



NAVTEQ

The premium product for A to B routing and geocoding.

Point Addressing is a product like no other in our portfolio; it is our premium addressing product. Unrivaled in our industry, it features precise latitude and longitude coordinates for specific addresses, all matched to the high-quality NAVTEQ® map. For navigation and Internet mapping, emergency preparedness and enterprise solutions—for the growing array of applications and needs—Point Addressing delivers a more-rewarding point-to-point routing experience by providing more-accurate to-the-door arrival as well as more-reliable geocoding.

WE USED LOCAL CONTACTS TO BUILD A STRONG FOUNDATION.

Point Addressing offers access to an unparalleled database of over 50 million point addresses. Each is derived from local sources matched to the adjacent road. We collect the data directly in the U.S. from the tax sources; our team works with contacts at more than 3,000 U.S. counties, then we use our standardized processes and database-building expertise to check for address exceptions or mismatches. We include only accurate addresses, and we eliminate duplicates and errors. So our Point Address database is easy to implement and superior in quality.

IT'S GOOD FOR ROUTING. GREAT FOR BUSINESS.

Built and verified on the roads of the world by hundreds of highly trained geographic analysts, the NAVTEQ map is known worldwide for its accuracy, richness and detail. Point addresses—100 percent of them—are matched to that map via a powerful proprietary toolset. This enables highly reliable and usable addressing—greatly boosting destination arrival accuracy and user satisfaction.

YOU CHOOSE THE POINTS. YOU REAP THE BENEFITS.

You can implement Point Addressing with all matched addresses or select point addresses that offer the largest impact to the navigation experience. NAVTEQ intelligently includes those point addresses in rural areas and where Points of Interest exist.

Whatever the case, Point Addressing delivers the accurate, reliable routing experience end users—from commuters and leisure travelers to businesses, express mail services and emergency service providers—demand. It's a precise, point-to-point routing experience. An experience you can only get from NAVTEQ.

An unparalleled database continues to expand across the U.S.

Over 50 million addresses currently available in the United States, covering over 60% of the population. In 2008, NAVTEQ is expanding Point Addressing to over 80% of the U.S. population.



Point Addresses provide points adjusted to each road, enhancing the accuracy of destination selection and to-the-door arrival.



We match data from local sources to the NAVTEQ map in counties across the U.S. to build Point Addressing to the same quality standards you expect from NAVTEQ.

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