

Press release

Date
July 16, 2009

Press contact:
Cornelia Lichtner

Contact info.
Tel.: +49 (0)7251 9295270
Fax: +49 (0)7251 9295290

E-mail
c.lichtner@gfk-geomarketing.com

GfK GeoMarketing releases new digital maps for all 48 Asian countries

GfK GeoMarketing is releasing an updated and expanded digital map edition for Asia. All maps have been revised to reflect the latest status. The edition also contains new and even more detailed regional administrative and postal units. With these innovations, GfK GeoMarketing's Asia Map Edition is the most up-to-date and comprehensive digital map collection for the 48 Asian countries on the market.

GfK GeoMarketing's Asia Map Edition contains up-to-date coverage of the 48 countries' administrative and postcode units as well as numerous topographic maps. Regions and map elements are labeled with international place-name attributions and, in many cases, the official local names and associated character fonts. All map layers fit together seamlessly and provide gapless, overlap-free coverage.

The comprehensive digitization of all maps for Asia is a highly demanding project requiring significant expertise, reliable information sources and many years of experience to ensure consistently high quality and reliability. Klaus Dittmann, head of GfK GeoMarketing's cartography division, is proud of the new Asia Map Edition completed by his team of in-house cartographers: "The comprehensively updated maps for Asia provide a solid basis for geomarketing and business analyses. The scope, actuality and quality of the maps is unrivaled on the market. Due to the current economic crisis, demand for a reliable cartographic basis for dynamic markets such as Asia is very high," Dittmann explains. "The updated maps for Asia give internationally active companies and institutions a reliable basis for making more informed strategic decisions and carrying out detailed analyses."

World's largest collection of digital postcode maps for Asia

The Asia Map Edition contains more than 600 maps. Postcode regions and political boundaries are provided down to the most detailed regional level for Japan and India,

GfK GeoMarketing GmbH

www.gfk-geomarketing.com
info@gfk-geomarketing.com

Bruchsal headquarters:
Werner-von-Siemens-Str. 9
Building 6508
76646 Bruchsal
Tel.: +49 (0)7251 9295100
Fax: +49 (0)7251 9295290

Hamburg office:
Hans-Henny-Jahnn-Weg 53
22085 Hamburg
Tel.: +49 (0)40 2271120
Fax: +49 (0)40 2277282

Nuremberg office:
Nordwestring 101
90419 Nuremberg
Tel.: +49 (0)911 3952509
Fax: +49 (0)911 3954054

Management Board:
Olaf Petersen
Wolfram Scholz
Dr. Eberhard Stegner

Mannheim County Court
HRB 250872
Ust-ID: DE 143585033

among others. In addition to maps for large countries such as India or China, the Asia Map Edition also includes maps of countries that have undergone significant political changes in recent years, such as Iraq and Afghanistan, as well as maps of smaller countries that have been digitized and included with the Asia Map Edition for the first time, such as the Maldives.

The maps include a wealth of supplementary information, such as a classification of around 5,000 cities in Iraq according to number of inhabitants or the labeling of many map objects with both native language (and associated character font) and international place-name attributions. This allows users to orient themselves amidst Asia's large and very diverse markets, administrative levels and regions – from a broad continent overview down to the most detailed level. GfK GeoMarketing is currently the only provider of digital administrative maps of North Korea.

GfK quality ensures an up-to-date, precise cartographic basis

The level of precision in GfK GeoMarketing's maps for Asia is unusually high – in some cases, very high. For example, in the map of the United Arab Emirates, one can discern the new man-made palm islands along the coastline of the city state of Dubai. "For some branches, maps must not only be up-to-date, but also extremely accurate," says project leader Klaus Dittmann. The Asia Map Edition was digitized with these demands in mind and adheres to the worldwide WGS 84 standard. Much attention has been paid to ensure that digitized objects are precisely positioned, reflecting their actual geographic coordinates. Thanks to the fact that the map data has been prepared according to a unified principle, users can unproblematically copy multiple countries into one map project for further editing.

All of GfK GeoMarketing's maps are vector-based, offering users unlimited zoom capability and editing possibilities, including the creation of their own custom-tailored map projects. All maps are available in the standard data formats – *.shp (ESRI), *.tab (MapInfo) and *.lay (RegioGraph – GfK GeoMarketing own geomarketing solution).

Applications

Digital maps serve as the foundation for the geographic analysis of data. They are used in specialized software applications to analyze regional markets, plan sales activities and bring clarity to strategic decisions. GfK GeoMarketing offers digital maps illustrating postcodes and administrative regions such as municipalities for more than 240 countries worldwide. GfK GeoMarketing's regularly updated and expanded maps comprise the world's largest collection of digital administrative and postcode maps.





In addition to maps, GfK GeoMarketing provides data on potential such as the Europe-wide GfK Purchasing Power dataset as well as RegioGraph, its own geomarketing software solution. RegioGraph gives users the ability to import their own company and market data and then analyze and visualize this information on worldwide maps.

Additional information on the Asia Map Edition can be found at www.gfk-geomarketing.com/maps_asia.

Download illustrations Print-quality illustrations can be found at www.gfk-geomarketing.com/press_asia.

About GfK GeoMarketing

GfK GeoMarketing is one of the largest providers of geomarketing services in Europe for customers and users from all branches of trade. Key business areas include:

-  Consultancy
-  Market data
-  Digital maps
-  Geomarketing software RegioGraph

GfK GeoMarketing is a subsidiary of the globally active GfK Group. Ranked fourth among the world's market research institutes, the GfK is represented in 100 countries with over 150 subsidiaries and 10,000 employees.