

PRESS RELEASE

NEWEST VERSION OF GEOCODING SOFTWARE TURBO CHARGES DIGITAL MAPPING APPLICATIONS

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MapData Sciences Pty Limited (MDS) today announces the launch of Version 3 of its QuickLocate® Geocoding System, which is designed to convert physical or logical addresses into mappable locations that can be used for presentation, market analysis, and decision support.

The key difference between QuickLocate and other geocoders is its ability to turn virtually any data source into a geocoding database. Pre-built databases for select locations are also available – address range databases for Australia and New Zealand, and an Australian G-NAF point-based database. The QuickLocate geocoding engine SDK can be used to create and deploy a variety of applications in a server or desktop environment. QuickLocate 3 also comes as a user-friendly desktop geocoder.

MDS' managing director Laurie Edwards said "Increasingly organisations are recognising the power of applying geocoding to the mapping of both physical and non-physical or logical addresses.

"For example, organisations such as banks and financial institutions are using geocoding to map exactly where their business is coming from. Utilities and telcos likewise see the value in accurately mapping items of infrastructure or cable networks, for example."

Geocoding is the process of adding geographic coordinates to an address. This enables often complex layers of data associated with customers, prospects or partners to be presented as a map for easy analysis. It is ideal for address validation and authentication, as well as applications such as store location, 'what's my nearest' or delivery vehicle/salesman routing.

"In Version 3 we provide the software components which cater for organisations using geocoding for small or occasional applications or for those that see geocoding and digital mapping as increasingly of strategic importance to their businesses," Mr Edwards said.

Using the QuickLocate Geocoding System, an organisation can integrate geocoding into its own software environment. An easy to understand object model allows for rapid and seamless development. The SDK also comes with a boundary tagger SDK and boundary file builder, allowing the tagging of each geocoded address against a custom set of boundaries, such as census collection districts.

QuickLocate Desktop Geocoder is a simple, easy to use desktop application that allows geocoding of a database of records in a variety of native formats. Each geocode can be tagged against one or more boundary files.

The foundation of QuickLocate V3 is the QuickLocate SDB (Spatial Database Builder), which allows the creation of a reference database for geocoding from virtually any data source. Input addresses may be point sources or address ranges such as along a road centreline.

About MapData Sciences

MapData Sciences Pty Limited is a company specialising in the provision of digital mapping services and software. With offices in Sydney, Australia and Wellington, New Zealand, MDS

has a dedicated team of GIS and software professionals who build and maintain digital mapping data products and applications. Specialising in demographics, Where's the Nearest, Routing, General GIS consulting services and data development projects, MDS has an extensive list of clients involved in the banking, travel, oil, retail and automotive sectors. For more information visit www.mapds.com.au

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