

Press release

Date
October 14, 2010

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 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

Managing directors:
Wolfram Scholz
Dr. Eberhard Stegner

Mannheim County Court
HRB 250872
Ust-ID: DE 143585033

GfK GeoMarketing releases free sample map of worldwide postcode systems in Oracle format

GfK GeoMarketing, a Germany-based Oracle Silver Partner, has created a map of the world's postcode systems in an Oracle-compatible map format. The map is available as a free sample and demonstrates the high quality and worldwide coverage of GfK GeoMarketing's maps. The world's largest supplier of digital postcode and administrative maps, GfK GeoMarketing now offers its maps for use in Oracle solutions, including Oracle Database, Oracle Business Intelligence and Oracle Spatial 11g. The availability of GfK GeoMarketing's maps in the Oracle format gives Oracle users the ability to choose from among maps of 240 countries for immediate integration into their software.

GfK GeoMarketing's free map of the world's postcode systems lets Oracle users quickly compare and contrast postcode schemes across the globe. This is significant, because postcodes are the primary basis for the geographic analysis of customer and market data. The map provides a quick overview of the various approaches used by postal organizations around the globe.

The free map comes in the wake of GfK GeoMarketing's recent decision to offer its worldwide collection of postcode and boundary data in Oracle's proprietary data format. This move is a reaction to Oracle's addition of more spatial functionality to its databases to support the geographic organization and analysis of data.

"With the extended spatial functionality of Oracle's database solutions, we saw an opportunity to provide users with added value by making our maps available in Oracle's data format," explains Friedlind Duerr, head of GfK Geomarketing's partner development division. "Now users can effortlessly incorporate our postcode and administrative maps for 240 countries directly into their Oracle solutions. Our postcodes

maps are particularly useful for visualizing and analyzing the large quantities of data with which Oracle users work, as most of this data include postcodes. Thanks to this common element, this information can be associated with our maps and used as the basis for further analysis.”

GfK GeoMarketing’s full range of postcode and administrative digital maps can be used in conjunction with Oracle Business Intelligence 11g and Oracle Fusion Middleware MapViewer, a standard feature of every edition of Oracle WebLogic Application Server, and Oracle MAPS JavaScript library, a feature of MapViewer. Business Intelligence (BI) and geographic information system (GIS) tools, many of which support Oracle Spatial, can be individually customized and fused with Oracle technology.

GfK GeoMarketing’s detailed coverage of worldwide postcode boundaries is one of the distinguishing features of its maps. The company’s own cartographers digitize and regularly update these boundaries. In addition to the Oracle data format, GfK GeoMarketing’s maps are available in the *.shp (ESRI), *.mid/*.mif (MapInfo), *.gdb (Geodatabase) and *.lay (GfK GeoMarketing’s RegioGraph) formats. The vector-based maps feature gapless, overlap-free coverage, national and local place-name attributions and infinite zoom capability.

Download the free map of the world’s postcode systems for Oracle at www.gfk-geomarketing.com/oracle-sample. Other free maps samples in all standard digital map formats can be downloaded at www.gfk-geomarketing.com/map_samples.





The image file of the map may be freely distributed and reproduced if the following attribution is included: “Illustration: GfK GeoMarketing”.

Additional information

on GfK GeoMarketing’s maps and other products can be obtained from Thorsten Lauszus at +49 (0)7251 9295145 or t.lauszus@gfk-geomarketing.com.

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 and reports
-  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 115 subsidiaries and approximately 10,000 employees.