

# DIRECTORY MAPPING SERVICES

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### The most important benefits of MapCreator's Directory Mapping Services:

- Mini Maps: Immediate profit by boosting advertising revenues
- Save costs: Your current Overview Maps for a considerably lower price
- Create your printed and digital maps quickly and simply without having to buy cartographic materials from third parties
- Produce the necessary maps quickly yourself: everything under your control, no need to rely on third parties
- Unlimited number of Mini Maps upfront for all potential advertisers to promote the sales process. (Seeing is buying)
- Mini Maps in directories offer a great feature for your users
- Create Maps in the 'look and feel' of your directory
- Maps are always up to date using the Navteq database

De Telefoonlijst  
& Gouden Gids



OVERVIEW MAPS



MINI MAPS



INTERNET



MOBILE



NAVIGATION

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Mapping and location-based services are playing an increasingly important role in the local search process. Maps and directions are no longer optional extras when displaying local information. Maps and location information of advertisers has become essential information for directories, certainly for companies that want to receive customers in their office or shop, service a predominantly local area, are difficult to find or are in a location that is unfamiliar to customers.

The **MapCreator Directory Mapping Services** enable directory publishers to produce and publish advertisers' exact locations on personalised Maps, and produce Overview Maps in their directories. Special user-friendly software including mapping data gives directories the opportunity to produce their own customised maps with current data provided by Navteq on the basis of a licence. Cost savings are achieved because cartographic material no longer needs to be purchased from third parties and directories can start generating profit immediately by boosting advertising revenues.

## Overview Maps: Save costs

The cost of producing Overview Maps for directories is often very high. The majority of directory users only need Overview Maps in their local directory, but because of the costs a directory publisher need to spend for these maps these pages are more likely to be regarded as cost items. With the MapCreator software a directory publisher is able to reduce these costs by at least 50%. The Publisher can commercialise these Overview Maps by offering advertisers the option to stipulate their location on the Overview Map in their advertisements, or to put their logo directly on the Overview Map. With regard to the deadline, MapCreator software gives a directory publisher full control and any map can be produced quickly and simply at any time in the desired "look and feel". In addition to maps, it is also possible to generate a street name or POI index.



Reduce your map costs by at least 50%

*“ Dex One appreciates the benefits of working with MapCreator's software and using Navteq's geographic data. This combination allows us to improve our map accuracy, to reduce turnaround time, to lower production costs, and to help us achieve our goal to connect our advertisers and our customers. ”*

Dale Sanderson  
Cartographics Manager  
Dex One



## Mini Maps: Earn extra revenue

Mini Maps provide directory publishers with a new opportunity to expand their product service portfolio or enhance their existing products with increased value-added map functions, and give advertisers additional advertising options to make them stand out and get better returns from their advertisements. Mini Maps communicate the exact location of the advertiser, and how to get there, far better than any text-based directions. This will ultimately direct more customers to the physical location of the advertiser. This powerful combination will encourage advertisers to expand their advertisements by adding a Mini Map in which the physical location of the advertiser is highlighted.

The advertiser or the sales representative can enhance Mini Maps with exact localised information, such as car parks, bus stops, train stations etc. This formula has already been used successfully by various directory publishers, with positive results. Advertisers are prepared to pay for this extra information, which ultimately results in more turnover for the Publisher. It is also possible to obtain a large edition of personalised Mini Maps in advance so the Sales Representative can use them as an extra sales tool (spec ads). To be 100% sure of the correct location and additional information in the Mini Map, MapCreator



Earn extra revenue from added Mini Maps

enables the directory publisher or his customers to pinpoint the exact location on this Mini Map themselves online. These Mini Maps are therefore extremely exact and reliable. Customers/the directory publisher can even indicate what the best parking option is, or the nearest public transport point.

## Navteq data **NAVTEQ**

The MapCreator software uses Navteq data as its source. This data is specially developed for navigation systems or GIS applications and can also be used as a source for the production of map products, both for digital products and print products. For hundreds of applications around the world, NAVTEQ digital map data is the data of choice. Manufacturers, application engineers, product developers and consumers know the NAVTEQ name means data that is robust, detailed and reliable.

## Profitable solution for both digital and print products

The MapCreator software offers directory publishers a straightforward way to produce their own maps for both print and online use. MapCreator also offers maps and routes to enhance wireless applications with locations, addresses, points of interest, dynamic maps and directions. This service displays the map or a route and "find-the-nearest" information for a specific location for publication on the Internet and mobile/car navigation systems. MapCreator offers a profitable solution both now and in the future. Increase directory value and start generating profit immediately.