display quality unparalleled in the industry. It reflects real world geographic conditions with the most current street data available.

With StreetPro, perform the most comprehensive, efficient and effective street-based analysis possible. StreetPro U.S.:

- Provides the most complete, current and comprehensive streets on the market.
- Integrates easily with Pitney Bowes Business Insight software.
- Includes exclusive tools for use with Pitney Bowes Business Insight software.
- Ships with display templates to get up and running quickly and easily with great looking maps.

Created from Tele Atlas streets, this highly accurate street data is gathered from over 35,000 sources including E911 agencies, the U.S. Postal Service, city planning commissions, state departments of transportation and other local government sources.

StreetPro is available in two versions offering you more variety, flexibility and value:

StreetPro U.S. Display—Consisting of more than 40 layers of valuable street data, StreetPro Display provides users with a real-world display with the high level graphic quality needed to illustrate and present business analyses. Coupled with MapMarker USA, this product is ideal for mapping analysis, and the creation of quality maps to add a professional touch to reports and presentations.

StreetPro U.S. Enhanced Address Layer (EAL)—StreetPro EAL includes the same layers as StreetPro Display, plus the Enhanced Address Layer that contains the most up-to date address range information. This Enhanced Address Layer can be used to geocode addresses using MapInfo Professional.

StreetPro Puerto Rico is included in both the U.S. StreetPro EAL and Display product. StreetPro Puerto Rico features the most current and complete coverage of Puerto Rican streets and landmarks available. While other companies simply repackage TIGER data, StreetPro has thousands of new address ranges and streets to deliver unparalleled geocoding results.

StreetPro Features and Tools:

(see <http://www.pbinsight.com/products/data/street-data/streetpro> for details.)

- **Pre-defined Workspaces:** Project files to help you get started quickly out of the box.
- **Bonus CD:** Seamed layers and additional data.
- **Autoloader:** Easily load and manage layers.
- **Seamless Builder:** Quickly build seamless maps
- **Cartographic Legend Support**
- **Street Append:** Append tables or create a seamless map
- **Highway Shield Manager:** Create, edit and move shield layers.

With StreetPro, select and view over 40 layers of information:

- Enhanced Street Layer (name & address ranges)
- Exit Points for primary Hwys
- Display Streets & Hwys (names, no address ranges)
- Highway Shields
- Ramps
- City Boundaries
- County Boundaries
- Parks & Recreation Areas
- Transportation Hubs
- Railroads & Ferries
- Airports
- Large Area Landmarks and Retail Centers
- Institutions
- One-way Indicators
- Urban Areas
- MCD Boundaries
- Elevation Overview
- Water Bodies & Rivers

Coverage:	50 States; D.C.; Puerto Rico
Vintage:	Updated Quarterly
Unit of Sale:	U.S.; 6-State (contiguous); State; County
Scale:	1:100,000
Source:	Tele Atlas

MapMarker® USA

MapMarker USA, Pitney Bowes Business Insight's powerful geocoding tool, is the first step toward mapping and analyzing your business data—adding geographic coordinates to every record in your database. *MapMarker USA* matches records against its comprehensive Address Dictionary, a database of USPS street addresses, street geometry and the latest ZIP + 4 centroids.

MapMarker USA users have a wider choice of geocoding reference data sets available than with previous versions. Reference data sets come in two varieties:

- Street centerline, with address ranges for interpolated geocoding
- Parcel Centroid, with specific addresses joined to a single point, for point-level geocoding

Critical new features of *MapMarker USA* include an updated *GeoStan* geocoding engine that provides access to new data options and monthly data updates, helping organizations to visualize important business information with greater accuracy.

This data options include NAVTEQ, Centrus Parcel Points, and Sanborn Points, as well as Tele Atlas street and parcel point data sets with optional monthly updates. With an increased number of streets and a greater number of addresses, *MapMarker USA* enables organizations to determine if a given address is truly deliverable by the USPS, which can result in increased revenue, lower costs, enhanced efficiencies and improved service

Features

Delivery Point Validation (DPV)—Determine if input addresses are valid, deliverable locations. Improves data cleansing, reduces mail returns and enhances target marketing.

Geocode to Highway Exits—Consider in the geocoding process if an input address has the word “exit” in it. Enables applications, such as roadside assistance or emergency care, to work more efficiently as it offers another method for locating people.

Street-Level Matching—Attempts to match your address records containing street-style addresses against a search table of addresses and geographic (longitude and latitude) coordinates.

Airport Geocoding—The ability to geocode airports using the airport code (for example LAX for Los Angeles)

User Dictionaries—Create your own source data. The Address Dictionary, provided with *MapMarker USA*, is composed of data from Tele Atlas, TIGER, and USPS. The User Dictionary uses a more high-level data source, in the form of a MapInfo table (in TAB format) containing core information.

U.S. Postal Service Coding Accuracy Support System (CASS)

Certification—Meets the USPS CASS requirements for address standardization.

Automatic and Interactive Geocoding—*MapMarker USA* runs in both automatic and interactive mode. Automatic mode may be used on the first pass to geocode most of the table. For unmatched records, interactive mode may be used to individually choose the best match from a list of suggestions.

Candidate Visualization—See where potential matches fall on a map before selecting a candidate.

Single Address or Batch Geocoding—You have a choice of geocoding one address at a time or batch geocoding for processing one or more tables without constant user interaction.

Multiple File Formats—Read any MapInfo table (.tab format) or any dBase (.dbf) format table. Via ODBC connectivity, both products can geocode data stored on remote databases - including MS Access, Oracle, SQL Server, and SpatialWare for Oracle.

Result Codes—Return result codes for each record show whether a match was made and how precisely each address component matched. Allows users to instantly see the distribution of street-level matches versus matches made to ZIP Code centroids.

Geocoding to Places—Geocode records containing place names including place names for a wide variety of significant buildings and organizations. For example: Sears Tower or Candlestick Park.

Attribution—Attach data from another table to geocoded records. For example, a user wishing to tag each geocoded record with the election district in which it falls could use the External Attribution feature.

Application Program Interface—Allow users to add *MapMarker USA* to embed in custom Windows or UNIX applications. Developers may use a robust Java API to access the geocoding engine.

Product Configurations

Please call for more information on each product configuration.

- Desktop
- Server
 - Geocoding Cartridge for Oracle8i, 9i and 10g
 - *MapMarker Extender* for SQL Server 2005
- OCX/Active X
- *MapMarker USA* supported on Windows, UNIX and Linux

Vintage: USPS: Annual, Quarterly, or Monthly updates
Tele Atlas or NAVTEQ Street Geometry: Quarterly (with monthly U.S.P.S. conflation)

Coverage: 50 States; D.C.; Puerto Rico

Unit of Sale: U.S.; 6-State (contiguous) Pack; State

Scale: 1:100,000

Source: USPS, Tele Atlas, Pitney Bowes Business Insight, NAVTEQ, U.S. Census TIGER files

MapMarker® Standard

MapMarker Standard is based on the old 14.x *MapMarker* geocoding engine, which is older technology than *MapMarker USA*. *MapMarker Standard* is our TIGER based geocoding solution positioned for customers requiring a TIGER based product, who do not place a premium on street level geocoding, or who are simply more price sensitive.

MapMarker Standard's address dictionary is updated annually and TIGER updates are incorporated when received from the U.S. Census Bureau.

The *MapMarker Standard* Address Dictionary is based on the most current TIGER data while *MapMarker USA* incorporates enhanced data from Tele Atlas, NAVTEQ, Parcel Precision, or Centrus.

Use MapMarker Standard to:

- Geocode large tables in batch mode for faster results
- Geocode interactively to maximize the number of matches and to control error rate
- Geocode to remote tables via ODBC
- Serve multiple simultaneous geocoding results from a single *MapMarker* engine

Features

Automatic and Interactive Geocoding

Create Output Columns on the Fly

Custom Address Dictionaries

Airport Geocoding

Application Program Interface (API)—Developers use to integrate geocoding into their applications. Return result codes for input address, candidate precision, candidate match status and Street or ZIP Code level flag. With this function, the user has a choice of receiving a Street level or ZIP Code level result code.

ZIPMOVE Support—*MapMarker* utilizes the ZIPMOVE file, provided by the USPS, which allows the software to match to addresses that have changed ZIP Code.

Address Dictionary—The address dictionary contains street addresses and ZIP+4 centroids for the entire U.S. With CD-ROM unlocking, customers can purchase and unlock the amount of matching data required—entire U.S., six-state pack or individual states.

Candidate Visualization—See where potential matches fall on a map before selecting a candidate.

Quick Find Address Tool—Type in a single address record rather than open a full table.

Batch Geocoding

Multiple File Formats—*MapMarker Standard* will read any Pitney Bowes Business Insight table (.tab format) or any dBase (.dbf) format table. Via ODBC connectivity, *MapMarker Standard* can geocode data stored on remote databases—including Microsoft Access, Informix, SQL Server, Sybase and Oracle.

Vintage:	Updated Annually
Coverage:	50 States; D.C.; Puerto Rico
Unit of Sale:	U.S.; 6-State (contiguous) Pack; State
Scale:	1:100,000
Source:	USPS, 2000 U.S. Census TIGER Files, Tele Atlas

United States

STREETS, ROADS AND GEOCODERS

Routing J Server™

With *Routing J Server* you can now add turn-by-turn driving directions to any web-based application. Calculating either the shortest distance, or quickest timed route, between any two points, *Routing J Server* enables you to develop applications that can return text-based driving directions to your users over your corporate intranet or the internet. You can clearly and efficiently direct customers to your shops and services, direct employees to their next call, or direct visitors to a local amenity.

Combined with *MapXtreme*, *MapX* or *MapMarker* organizations can now develop innovative location-based solutions to improve customer service and customer relationships, through a standard web browser or a mobile device.

- Generate accurate routing directions with turns, street names and distances between given locations.
- Recognizes 1-way streets and turn restrictions.
- Optimized for either shortest distance or shortest travel time.
- Drivetime analysis using isochrones or isodistances.
- Multi-point routing (optimal route among unlimited points).
- Matrix routing (time and distance for N x N points in one query).
- XML interface.
- Integrates fully with Pitney Bowes Business Insight product family.
- Platform independent and scalable to meet demanding enterprise requirements.
- Regularly updated routing information available through subscription based pricing.

New features include:

- Ability to control directions style and language
- Enhanced performance
- Multi-threaded engine for better use of multi-CPU systems
- Improved handling of roundabouts
- Compressed data
- Adding time as a component to routing.
- Specify road types by level of desirability
- Partial route directions at the beginning, end or a route
- Two types of driving directions: terse and standard

Coverage:	U.S.
Vintage:	Updated Quarterly
Unit of Sale:	U.S.; 6-State (contiguous) Pack; State
Source:	Tele Atlas

Also available for the United States:

PRODUCT NAME	VINTAGE	SOURCE
U.S. Highways and Major Roads	Updated Annually	Tele Atlas
MPSI®Trafficmetrix®	Updated Quarterly	MPSI
U.S. Railroad Major Systems (DR)	January 2004	DeskMap Systems, Inc.
U.S. Railroad Database (DR)	January 2004	DeskMap Systems, Inc.
U.S. Railroad Stations Database (DR)	January 2004	DeskMap Systems, Inc.
ZIP+4 MapMarker®	Updated Annually	USPS, 2000 U.S. Census TIGER Files, Tele Atlas

5-Digit ZIP Codes

5-Digit ZIP Codes contain the ZIP Codes for the entire U.S. and Puerto Rico. It also includes changes that have occurred within the preceding quarter. This product comes with three ZIP code table options for optimum performance for your particular application:

- Combined boundary and point table—optimal for geocoding
- Separate boundary table—optimal for thematic shading and creating territories
- Separate point table— to easily view all point ZIP Codes

The *5-Digit ZIP Code Boundaries* file has internal water boundaries represented as holes for more detail and accuracy.

Coverage:	50 States; D.C.; Puerto Rico
Vintage:	Updated Quarterly
Unit of Sale:	U.S.; State
Scale:	1:100,000
Source:	Tele Atlas

ZIP+4 Centroids

ZIP+4 Centroids database contains more than 65 million ZIP+4 centroids and census block correspondence for virtually all deliverable ZIP+4's. It is based on current data from the USPS, the U.S. Bureau of the Census and the Tele Atlas master street database.

Coverage:	50 States; D.C.; Puerto Rico
Vintage:	Updated Quarterly
Unit of Sale:	U.S.; 6-State; State
Scale:	1:100,000
Source:	Tele Atlas

ImageConnect

DigitalGlobe® *ImageConnect* services instantly deliver orthorectified aerial and satellite imagery into a customer's mapping project via the internet, eliminating the hassle and cost of purchasing, managing and compiling aerial imagery.

DigitalGlobe's *ImageConnect* services enable online access to hundreds of terabytes of satellite and aerial imagery, directly into your GIS application. With the click of a button, *ImageConnect* lets you browse earth imagery automatically re-projected to your desired map projection. With your subscription to the *ImageConnect* Premium Pitney Bowes Business Insight Web Service, you can instantly view full quality imagery of your requested area at affordable rates for imagery around the world.

Who would use on-line imagery?

Customers across industries who have a need for ground level intelligence and prefer the "pay-as-you-go" access to the highest quality aerial and satellite imagery available. The industries in which aerial and satellite imagery can offer the most value are:

- Communications—Network Planning
- Real Estate—Property Analysis
- Retail—Site Planning
- Insurance / Risk Analysis—Flood Rate Determination
- Public Sector—Homeland Security

Features:

- Easy to use interface, with instant importing at the click of a button
- Request imagery in any popular map projection
- Request imagery from multiple dates
- Images sent with geo-referencing information
- Image archive updates are automatic
- Extensive coverage of the US and many international cities in 1-meter to 3-inch resolution
- Customize your download sizes up to e-sized plots
- Assign customized job or department codes
- New reporting interface provides easy access to usage info

Benefits:

- Saves time—provides immediate access to online images.
- Easy to use—a quick download makes aerial imagery available in a user's mapping application with the click of a button.
- Saves money—eliminates the need to purchase large areas a site, you only purchase imagery for the areas needed.
- Easily trackable—bill your usage with custom tracking codes and DigitalGlobe's usage reporting interface.

Coverage:	U.S., major metros in Canada, Europe, Asia Pacific
Vintage:	Varies
Resolution:	Varies ranging from 6 inches and greater
Unit of Sale:	Annual subscription includes access to imagery for the world
Source:	DigitalGlobe®

Also available for the United States:

Imagery in PhotoMapper™ Format (DR)	Varies	AirPhotoUSA, LLC
Imagery in eDOQmapper™ Format (DR)	1990-2003	AirPhotoUSA, LLC

Core Based Statistical Areas

The *Core Based Statistical Areas (CBSA)* product is developed from definitions issued by the White House Office of Management and Budget (OMB) that replaces Metropolitan Statistical Areas (MSAs). A CBSA is a core area containing a substantial population nucleus together with adjacent communities having a high degree of economic and social integration with that area.

CBSA's consist of counties and county equivalents throughout the United States and Puerto Rico and are defined in two categories: Metropolitan statistical areas, urbanized areas of 50,000 or more inhabitants and Micropolitan statistical areas, areas with at least one urban cluster of at least 10,000 but less than 50,000 inhabitants.

Defined Metropolitan and Micropolitan statistical areas provide you with nationally consistent definitions for collecting, tabulating and publishing federal statistics for a set of geographic areas.

CBSAs includes CBSA boundary data, CBSA point (inventory) data and a correspondence file that relates CBSAs to State, County, Minor Civil Division (MCD) and New England City and Town Area (NECTA) data.

Coverage: 50 States; D.C.; Puerto Rico
Vintage: Updated Annually
Scale: 1:100,000
Source: U.S. Census Bureau

Municipal Boundaries

Municipal Boundaries contains the most current and accurate information available on the boundaries of incorporated municipalities. Census Designated Places (unincorporated areas represented by the U.S. Census) are also included in the product.

Maps are collected from hundreds of resources to reflect boundary changes, such as annexations, mergers and dissolutions and attribute changes on a quarterly basis so that you can have the most up-to-date information. Additionally, the boundaries are aligned with street data each quarter.

Database variables include Place name, State and County FIPS, Population, Date of last annexation, County name, Area of municipality and Latitude/Longitude Centroid.

Other features include:

- Alignment with *StreetPro*, *MapMarker USA* and other Pitney Bowes Business Insight data
- Population figures from the 2000 Census
- Change log that identifies changes made to attributes or boundaries of a municipality
- Over 25,000 records

Coverage: 50 States; D.C.
Vintage: Updated Quarterly
Scale: 1:100,000
Source: Tele Atlas

SMALL	MEDIUM	LARGE	
Arkansas	Alabama	Missouri	California
D.C.	Alaska	Nebraska	Florida
Delaware	Arizona	Nevada	Georgia
Montana	Colorado	New Hampshire	Illinois
North Dakota	Connecticut	New Mexico	Indiana
South Dakota	Hawaii	Oklahoma	Massachusetts
Vermont	Idaho	Oregon	Michigan
Wyoming	Iowa	Puerto Rico	New Jersey
	Kansas	Rhode Island	New York
	Kentucky	South Carolina	North Carolina
	Louisiana	Tennessee	Ohio
	Maine	Utah	Pennsylvania
	Maryland	Washington	Texas
	Minnesota	West Virginia	Virginia
	Mississippi	Wisconsin	

United States

BOUNDARIES AND/OR POINTS

U.S. Census Boundary Bundle

This bundle is a convenient grouping of the following boundaries:

- County Boundaries
- 2000 Census Tracts
- 2000 Block Groups
- Places

Coverage:	50 States; D.C.; Puerto Rico
Vintage:	Updated Quarterly—Reflects 2000 Census
Scale:	1:100,000
Source:	Tele Atlas

Designated Market Areas (DMA®)

Designated Market Area Boundary and Inventory File, commonly regarded as Television Station Market Areas, define non-overlapping geography for purposes of planning, buying and evaluating television audiences across various markets.

Coverage:	50 States; D.C.
Vintage:	Updated Annually
Scale:	1:100,000
Source:	Pitney Bowes Business Insight, Nielsen (DMA® is a registered service mark of Nielsen Media Research, Inc. and is used pursuant to a license from Nielsen Media Research, Inc., all rights reserved.)

Products Available:

PRODUCT NAME	VINTAGE	SOURCE
Boundaries for StreetPro® U.S.		
County Boundaries	Updated Quarterly	Tele Atlas
Census Tracts	Updated Quarterly	Tele Atlas
Block Groups	Updated Quarterly	Tele Atlas
Census Blocks	Updated Annually	Tele Atlas
Places	Updated Quarterly	Tele Atlas
Minor Civil Divisions (MCD/CCD)	Updated Quarterly	Tele Atlas

U.S. Census TIGER®-Based Boundaries

State Boundaries	1991	Pitney Bowes Business Insight
High Resolution State Boundaries	1997	1997 U.S. Census TIGER® Files
High Resolution County Boundaries	1997	1997 U.S. Census TIGER® Files
Congressional Districts	As Needed	Census TIGER®/Line 2000 and various state sources
Census 2000 Boundary Bundle	2000	2000 U.S. Census TIGER® Files
CityInfo™ U.S.	2003	U.S. Census Bureau (2000), U.S. Geological Survey (2003)

TargetPro®

TargetPro is the complete target marketing solution. *TargetPro* enables you to use advanced customer profiling and geo-demographic analysis to effectively plan and execute marketing initiatives for the greatest return on your investment.

TargetPro offers analysts a toolbox of capabilities to solve their marketing analysis needs. Built on the world-renowned *MapInfo Professional*, *TargetPro* offers analysts complete mapping functionality to control the look and feel of maps, as well as analyze any geographic area of interest.

Do you need analytical capabilities on your desktop, or do you prefer to store data centrally and share projects among your department? Do you rely on demographic data only as the basis for your analysis or do you collect customer information and license other 3rd party data sources to make better business decisions? Do you need basic counts and data for a collection of areas, or do you need to compare different geographic regions against others and locate hot spots of potential for market delivery? In all cases, *TargetPro* has your answer.

TargetPro is the first analytical customer relationship management (CRM) solution that enables organizations to tightly link location analysis to CRM systems and other databases. *TargetPro* helps make accurate and confident business decisions by giving you insight into the demographic and purchase behavior characteristics of any customer group or geographic area. With *TargetPro* you can profile, analyze and understand customers and markets to predict buying behavior for virtually any business or consumer product or service. Explore customer and prospect data within *TargetPro*'s fast, analytical and reporting engine—and then compare it with the most accurate consumer and business demographic data available. *TargetPro* is used extensively by marketers, researchers and analysts for:

- Market Potential Analysis
- New Product Introductions
- Site Selection
- Merger & Acquisition Analysis
- Promotional & Marketing Campaigns

Basic Bundle

Packaged with key demographic data and important geographic boundaries, the basic bundle gives an analyst all of the pieces needed to begin combining marketing information with geographic attributes. The *TargetPro* Basic Bundle allows you to link and import your own customer data and combine them with Pitney Bowes Business Insight's accurate demographic estimates and projections in order to create reports and maps showing market penetration, market potential or simply the population of a key demographic group in a geographic area. Analyses can be done on standard census and postal geographies, or for custom boundaries, such as communications coverage areas or your own sales or trade areas.

Market Bundle

The Market Bundle includes all of the power and data of the Basic Bundle, an enhanced set of demographic information, such as detailed age of the population, family characteristics, neighborhood home value and more. The Market Bundle can also be enhanced with additional business information data sets allowing reports to be generated showing the number and name of businesses, by type, in any standard or custom-defined area.

Business

This bundle includes the Market Bundle and Business Summary Data. Pitney Bowes Business Insight Business Summary data provides geographic level summaries of businesses via NAICS and SIC systems. Occupation, Employment Industry, Establishments, Retail Sales, Payroll and Number of Employees are measured for all geographic units across the U.S.

Analyst Bundle

The Analyst Bundle includes all the data from the Market Bundle plus *PSYTE Advantage* Neighborhood Classification System. Linked to the CRM data stored in a central location, the Analyst Bundle allows analysts to segment and profile customers, survey databases and geographic areas in order to accurately predict market potential and penetration for any product in any geographic area.

Analyst Plus

This is Pitney Bowes Business Insight's premiere analytical offering and is an extension of the Analyst Bundle. It additionally includes Business Summary Data and *StreetPro Display*.

PowerPack

This Bundle is designed to allow licensees of the Basic Bundle to extend their license to a complete demographic offering. This Bundle is a data bundle that includes the following PowerPacks: Age by Income, Age by Sex, Detailed Income, Financial Assets and Wealth, Hispanic Detail, Housing Values, Housing Units, Occupation and Employment, Socio-Economic Measure.

Coverage:	U.S.
Source:	Pitney Bowes Business Insight, Tele Atlas, Mediamark Research Inc., GeoResults Inc.

AnySite® U.S.

AnySite U.S. is the de facto choice of real estate professionals for location, customer and market analysis. *AnySite* can be used to produce simple maps and reports and to conduct sophisticated, complex analysis. It can analyze and batch process reports for thousands of sites and trade areas simultaneously, connecting, retrieving and reporting on virtually any data set you possess, internal or third-party. *AnySite* also allows real estate departments to “plug-in” custom models developed by Pitney Bowes Business Insight, for enhanced strategic real estate analysis and planning.

Basic Bundle: Includes the Update Module and Retail Sales Potential summary. The Basic Bundle can be ordered with batch Geocoding for an additional fee.

Market Bundle: Includes all the elements of the Basic Bundle, with the addition of the following data modules: Age by Income, Age by Sex, Detailed Income, Five-Year Age, Race-Hispanic Detail, Housing Values, Housing Units, Occupation and Employment and Cultural Background.

Additional Data: *AnySite* can be packaged with additional data from a variety of sources, including Pitney Bowes Business Insight data sets, Claritas data and data from other industry-focused providers.

Available databases include:

- Updated Census Demographics
- Employment and Daytime Population
- Business Summary
- Consumer Expenditure Estimates
- Crime Statistics
- Weather Data
- Lifestyle Clusters
- Demand Insight Financial
- Consumer Behavior
- Aerial Photography

In addition, any point location file can be easily integrated into the application. Popular location file options include:

- Shopping Center Locations
- Competition
- Traffic Counts
- Financial Institutions

What is included? *AnySite U.S.* consists of three components: *AnySite* Client, user choice of Database bundle and an optional upgrade to a Batch Geocoder.

AnySite Client (U.S.): Includes the following components: *AnySite* Client, AST Drivetime DLL, Single Address Look-up Geocoder, Streets, Major Roads, Interstates & Highways, Highway Shields, Major water features, Points of Interest and MSA, City, ZIP Code, Census Tract and Block Group boundary files.

Source: Pitney Bowes Business Insight, Tele Atlas

Also available: *AnySite for Australia, Canada, New Zealand, and U.K.* Please call for details.

AnySite® Online

AnySite Online is an easy-to-use, subscription-based online demographic report and map source. It's available on the worldwide web and can also be set up for internal, intranet solutions. Anyone can produce presentation-quality maps and reports with *AnySite Online* in three simple steps: 1) Define your site 2) Define your study area 3) Select Maps & Reports. It's that easy! Over 40 years of experience and the highest quality data make *AnySite Online* the easiest, most accurate and most reliable source for on-demand demographic reports and maps.

AnySite Online USA: www.anysiteonline.com

Available databases include:

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- Employment and Daytime Population
- Business Summary
- Consumer Expenditure Estimates
- Crime Statistics
- Weather Data
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- Aerial Photography

In addition, any point location file can be easily integrated into the application. Popular location file options include:

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- Competition
- Traffic Counts
- Financial Institutions

Try *AnySite Online* for FREE—visit anysiteonline.com and sign up for a demo account today!

Source: Pitney Bowes Business Insight, Tele Atlas

AnySite® Online Plus

AnySite Online Plus U.S. (ASO+) is a combination of bundled databases and new functionality, *AnySite* online publisher. The bundled databases are demographics (the same set of reports that come with the ASO base subscription), Consumer Expenditure Reports, Aerial Imagery and Traffic Counts. No substitutions are allowed for the bundled databases that define ASO Plus. *AnySite* Publisher enables users of *AnySite*, Predictive Analytics, *MapInfo Professional* or *TargetPro* to publish proprietary location files to their remote users accessing *AnySite Online*. In short, it enables the “power user” to customize the content that is viewed by remote users accessing *AnySite Online*.

Coverage: U.S.

Unit of Sale: U.S.

Source: Pitney Bowes Business Insight, Tele Atlas

MarketSuite® for Economic Development

Maximize economic development efforts with a unique retail attraction and retention offering from the global leader in demographic analysis and retail site selection.

- Attract, retain and support local businesses and leading chains
- Provide residents with goods and services they demand

Pitney Bowes Business Insight can provide an effective solution to get the most out of your economic development initiatives.

MarketSuite for Economic Development—The comprehensive retail attraction and retention solution for municipalities. Combines all the powerful capabilities of *AnySite Online RM* with consulting services.

AnySite Online RM for Economic Development—The unique predictive analytics solution for retail modeling. Combines the ease and functionality of *AnySite Online* with a powerful retail modeling capability.

AnySite Online—Easy-to-use, subscription-based demographics service for basic area analysis. Sign up for a free demo at www.anysiteonline.com.

Coverage: U.S.

Unit of Sale: U.S.

Source: Pitney Bowes Business Insight, Tele Atlas

PSYTE® U.S. Advantage

PSYTE Advantage: The Superior Neighborhood Segmentation Solution for Target Marketers

Precision has never meant more to marketers than it does right now. As organizations strive to gain and retain customers in today's ultra-competitive environment, target marketing is no longer a luxury—it's a necessity.

To succeed, enterprises must quickly identify their highest valued customers and prospects and predict their behavior at the neighborhood level—the most stable, statistically viable geographic area in our mobile society. With this insight, marketers can then decisively develop fine-tuned campaigns with optimal ROIs to draw these customers to their franchise and win their loyalty.

To achieve these goals easily and affordably, Pitney Bowes Business Insight pioneered *PSYTE Advantage*—the industry's most complete and customizable neighborhood segmentation solution.

Using *PSYTE Advantage*, marketers can model their best customers and map the neighborhoods where they and others like them live.

Better Intelligence, Better Decisions

PSYTE Advantage gives organizations the insight to dramatically improve their marketing decisions. The intelligent Pitney Bowes Business Insight system can characterize the behavior of every clustered customer—from their favorite films and foods to their preferred attire and avocations—enabling users to predict customers' responses to every campaign.

With *PSYTE Advantage*, you can:

- Identify your most profitable customers and locate others
- Discover new and untapped markets
- Develop more finely targeted, cost-effective and lucrative marketing campaigns
- Increase the success of new product launches
- Open new locations with the highest revenue potential
- Design cost-effective mailings and media placement programs
- Increase profitability and market share

Coverage: U.S.
Vintage: Updated Annually
Unit of Sale: U.S.; Region; State
Source: Pitney Bowes Business Insight

GroundView™

NEW! Pitney Bowes Business Insight GroundView™ - Next Generation Demographics

Pitney Bowes Business Insight is infusing its next generation demographics, *GroundView*, with MicroBuild® data from The Gadberrry Group. *GroundView* demographics, powered by MicroBuild, are based on household-level information for maximum reliability and updated on a quarterly basis to ensure that you have the most up-to-date data on rapidly changing markets.

Pitney Bowes Business Insight household geodemographics provide recency and depth of household demographics in a census standardized format and for census geographies, beginning at the census block level. Our next generation demographics are compatible with all Pitney Bowes Business Insight software applications—so you can leverage the value of this new demographic data while using your preferred analytic platform.

GroundView is distributed in a series of themed modules that address critical demographic, socio-economic and consumer expenditure metrics.

Modules:

- Age by Income
- Age by Race by Sex
- Age by Sex
- Best of 1990
- Consumer Potential Detail
- Cultural Background
- Detailed Income
- Financial Assets & Wealth
- Housing Units
- Home Value
- Occupation & Employment
- Race Hispanic Detail
- Retail Sales Potential
- Update
- Puerto Rico Module

GroundView next generation demographics are available in several delivery mechanisms:

- Stand-alone databases
- [TargetPro U.S.](#)
- [AnySite](#)
- [AnySite Online \(www.anysiteonline.com\)](#)
- [Pitney Bowes Business Insight Analytical Services](#)

Age by Income

The *Age by Income* module provides cross tabulations of household income by age range distributions for 2000, current year estimates and five year projections. Income ranges in this database align with those of the Census 2000 allowing for ease of comparability and trending effort.

Vintage: Updated Annually
Source: Pitney Bowes Business Insight

Business Points Data

Business Points Data is a comprehensive database containing approximately 16 million unique geographic points of business locations throughout the U.S. This data allows you to visualize business locations in any given geographic area and gather valuable information on those businesses including: business name, complete address information, SIC code, NAICS code, employee size at location and parent company, sales volumes at location and parent company, ownership structure and much more. This level of detail makes *Business Points Data* ideal for:

- Analyzing market opportunities & competitive threats
- Building sales and marketing strategies
- Assigning sales territories

Pitney Bowes Business Insight has assembled the database into 16 different industry categories in .TAB format for use with Pitney Bowes Business Insight software and features quarterly updates containing the most recent business listings available. Additionally, *Business Points* includes a FREE Query Wizard for easy access to data when using Pitney Bowes Business Insight software. The Query Wizard allows you to search for business listings by all data attributes, as well as both standard and custom geographies.

GeoResults Telecommunications Demand Estimates and Forecasts

GeoResults, Inc. (GRI) Telecommunications Demand Estimates and Forecasts provide planners, marketers and salespeople with a powerful tool for market analysis. These estimates identify which customers are likely to purchase a given type of service and how much they will buy.

B2B Telecommunications Estimates:

- Voice DSO, Data DSO and Total DSO—Est Number of DSO Trunks dedicated to Voice, Data and Total traffic.
- DS1, DS3 (voice/data mixed)—DS1s and DS3s in service at a particular location.
- Data Bandwidth Hi and Lo—Highest and Lowest possible Bandwidth dedicated to Data in service at a particular location.
- Voice Bandwidth Hi, Lo and Total—Highest, Lowest and Total Possible Bandwidth dedicated to Voice in service at a location.
- Variables for estimated number of computers, demand of XDSL lines, OC3 lines, Centrex lines, PBX lines
- Telecommunications Spending—Estimated total annual telecom expenses in \$000/yr

Coverage:	U.S.
Vintage:	Updated Quarterly
Unit of Sale:	U.S.; Region; State
Source:	Experian, GeoResults, Inc., Pitney Bowes Business Insight

Business Summary Data

Find the right business prospects with the *Business Summary Database*—complete information on more than 16 million U.S. businesses and the highest accuracy of any business list on the market.

This comprehensive database gives marketers access to the greatest breadth—and depth—of business data available including measures of:

- Establishments by Size
- Employees by Major Industry
- Population by Occupation
- Retail Employment
- Service Establishments
- Payroll by Major Industry
- Establishments by Major Industry
- Retail Establishments
- Retail Sales

Coverage:	U.S.
Vintage:	Updated Annually
Source:	Pitney Bowes Business Insight, GeoResults Inc.

United States

DEMOGRAPHICS

Consumer Potential Detail

The *Consumer Potential Detail* Database contains current year estimates and five-year projections for consumer buying patterns (household expenditure potentials) on over 350 products/services. The data are integral to studies requiring an accurate estimate and/or projection of market potential.

Coverage:	50 States; D.C.
Vintage:	Updated Annually
Unit of Sale:	U.S.; Region; State
Source:	Pitney Bowes Business Insight

Update Module

The *Update Module* is a 'Best of *GroundView* Demographics' set of variables designed to capture the key indicators and characteristics of the American population and households via a set of 'common' and popular demographic measures. The *Update Module* contains core demographics from the Census 2000 as well as Pitney Bowes Business Insight current year estimates and five-year projections. This database now contains over 300 metrics for key analytical and marketing decision-making.

Coverage:	50 States; D.C.
Vintage:	Updated Annually/Select variables Updated Quarterly
Unit of Sale:	U.S.; Region; State
Source:	Pitney Bowes Business Insight

Also available for the United States:

PRODUCT NAME	VINTAGE	SOURCE
MRI Media Categories	Updated Annually	Pitney Bowes Business Insight, Mediamark Research, Inc.
Mediamark Lifestyle Data	Updated Annually	Pitney Bowes Business Insight, Mediamark Research, Inc.
Age by Race by Sex	Updated Annually	Pitney Bowes Business Insight
Age by Sex	Updated Annually	Pitney Bowes Business Insight
Best of 1990	Updated Annually	Pitney Bowes Business Insight
Cultural Background	Updated Annually	Pitney Bowes Business Insight
Detailed Income	Updated Annually	Pitney Bowes Business Insight
Financial Assets and Wealth	Updated Annually	Pitney Bowes Business Insight
Housing Value	Updated Annually	Pitney Bowes Business Insight
Housing Units	Updated Annually	Pitney Bowes Business Insight
Occupation and Employment	Updated Annually	Pitney Bowes Business Insight
Race Hispanic Detail	Updated Annually	Pitney Bowes Business Insight
Retail Sales Potential	Updated Annually	Pitney Bowes Business Insight
Puerto Rico Module	Updated Annually	Pitney Bowes Business Insight

Demand Insight™ Financial

Demand Insight Financial provides allocated estimates and projected demand for core financial products that is derived from over tens of millions of retail banking accounts. Demand estimates are segmented and allocated for bank at home, bank at work and small business contributions to retail banking.

Unlike any other financial demand estimates *Demand Insight Financial* models all three key sources of demand for Retail Banks:

- Residential (Bank-at-Home)
- Workplace (Bank-at-Work)
- Small Business

These variables provide a solid and factual understanding of where the consumer and small business demand is geographically located. Many consumers choose financial services based on convenience to their place of employment. By analyzing both residential and workplace locations, you can capitalize on financial offerings and market share opportunities. Small businesses are a profitable segment for retail banking therefore, *Demand Insight Financial* also includes financial demand data for small businesses.

The combination of these variables provides a never before available demand offering product that can assist in performing:

- Site Selection
- Competitive Analysis
- Share-of-wallet
- Market / Trade Area Assessment
- Branch Performance
- Network Performance
- Merger / Acquisition Analysis
- Strategic Planning
- Resource Allocation
- Alternate Delivery Systems Planning

Coverage:	U.S.
Vintage:	Updated Annually
Source:	Pitney Bowes Business Insight

AnySite® Financial

AnySite Financial provides an easy-to-use, accurate solution for performance assessment, site and market analysis and target marketing.

- Access the industry's most reliable demand estimates for deposit, loan and investment products
- Visualize your share of wallet by geography, by product
- Assess your competition with bank branch data
- Create better business forecasts
- Identify the most lucrative areas within markets
- Profile and locate your best customers
- Identify profitable business prospects

Overview

Predict residential and small business banking needs—and get a bigger share of wallet with *AnySite Financial*. This comprehensive solution allows you to analyze the best demand and demographic data available while visualizing market dynamics in an easy-to-use mapping and display analytics platform.

Core Products Included with AnySite Financial

AnySite, an essential mapping software tool—designed specifically to provide insight into location, customers and prospects and enhance market research – from the desktop to the enterprise. *AnySite* custom mapping software applications gives the ability to visually display existing information.

Demand Insight™ Financial

Demand Insight Financial is financial demand data derived from tens of millions of retail and small business banking accounts.

Pitney Bowes Business Insight GroundView™

GroundView demographics, powered by *MicroBuild*, are based on household level information for maximum reliability and updated on a quarterly basis to ensure that you have the most accurate and up-to-date data on rapidly changing markets.

Pitney Bowes Business Insight Bank Branches

Bank Branches, provide by Highline Financial, helps you profile all the financial institutions in your market and allows you to keep a close eye on the competition.

CallingAreaInfo™

Pitney Bowes Business Insight provides the strategic advantage to make informed decisions with *CallingAreaInfo*—delivering the latest and most accurate data and geographic visualization so providers can easily identify local calling plans and rate structures. With its easy-to-use interface, *CallingAreaInfo* simplifies complex tariff details into the concise, accessible information service providers need.

CallingAreaInfo allows communication companies to efficiently understand LEC call plan and calling areas. As the only geographically enabled call plan application, *CallingAreaInfo* brings a crucial component, unparalleled in the market. This visual representation, coupled with other Pitney Bowes Business Insight products makes *CallingAreaInfo* an irreplaceable business intelligence tool showing the overall network coverage for more informed marketing efforts.

Coverage:	50 States; D.C.
Vintage:	Updated Monthly
Scale:	1:24,000
Source:	Pitney Bowes Business Insight, State tariff data, Telcordia® LERG™ Routing Guide ¹ , StreetPro®

Note: ExchangeInfo Plus or RateCenterInfo are available at 50% off the list price when purchased with CallingAreaInfo. Please call for details.

CarrierInfo™

CarrierInfo provides overview information about local and wireless telephone service providers. *CarrierInfo* is a macro view of the communications landscape, showing the serving area region of every telecommunications operating company.

CarrierInfo allows users to quickly compare the overall competitive landscape with its single source of information for ILEC, CLEC and Wireless carriers. Using *CarrierInfo*'s parent company layer affiliates can be viewed as part of a larger parent company view.

Carrier provides a critical link between Telcordia® LERG™ based company names and the industry recognized company name.

Applications include:

- Competitive Analysis
- Research parent companies
- Understand MVNO partnering opportunities

Coverage:	50 States; D.C.; Puerto Rico
Vintage:	Updated Quarterly
Scale:	1:24,000
Source:	Pitney Bowes Business Insight, Telcordia® LERG™ Routing Guide ¹ —Special Data Product (SDP)

ExchangeInfo™ Plus

Designed for use in the communications industry, *ExchangeInfo Plus* is a comprehensive infrastructure database of wire center serving areas and Central Offices (CO). Wire centers are the basic unit of geography for the communications industry. They describe the organization of the local telephone Exchange system. Each wire center serves a unique set of telephone numbers within a fixed geographic area.

In addition to the geographic information about wire center serving areas and the CO's, *ExchangeInfo Plus* contains industry specific data, including CLLI™ Codes, LATA assignments, rate center names, exchange names, area code (NPA), prefixes (NXX), carrier type information and more.

ExchangeInfo Plus includes every Local Exchange Carrier (LEC) landline wire center in the United States and graphically displays their service areas. *ExchangeInfo Plus* also includes every CO in the United States.

Pitney Bowes Business Insight's rigorous methodology, extensive research, customer feedback mechanism, coupled with monthly updates ensures that *ExchangeInfo Plus* is the most current, accurate database of its kind.

Coverage:	50 States; D.C.; Puerto Rico
Vintage:	Updated Monthly
Scale:	1:24,000
Source:	Pitney Bowes Business Insight, State tariff data, Telcordia® LERG™ Routing Guide ¹ , StreetPro®

RateCenterInfo™

Designed for use in the communications industry *RateCenterInfo* combines precise geographic information about rate center boundaries providing specific information about all the Area Code (NPA), prefixes (NXX) and companies operating in the rate center. Ideal for LNP (Local Number Portability).

RateCenterInfo allows robust market analysis of carriers and the rate centers where they operate. Or, drill down and analyze the competition within a particular rate center with additional information including LATA assignments, rate center names, Area Code (NPA), prefixes (NXX), carrier type information and more.

Pitney Bowes Business Insight's rigorous methodology, extensive research, customer feedback mechanism, coupled with monthly updates ensures that *RateCenterInfo* is the most current, accurate database of its kind.

Coverage:	50 States; D.C.; Puerto Rico
Vintage:	Updated Monthly
Scale:	1:24,000
Source:	Pitney Bowes Business Insight, State tariff data, Telcordia® LERG™ Routing Guide1, StreetPro®

PSAP Pro®

PSAP Pro provides industry leading geographic depictions of the Public Safety Answering Point system in the United States and Canada. With this information customers are able to quickly determine the 911 call center that responds to emergency calls at a particular location. *PSAP Pro* is invaluable for VoIP carriers as nomadic calling becomes common place. By identifying the customer location carriers can provision the user's device to reflect the responding PSAP.

As communication companies continue to roll-out telephony services it becomes ever more apparent for the need to understand the Public Safety infrastructure and *PSAP Pro* provides the necessary information to meet their specific needs.

- Understand what PSAPs serve your franchise area
- Contact information to facilitate provisioning requests
- Accurately assign customers to the serving PSAP

PSAP Pro is built to align to the industry leading streets and geocoder, ensuring that users will have the most up-to-date and accurate geographic representation of the 911 landscape.

Coverage:	50 States; D.C.
Vintage:	Updated Monthly
Scale:	1:24,000
Source:	Pitney Bowes Business Insight, PSAP Data Resources, StreetPro®

MediaPrints™

Perform and visualize robust market analysis of cable systems with this comprehensive, industry-standard data set of cable systems.

MediaPrints is unequaled for visualizing cable TV coverage. Featuring data from the Television & Cable Factbook, *MediaPrints* includes digital service areas, high speed Internet access areas, with cable overbuilds and wireless included.

Locate and analyze cable franchise service territories with *MediaPrints*. With the increase in mergers between cable operators *MediaPrints* is extremely useful for researching and understanding the market structure of the competitive landscape. Applications include:

- Strategic Market Planning
- Network Planning and Provisioning
- Competitive Analysis
- Affiliate Sales and Advertising Activity Support

Coverage:	50 States; D.C.
Vintage:	Updated Quarterly
Unit of Sale:	U.S.; State
Scale:	1:24,000
Source:	Warren Comm. News, Inc. & Direct Group

Also available for the United States:

PRODUCT NAME	VINTAGE	SOURCE
AreaCodeInfo™	Updated Monthly	Pitney Bowes Business Insight, State tariff data, StreetPro®
LATAInfo™	Updated Quarterly	Pitney Bowes Business Insight, State tariff data, Telcordia® LERC™ Routing Guide', StreetPro®
MobileMarketInfo™	Updated Quarterly	Pitney Bowes Business Insight, Federal Communications Commission (FCC)
ContourInfo™	1998	Pitney Bowes Business Insight

†Telcordia is a registered trademark of Telcordia Technologies, Inc. Telcordia LERC Routing Guide is a trademark of Telcordia Technologies, Inc.

V-H Tools

Partner-Direct Data **see below

In the communications industry, the location of assets such as central offices and switches is not typically specified by latitude and longitude, but by Vertical and Horizontal Coordinates. This coordinate system does not have a simple relationship to the familiar latitude/longitude system. Yet anyone who works with communications must frequently convert V/H coordinates of a location to latitude and longitude and often may do the reverse.

V & H Tools-MBX provides for these conversions, quickly and accurately. V & H Tools-MBX is a mainline program, which performs both interactive conversion and batch conversion of all records in a Pitney Bowes Business Insight table.

Features:

- Convert V/H to Latitude/Longitude interactively or by batch (whole file) process
- Convert Latitude/Longitude to V/H interactively or by batch (whole file) process
- Calculate distance between two points of specified V/H coordinates

Requirements:

- Windows® 95, Windows® 98, or Windows® NT
- MapInfo Professional® v4.1 or later

*TO ORDER V-H TOOLS

PARTNER-DIRECT DATA:

Stopwatch Maps, Inc. (Missouri, USA)

Phone: 800.348.6277

Fax: 314.863.6277 Email: sales@stopwatchmaps.com

Web Site: www.stopwatchmaps.com

Risk Data Suite

The *Risk Data Suite* provides precise historical data allowing insurers and other organizations to make accurate rating, calculations, pricing and underwriting decisions based on a site's exposure to fault lines and flood plains as well as susceptibility to hurricanes, tornados and other acts of nature.

The *Risk Data Suite* consists of individual datasets containing historical information on weather and natural disaster related damages. These datasets are compatible with Pitney Bowes Business Insight's complete line of risk assessment map databases and *Centrus Spatial+* solutions.

As of December 2008, *Risk Data Suite* contains the following bundles:

- Earthquake Bundle
 - Earthquake Epicenters, Fault Lines, Seismic Zones
- Fire Station Bundle
 - Fire Departments, Fire Stations
- Flood Bundle
 - FEMA Flood Plain Boundaries
- Mass Movement Bundle
 - Abandoned Mines, Florida Sinkholes, Karst and Pseudokarts, Landslides, Lava Flow, Volcanoes
- Shoreline Bundle
 - Coastal Boundaries, NOAA Shorelines
- Weather Bundle
 - Hail, Hurricanes, Tornadoes, Wind Storms
- Wildfire Bundle
 - Vegetation, Wildfire Risk
- Windpool Bundle
 - FL Wind-borne Debris, FL Wind Speed, Windpool Zones

Coverage: Various states available at this time. Please call for the latest areas available.

Vintage: Varies by product bundle.

Scale: 1:24,000

Source: Pitney Bowes Business Insight, Varies by product bundle.

MapMarker® World

MapMarker World, Pitney Bowes Business Insight's powerful global geocoding tool, enables geocoding at postcode and/or city centroid precision in more than 200 countries. Covering more than 2 million populated places, the solution is offered as an Envinsa® web service, accepts city names in a variety of languages, depending on data availability, using ISO Latin 1 characters. Users may purchase *MapMarker World* in total or by region. Regions offered are North America, Europe, Asia/Pac (includes Australia and New Zealand), Africa and South America.

Enhanced with sophisticated technology and data, *MapMarker World* will automatically determine whether a city centroid or postal centroid is most granular and return that result.

Coverage:	World Cities and Postcodes
Vintage:	Updated Annually
Unit of Sale:	World; Continental Region
Source:	Pitney Bowes Business Insight

DigitalGlobe® ImageConnect

The largest single-source commercial provider in the world (over 500tb), over 10 million square miles of the earth covered at 1-meter or better, millions of square miles added per year (approx 1TB per week) and entire World Landmass covered at 15-meter resolution (excluding polar regions).

Coverage:	World
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For information on products such as Aerial Photography (ground resolution of 25 cm), Digital Surface Model (5m posting), Digital Terrain Model (5m and 10m posting), 3D cities and many more please call us. Small area pricing is available.

WorldInfo™

WorldInfo helps you locate almost any city, town or village in the world both quickly and easily. As a global reference map, *WorldInfo* allows you to visualize things such as time zone boundaries, coastlines, international borders, roads, ports, airports, city points, elevation and contour data.

The 52 intermatching layers of geographic information in *WorldInfo* can be useful for a variety of worldwide business applications. Coupled with your business and customer data, customers can use *WorldInfo* to analyze:

- emerging markets globally
- potential site locations
- worldwide communications networks
- sales territory alignment
- worldwide tracking and distribution
- search and rescue missions
- strategic military planning and homeland security initiatives

WorldInfo features include:

- Administrative Table providing second-level administrative units for North America, South America, Australia, Europe and the countries of Belize, Costa Rica, Guatemala, India and China
- Worldplaces layer with over 699,000 points
- Worldplaces and alternative names layer containing alternatives to native location names and includes smaller towns
- Named streets and streets hierarchy in the U.S.
- Country Info Tool which is a HTML based pop-up tool that provides additional information on the local country name, flag image, geography, population, economy and government. The loaded page also contains links to search Google for the country, the capital city, a currency converter and the World FactBook

WorldInfo can help you make more informed business decisions, control costs, identify potential marketing opportunities and enhance profitability.

Coverage:	World
Vintage:	Varies with each layer
Released	Updated Annually
Unit of Sale:	World
Scale:	1:1,000,000
Source:	Stopwatch Maps, Inc.

TerrorRisk

TerrorRisk provides insurance clients, risk managers, underwriters and actuaries with a global list of Points of Interest for which Exclusive Analysis provide scores that are updated quarterly. Pitney Bowes Business Insight provides initial buffers allowing valuable terrorism risk analysis for better pricing, coverage and risk selection decisions.

TerrorRisk Features:

- Asset-specific terrorism exposure location analytics
- Terrorism risk at the street level
- Location-specific risk metrics
- User defined loss parameters

Targets are included solely according to an objective, analytical methodology, which is represented by what Exclusive Analysis considers the highest-risk targets in that city - a judgment substantiated through the risk rating, intelligence and analysis notes data fields attached to each target.

Coverage:	Major Cities Worldwide
Vintage:	Updated Quarterly
Unit of Sale:	World; Region; Country
Scale:	1:24,000
Source:	Exclusive Analysis

CAMEO Classification System

Pitney Bowes Business Insight location intelligence solutions combined with EuroDirect's *CAMEO* classification system enables consumer focussed businesses to analyze their customer and store sales data to create profiles of their core customers and utilize this to facilitate better site location, marketing, market expansion and merchandising decisions. *CAMEO* can also be used for market or trade area profiling and comparing potential markets or trade areas to those of your existing markets and locations to better evaluate potential.

The *CAMEO* classification system segments billions of consumers in over thirty markets worldwide. Each classification has been built at the lowest geographical level available using national census, geographic registers and where necessary other complimentary data.

Easy to use and interpret *CAMEO* classification systems allow you to enhance your database with *CAMEO* codes so you can quickly and easily segment your customers into different groups of like-minded consumers. Combining *CAMEO* data with *AnySite* or *MapInfo Professional* provides a powerful location intelligence solution for efficiently profiling your customers, identifying your core customers and then literally mapping out

the locations of 'look-a-like' customers, across your country and other countries where *CAMEO* classification systems are available.

CAMEO Classification by Country

Available for more than thirty countries, the *CAMEO* classification system segments communities into coded groups and neighborhood types that reflect the country's key demographic and socio-economic characteristics. In addition, *CAMEO* classification systems are available with a variety of core demographic information to compliment them (varies by country):

Australia	Hong Kong	Portugal
Austria	Hungary	Scotland
Belgium	Ireland	Singapore
Brazil	Italy	Slovakia
Canada	Japan	South Africa
Czech Rep	Mexico	Spain
Denmark	Netherlands	Sweden
Estonia	New Zealand	Switzerland
Finland	Norway	USA
France	Philippines	UK
Germany	Poland	

Multi-Country Applications - CAMEO International

Working alongside the *CAMEO* country classifications, the *CAMEO* International system helps you take a single global view of your customer base. The *CAMEO* International system reflects a clustering of the *CAMEO* data for individual countries, each of which is assigned an International code of 1 to 25 categories based on Affluence and Lifestage.

CAMEO International enables you to profile all your customers with a single classification system, regardless of their nationality. This allows you to easily profile your customers in one country and use this insight to identify your best prospects in another country, ultimately helping you in deciding which new markets to enter and find the most profitable prospects in new places. The classification enables users to locate and target 'look-a-like' consumers in any other country.

CAMEO International is grouped into 5 Affluence Types and then further divided into 5 Lifestage categories, providing 25 possible codes in total (select countries may have fewer). This unique 2-digit code is built into all International classifications, whenever possible, enabling similar neighborhood types to be identified across countries.

Unit of Sale:	World; Country; Region
Source:	EuroDirect

AnySite Plug-ins

Smart Site Solutions™

The Right Market. The Right Site. The Right Price.

Gain the power and advantage of analytical expertise with *Smart Site Solutions*, a revolutionary product developed by Pitney Bowes Business Insight. This product determines the most viable target sites within any market, then ranks each site accordingly to ensure maximum build-out and the most optimal return from your market expansion. *Smart Site Solutions* can be tailored to meet the specific needs and budgets of all retail and consumer services companies and is available as a user-configured plug-in to *AnySite* software, or as a consultative service that incorporates proprietary data with our analytical expertise.

Market Optimizer

Market Optimizer is the most sophisticated product in the realm of location research. This modeling technique not only has the power to complete routine and ad hoc demographic retrieval and mapping, but also combines the intelligence of site evaluation tools, sales transfer analyses and interactive demand surfaces in a user-friendly software package. The strength of Market Optimizer is its ability to quickly analyze a market and identify the most optimal deployment strategy for a chain.

Site Evaluator

Site Evaluator is a customized site modeling system that quantifies the relationship between site, demographic/psychographic and competitive variables and determines how each will impact a site's ability to achieve a threshold sales potential. Site Evaluator is most effective for those concepts that are reliant on the benefits of site characteristics (parking, visibility, co-tenancies, etc.) and allows the user to determine the benefits of multiple site opportunities and conduct comparative analyses to realize that greatest profit potential.

Demand Surface

Demand Surface maps provide retailers and service firms a market-wide perspective on opportunities for their concept. The unique perspective of Demand Surface is a realistic assessment of the sales potential of a store at any point on the map's surface reflecting a trade area, customer profile and competitive influences. Demand Surface is available as a custom service.

Site Screener

Screener permits businesses to quickly determine where new sites are likely to perform well based on a set of desirable trade area characteristics.

Market Analysis

Once a target market is identified for expansion, Pitney Bowes Business Insight works hand in hand with clients to develop market strategies designed to maximize development opportunities without compromising individual unit performance. These analyses are designed to help clients capitalize on market potential while protecting against competitive influence. Output is deployed using Pitney Bowes Business Insight visualization software.

Site Analysis

When evaluating proposed sites, clients must be sure that the locations selected will provide long-term benefit for the chain. By considering factors such as site characteristics, accessibility patterns, traffic counts, population, demographics and competition, Pitney Bowes Business Insight can deliver a projected sales volume for specific sites. Site Analyses can be deployed using *MapInfo Professional* visualization software or applied by our analytical experts on behalf of our clients.

Sales Transfer Studies

When considering new development opportunities, the question arises whether the potential new location will have an impact on the existing store network. Whether you are a franchiser, franchisee or an independent operator, Pitney Bowes Business Insight can evaluate the risk of a proposed new opportunity on existing unit performance and also deliver a "net-new" sales forecast for the location. Sales Transfers are performed by the analytical experts at Pitney Bowes Business Insight, or can be embedded in turn-key forecasting systems.

Performance Research

The ongoing success of a company hinges on how well it understands its customers—their needs, desires, preferences and perceptions. Smart businesses can gain this critical customer insight using Performance Research from Pitney Bowes Business Insight. With benefits such as accelerated growth in sales and profitability and an edge on competitive intelligence, Performance Research is one of the best investments a company can make. Telephone surveys, intercept surveys and focus groups are combined with expert analysis to offer the following:

- Market Traks™
- Customer Segmentation
- Customer Satisfaction
- Competitive Profiling
- Demographic Profiling
- Cross-Channel Shopping
- Customer Loyalty

Applied Research

Applied Research is a group of experts that provide the in-depth business intelligence needed to make informed business decisions. Benefits include accelerated growth in sales and profitability as well as competitive intelligence, making Performance Research one of the best investments a company can make.

For 30 years—our Applied Research services have assisted businesses in understanding their sites, markets, customers, competitors and products. In the end you are provided accurate reports and maps packaged and delivered for your presentations and market studies.

Applied Research is cost efficient, time-sensitive, comprehensive and customizable.

Applied Research includes:

- Trade Area Analysis
- Customer Segmentation
- Demographic Profiling
- Market Potential for a Product
- Product Potential for a Market
- Market Penetration
- Product Correlation analysis
- Customer Profiling and Target Marketing
- Geocoding and Data Append

These affordable solutions are designed to help businesses make informed decisions regarding Target Marketing, Market Potential and Retail Site Selection initiatives.

Coverage: Canada; U.S.

Merchandise Line Analysis

Merchandise Line Analysis aid retailers/buyers in reducing overhead costs and “bad buys”, allowing for greater profitability and open-to-buy accessibility. Pitney Bowes Business Insight performs these analyses by evaluating SKU-level transaction data from which customer segments by merchandise line or vendor are developed. The output identifies optimal cross marketing or merchandising opportunities for specific product lines and defines core versus ancillary product offerings.

Site and Network Planning Solutions

These comprehensive Site and Network Planning (SNP) solutions enable businesses to move quickly and confidently through the site selection, planning and evaluation process and maximize market share and ROI. Pitney Bowes Business Insight will work with your company as part of a Virtual Research Team to deliver one or more of our SNP Solutions.

Pitney Bowes Business Insight offers 4 advanced SNP products:

Site Screener—Screener permits businesses to quickly determine where new sites are likely to perform well based on a set of desirable trade area characteristics.

Site Matcher—Matcher is a Database Analogue Model that estimates new site/product sales potential through a comparison of the best matching existing sites in the network.

Site Simulator— Simulator is a powerful set of Regression and/or Spatial Interaction Models that permit businesses to perform complex and reliable “What If” analysis to predict new site sales potential and/or affects of site modifications on market share.

Site Optimizer—Optimizer is an add-on to Site Simulator that determines the optimal configuration and number of sites needed within existing or new markets in order to maximize market share and minimize operational expenses.

Centrus ZIP+4 Centroid Data Set

The *Centrus ZIP+4 Centroid Data Set* is designed for geocoding applications where ZIP+4 centroid accuracy is sufficient. *Centrus ZIP+4* returns TIGER based ZIP level geocode to the 5-digit, 7-digit or 9-digit centroid using *Centrus GeoStan* technology.

- *Centrus ZIP+4 Centroid* geocoding is based on the U.S. Postal Service ZIP+4 database containing over 40 million ZIP+4 records in approximately 44,000 ZIP Codes covering the U.S. and its protectorates.
- Provides geocoding and address data, for CASS certified processing, for use with all *Centrus GeoStan* based solutions.

Standard: Address Standardization, ZIP+4, ZIP+2 and ZIP Code Centroid Geocoding
Coverage: 50 States; D.C.; Puerto Rico
Vintage: Updated Monthly

Centrus Enhanced Data Set

The *Centrus Enhanced Data Set* is designed for address-level geocoding. Where an address level geocode is not available, the Enhanced data set provides cascading accuracy at the ZIP+4, ZIP+2 and ZIP Code level to return the highest level of geocode for the address using *Centrus GeoStan* technology.

The *Centrus Enhanced Data Set* is derived from the TIGER® street network data and the U.S. Postal Service ZIP+4 Address database to create a conflated *Centrus* database that benefits from both the Postal address ranges and the TIGER street network ranges. The *Tele Atlas*, ZIP centroid file is included to provide the most accurate ZIP+4, ZIP+2 and ZIP Code geocodes based on the *Tele Atlas* street network.

- *Centrus Enhanced* geocoding is based on the U.S. Postal Service ZIP+4 database containing 40 million ZIP+4 records in approximately 44,000 ZIP Codes and address range records from the TIGER street network database covering the U.S. and its protectorates.
- Provides geocoding and address data, for CASS certified processing, for use with all *Centrus GeoStan* based solutions.
- The optional Statewide Intersection Index is designed to enable fast intersection identification on a statewide basis. For example, the Statewide Intersection Index will allow the database search for 1st and Main St, CO and return a list of possible matches in Colorado quickly.

Standard: Address Standardization, Address Level Geocoding, ZIP+4, Zip+2 and ZIP Code Centroid Geocoding
Coverage: 50 States; D.C.; Puerto Rico
Vintage: Updated Monthly

Centrus Points Data Set

The *Centrus Points Data Set* provides unrivaled accuracy with Parcel centroid-level geocoding in the U.S. through all *Centrus GeoStan* based solutions. *Centrus Points* are based on parcel boundaries acquired directly from counties across the U.S. and conflated monthly with postal data from the USPS providing address and geocoding accuracy required in applications for all business implementations. Points are available with Assessor Parcel Number and Elevation attributes in addition to the standard address attributes and point geocode.

Standard: Parcel Centroid Geocoding
Coverage: 50 States; D.C.
Vintage: Updated Monthly

Centrus Tele Atlas Street Data Set

The *Centrus Tele Atlas Street Data Set*, which is based on *Tele Atlas Streets*, is designed for address level geocoding. When an address level geocode is not available the data set provides cascading accuracy at the ZIP+4, ZIP+2 and ZIP Code centroid to return the highest level of geocode for the address using *Centrus GeoStan* technology.

Centrus Tele Atlas Street Data Set utilizes the *Tele Atlas* street network database from *Tele Atlas* and the U.S. Postal Service ZIP+4 Address database to create a conflated *Centrus* database that benefits from both the Postal address ranges and the *Tele Atlas* street network ranges. With more than one million changes each month, this complete nationwide database provides current and comprehensive street and address coverage for superior geocoding performance.

- *Centrus* geocoding is based on the U.S. Postal Service ZIP+4 database containing over 40 million ZIP+4 records in approximately 44,000 ZIP Codes and addressed street segment records from the *Tele Atlas* street network database covering the U.S. and Puerto Rico.
- Provides geocoding and address data, for CASS certified processing, for use with all *Centrus GeoStan* based solutions.
- The optional Statewide Intersection Index is designed to enable fast intersection identification on a statewide basis as opposed to the city/state or ZIP Code basis. For example, the Statewide Intersection Index will allow a search for 1st and Main St, CO and quickly return a list of possible matches in Colorado.
- The *Centrus Tele Atlas Points Data Set* is available as an add-on to the *Centrus Tele Atlas Street Data Set* for parcel and building-level geocoding.

Standard: Address Standardization, Address Level Geocoding, ZIP+4, Zip+2 and ZIP Code Centroid Geocoding
Coverage: 50 States; D.C.; Puerto Rico

Centrus Tele Atlas Points Data Set

The *Centrus Tele Atlas Points Data Set* is designed to provide Parcel centroid level geocoding in the U.S. through all GeoStan based solutions. *Centrus Tele Atlas Points* data is based on parcel centroids from Tele Atlas and are referenced to their street network.

The *Centrus Tele Atlas Points Data Set* provides unrivaled geocoding accuracy throughout the U.S. With over 48 million parcel and building centroid points, this data set provides geocoding and address data, for CASS certified processing, for use with all *Centrus GeoStan* based solutions.

Standard: Parcel Centroid Geocoding
Coverage: 50 States; D.C.
Vintage: Updated Monthly

Centrus NAVTEQ Data Set

The *Centrus NAVTEQ Data Set* is designed for address-level geocoding. When an address level geocode is not available the NAVTEQ data set provides cascading accuracy at the ZIP+4, ZIP+2 and ZIP Code level to return the highest level of geocode for the address using *Centrus GeoStan* technology.

Centrus NAVTEQ Data utilizes NAVTEQ's NAVSTREETS™ street network database and the US Postal Service ZIP+4 Address database to create a conflated Centrus database that benefits from both the Postal address ranges and the NAVTEQ street network ranges. This complete nationwide database provides current and comprehensive street and address coverage for superior geocoding performance.

- *Centrus NAVTEQ* geocoding is based on the U.S. Postal Service ZIP+4 database containing over 40 million ZIP+4 records in approximately 44,000 ZIP Codes covering the U.S. and its territories.
- Provides geocoding and address data, for CASS certified processing, for use with all *Centrus GeoStan* based solutions.
- The optional Statewide Intersection Index is designed to enable fast intersection identification on a statewide basis as opposed to the city/state or ZIP Code basis. For example, the Statewide Intersection Index will allow the database search for 1st and Main St, CO and return a list of possible matches in Colorado quickly.

Standard: Address Standardization, Address Level Geocoding, ZIP+4, ZIP+2 and ZIP Code Centroid Geocoding
Coverage: 50 States; D.C.
Vintage: Updated Monthly

Centrus NAVTEQ Canada Data Set

The *NAVTEQ Canada Data Set* is designed to provide Address level, Street Centroid, City Centroid and FSA centroid geocoding in Canada through the *Centrus GeoStan* International Solution. *Centrus Navteq Canada Data* is based on Canadian NAVSTREETS street centerlines from Navteq Corporation. The *Centrus Navteq Canada* data set contains over 1.1 million kilometers of streets providing complete coverage for Canada.

Centrus NAVTEQ Canada Data Set is designed for use with *Centrus GeoStan* International.

Standard: Address level, Street Centroid, City Centroid and FSA centroid geocoding
Coverage: Canada
Vintage: Updated Quarterly

Centrus Canada Data Set

The *Centrus Canada Data Set* is designed for six-digit post code geocoding for Canada. *Centrus Canada Data* utilizes the Canada Post Address ranges and the six-digit Post Code Point data from Tele Atlas to assign the correct Post Code for the address and then assign a Post Code Centroid to it.

The Tele Atlas Six-Digit Post Code Point database contains over 800,000 six-digit Post Code records providing complete coverage for Canada using *Centrus GeoStan Canada* technology.

- *Centrus Canada* geocoding is based on the Canada Post Address database the Tele Atlas six-digit post code centroids covering all provinces in Canada.
- Provides geocoding and address data, for SERP certified processing, for use with all *Centrus GeoStan Canada* Software Products.

Centrus Canada Data Set is designed for use with *Centrus GeoStan Canada*.

Standard: Address Standardization, Six-Digit Post Code Centroid Geocoding
Coverage: Canada
Vintage: Updated Monthly

Centrus World Provinces

Centrus World Province data contains provincial boundaries, Province Name, Country Name and Continent Name for 8290 provinces around the world. *Centrus World Provinces* data is designed for use with *Centrus Spatial+* solutions.

Coverage: World
Vintage: 2003

Centrus Parcels Data Set

The *Centrus Parcels Data Set* provides accurate parcel boundary definitions for the U.S. through Spatial+ based solutions.

Centrus Parcels are based on parcel polygons acquired from counties across the U.S. providing unrivaled point-in-polygon parcel analysis.

Coverage: U.S.
Vintage: Updated Monthly

Centrus Congressional Districts

Centrus Congressional Districts data is based on the 110th Congressional boundary definitions from the U.S.G.S. This polygon file is unique in its presentation of labels for each district boundary. *Centrus Congressional District* data is designed for use with Centrus Spatial+ solutions.

Coverage: U.S., Puerto Rico
Vintage: 2007

Centrus Voting Districts

Centrus Voting Precincts data is based on the boundary definitions from the U.S. Census Bureau's TIGER/Line data. Centrus Voting Precinct data enables Point-in-Polygon analysis using Centrus Spatial+ solutions.

Coverage: U.S., Puerto Rico
Vintage: 2005

Centrus School Districts

Centrus School Districts data is based on the TIGER boundary definitions from the U.S. Census Bureau's TIGER/Line data. The *Centrus School District* boundaries consist of three perspectives, Elementary, Secondary and Unified. Use each separately or in combination to retrieve the level of school district data required. School District data enables Point-in-Polygon analysis using Centrus Spatial+ solutions.

Coverage: U.S., Puerto Rico,
Vintage: 2007

Centrus ZIP Code Boundary Data

Centrus ZIP Code Boundary Data is based on the 5-Digit ZIP Code Boundary data from Tele Atlas. It is designed to identify the boundaries of U.S. Postal Service ZIP Codes using Centrus Spatial+ solutions.

Coverage: U.S.
Vintage: Updated Quarterly

Centrus County Boundary Data

Centrus County Boundary Data is based on the County Boundary data from Tele Atlas. It is designed to identify the boundaries of 3,219 counties in the U.S. and Puerto Rico using Centrus Spatial+ solutions.

Coverage: U.S.
Vintage: Updated Annually

Centrus MCD Boundary Data

Centrus Minor Civil Division Boundary Data is based on the MCD Boundary data from Tele Atlas. It is designed to identify the boundaries of 36,218 Minor Civil Divisions (MCD) in the U.S. and Puerto Rico using Centrus Spatial+ solutions.

Minor Civil Divisions (MCDs) are the primary governmental or administrative divisions of a county in many states. MCDs represent many different kinds of legal entities with a wide variety of governmental and/or administrative functions. MCDs are variously designated as American Indian reservations, assessment districts, boroughs, election districts, grants, locations, magisterial districts, parish governing authority districts, plantations, precincts, purchases, road districts, supervisors' districts, towns and townships. The U.S. Census Bureau recognizes MCDs in 28 states and Puerto Rico. The District of Columbia has no primary divisions and the District of Columbia is considered equivalent to an MCD for statistical purposes.

In some states, all or some incorporated places are not part of any MCD. These places also serve as primary legal subdivisions and have a unique FIPS MCD code that is the same as the FIPS place code. In other states, incorporated places are part of the MCD in which they are located, or the pattern is mixed—some incorporated places are independent of MCDs and others are included within one or more MCDs.

Coverage: U.S.
Vintage: Updated Annually

Centrus Municipal Boundaries

Centrus Municipal Boundaries is polygonal data based on the DMunicipal Boundary files from Tele Atlas. It is designed to identify the areas of incorporated municipalities in the U.S. using Centrus Spatial+ solutions.

The *Centrus Municipal Boundaries Data Set* is available for all applications with the exception of taxation and insurance related implementations. Municipal Boundaries are available for taxation related implementations within the GeoTAX product. For Insurance related implementations contact Centrus Data Products for details and pricing.

Coverage: U.S.
Vintage: Updated Quarterly

Centrus US Quadrangle Boundary Data

Centrus US Quadrangle Boundary data is based on the 1:24,000 scale Quadrangle boundary data from the USGS.

Coverage: Continental U.S., Hawaii
Vintage: 2002

Centrus Time Zones

The *Centrus Time Zones* dataset contains information regarding the six standard time zones for the U.S. and a seventh zone, which encompasses Puerto Rico and the U.S. Virgin Islands. Also shown are the areas in each zone that do not observe Daylight Savings Time (DST). Additional descriptive information includes the zone name and the offset from Coordinated Universal Time or Greenwich Mean Time (GMT). This map layer was compiled by the U.S. Geological Survey. The *Centrus Time Zone Data Set* is designed for use with the Centrus Spatial+ solutions.

Coverage: U.S.
Vintage: Updated Annually

Centrus State Legislative Districts

Centrus State Legislative Districts includes boundary information for each individual state. The data set provides accurate state Senate and Assembly boundaries and their attributes. These datasets are consistent with boundaries defined in legislation to create new legislative boundaries. The dataset currently contains legislative boundaries for the state of New York only. *Centrus State Legislative Boundaries* data is designed for use with Centrus Spatial+ solutions.

Coverage: New York
Vintage: 2003

Centrus EuroDirect CAMEO USA Data Set

Centrus EuroDirect CAMEO USA Data is based on the *CAMEO* marketing products from EuroDirect, the leader in global marketing information products. *CAMEO USA* is an effective and powerful means of profiling and targeting the American consumer market.

Centrus EuroDirect CAMEO USA is used to enhance and segment consumer databases, understand current customers and responders, locate more prospects by finding look-a-likes, perform collection area and site location analysis, identify potential new customers from mailing lists, understand market potential and use in strategic planning, setting sales targets and evaluating site performance and perform advanced statistical analysis and modeling.

EuroDirect developed the CAMEO USA products at the ZIP+4 level using a wide range of relevant data variables and advanced modeling techniques to detect and identify 52 distinct neighborhood types, aggregated into 9 main marketing groups.

A key benefit of Centrus *CAMEO* products is their ability to provide marketing information across international borders. Centrus offers *CAMEO* products for the U.S. and Canada that include international codes to identify look-a-like customers in countries supported by EuroDirect *CAMEO* products including Western Europe, Australia and the Far East. Please call for more information.

Coverage: U.S.
Vintage: 2005

Centrus Census Demographics Data

Centrus Census Demographics data is based on the 2000 U.S. Census with updates from the U.S. Census Bureau for 2003. It includes Demographics data keyed by Census Block including NECTA and Metros Divisions.

Coverage: U.S.
Vintage: 2003

Centrus HMDA/CRA Demographics Data

Centrus HMDA/CRA Demographics Data is based on the Federal Reserve's combined Census Bureau data. The Federal Reserve, on behalf of FFIEC (Federal Financial Institutions Examination Council) creates a combined census file from the U.S. Census Bureau's decennial census for HMDA/CRA, Fair Lending and research use. The resulting FFIEC Census File is updated annually with current Office of Management and Budget (OMB) metropolitan statistical area (MSA) or metropolitan component definitions and released for FFIEC and public use. The *Centrus HMDA/CRA Demographics Data* is indexed on Census Tract information.

Coverage: U.S.
Vintage: 2006

Centrus EuroDirect CAMEO Canada Data Set

Centrus EuroDirect CAMEO Canada data is based on the *CAMEO* marketing products from EuroDirect, the leader in global marketing information products. *CAMEO Canada* is an effective and powerful means of profiling and targeting the Canadian consumer market.

Centrus EuroDirect CAMEO Canada is used to enhance and segment consumer databases, understand current customers and responders, locate more prospects by finding look-a-likes, perform collection area & site location analysis, identify potential new customers from mailing lists, understand market potential and use in strategic planning, setting sales targets and evaluating site performance and perform advanced statistical analysis and modeling.

EuroDirect developed the *CAMEO Canada* products at the 6-Digit Post Code level using a wide range of relevant data variables and advanced modeling techniques to segment the country into 10 community groups and 50 distinct neighborhood types.

A key benefit of Centrus *CAMEO* products is their ability to provide marketing information across international borders. Centrus offers *CAMEO* products for the U.S. and Canada that include international codes to identify look-a-like customers in countries supported by EuroDirect *CAMEO* products including Western Europe, Australia and the Far East. Please call for more information.

Coverage: Canada
Vintage: 2005

Centrus Home Heating Fuel

Centrus Home Heating Fuel data is a part of the U.S. Census Bureaus Summary File 3 questionnaire released on April 1, 2000. Summary File 3 contains detailed population and housing data collected from a 1-in-6 sample and weighted to represent the total population. The home heating fuel data was obtained from answers to questionnaire Item 42, which was asked on a sample basis at occupied housing units. The data shows the type of fuel used most often to heat the house, apartment, or mobile home. The collected data was converted to a percentage for decision making purposes. The data is displayed using TIGER 2000 Census Tracts.

Coverage: U.S.
Vintage: 2000

Centrus Insurance Premium Districts

Centrus Insurance District data is used by the insurance industry to determine the tax on insurance premiums written in 13 states. This allows insurers to correctly determine the rate due on each insurance policy. Boundaries vary by state and are based on fire and police district and municipal boundaries. *Centrus Insurance Premium District* data is for use with GeoTAX and Centrus Spatial+ solutions.

Coverage: U.S.
Vintage: Updated Monthly

Centrus Payroll Districts

Centrus Payroll District data are used by Human Resource Departments to determine payroll tax withholding in some states. These boundaries vary by state and can be based on municipalities, minor civil divisions, TIGER school district information and custom transportation and JEDD districts. *Centrus Payroll District* data is for use with GeoTAX and Centrus Spatial+ solutions.

Coverage: U.S.
Vintage: Updated Annually

Centrus Property Tax Districts

Centrus Property Tax District data is used by companies to determine asset location for filing annual property tax returns at the sub jurisdiction level. The boundaries vary by state and include numerous types of boundaries besides municipality, minor civil division and school district. *Centrus Property Tax District* data is for use with GeoTAX and Centrus Spatial+ solutions.

Coverage: AR, ID, IN, KY, LA, MI, MS, NJ, NM, OH, TX, UT, WA, WI
Vintage: Updated Quarterly

Centrus Special Purpose Districts

The *Centrus Special Purpose Districts (SPD)* Data Set provides national coverage for special tax district boundaries. The tax boundary information is acquired through extensive research into each state's Sales and Use Tax bylaws. The boundaries vary by state and include tax districts that were enacted for unique taxing purposes in addition to a variety of unique taxing districts such as improvement and transportation districts. Currently 21 states have Special Purpose Districts defining areas in which special taxes are assessed as part of the Sales and Use Tax assessment. There are currently more than 1,100 boundaries included in the *Centrus SPD Data Set*. *Centrus Special Purpose District* data is for use with GeoTAX and Centrus Spatial+ solutions.

Coverage: U.S.
Vintage: Updated Quarterly

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