



## TomTom launches new global geocoding web service

**Geospatial World Forum, Amsterdam, 24 April 2012** – Today TomTom announces the launch of its high volume batch geocoding web service. The TomTom Global Geocoder enables businesses to process large amounts of data with a single click of a button and return results quickly.

Geocoding is the process of converting addresses into geographic coordinates to allow location analysis. By combining geographic knowledge with business information, businesses can make smarter decisions that will lead to better products, as well as cost savings and process improvements. For example, insurance companies are relying on geocoding techniques to help set premiums and make underwriting decisions based on the physical locations of the insurance projects.

*"Geocoding is part of TomTom's DNA. With close to 30 years of experience developing global digital maps, TomTom is known for its expertise in geocoding," said Dan Adams, Vice President, Location and Live Services at TomTom. "By launching our global batch geocoding web service, we are providing critical spatial data to fuel our customers' analytic engines."*

The TomTom Global Geocoder offers the following benefits:

- High volume results in one easy step, with no usage restrictions
- International coverage enables one stop for all geocoding needs
- Highly accurate, address point level matching
- Fast results delivering hundreds of thousands of records per hour.

Visit TomTom at Geospatial World Forum booth #19 in hall 10 to learn more about the TomTom Global Geocoder, as well as other products.