

DATA SHEET

StreetPro China

STREETPRO CHINA HAS BEEN DESIGNED WITH GLOBAL CONSISTENCY, CONTAINING TRANSPORT, COMMUNITY, SOCIAL AND ADMINISTRATIVE THEMES FOR A COMPLETE AND ACCURATE LOCATION INTELLIGENCE PLATFORM.



Summary

StreetPro China is Pitney Bowes Business Insight's premier street network database for China. It has been designed with geospatial integrity to provide a platform for critical business use. This product is ideally suited to a wide variety of mapping analysis and reporting applications, as well as in the integration of transport and logistics platforms, and corporate information solutions..

Benefits

- Enhanced attribution in Simplified Chinese and English equivalent.
- Data standards compliance to support business compliance.
- Fast and efficient integration with Pitney Bowes Business Insight's suite of geospatial applications.
- Comprehensive and current for informed decision making.

OVERVIEW

Does your job include mapping or location-based analysis? Do you need a detailed Chinese street network for address geocoding, routing, or mission critical activities such as risk analysis and network planning? Do you require a general overview of streets throughout China to analyse a market or site, or eye catching maps to present your analysis? If the answers to any of these is "yes" - you need street data - you need StreetPro.

Offering high quality up-to-date and comprehensive street coverage for China, StreetPro is the essential solution to your mapping and location-based application requirements. StreetPro is built on data from the industry's most respected sources and enhanced by Pitney Bowes Business Insight with value added features and topological integrity, to provide you with an easy-to-use product that provides a reliable foundation for business needs.

Why StreetPro?

StreetPro offers reliable Chinese data from a single source. Annual updates ensure that you always have the most up-to-date and accurate data to work with. StreetPro is flexible - you can purchase data that matches your business needs, choose from all layers, or Internet ready data.

Consistent file structures and presentation means it is easy to conduct your analysis, whatever regions or layers you choose. It is the choice for customers who need to perform accurate location analysis to support critical business decisions and who value real-world, high integrity content for analysis and maps.

Applications

Pitney Bowes Business Insight customers use StreetPro for a wide range of applications including:

- Routing and dispatching
- Crime analysis
- Call centre
- Market analysis
- Wireless location-based services
- Insurance risk analysis
- Fibre optic cable installation
- Store locator
- Site selection
- Customer service
- Call before you dig
- Real estate listings

StreetPro China

Versions

StreetPro - contains all layers offering the highest degree of accuracy for detailed analysis and location of addresses.

StreetPro Display - contains less information, but the road lines are optimised, allowing for faster display of maps, which is ideal for Internet or Intranet applications.

Layers

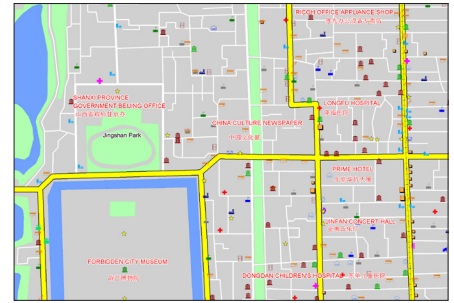
Streets and Highways - National coverage of detailed roads with a separate highways layer provided for cartographic purposes. In Simplified Chinese and English.

Postcodes - Both 4 and 6 digit postcode values.

Railways and Stations - Polyline objects representing railway lines and point objects representing railway stations.

Boundaries - The Chinese administration boundary layers represent Provinces, Prefectures and City/Country boundaries.

Points of Interest - Features such as airports, embassies, places of worship, office and apartment blocks, hotel and emergency services are included along with banks, stadiums, post offices, and educational institutions.



Comprehensive data throughout China in English and Simplified Chinese is ideal for mapping and analysis.

Parks and More - Recreation reserves and open spaces are represented as regions.

Water - Rivers, lakes, ocean, etc.

Locality Points - Locality search facility that references numerous administrative regions, localities, etc. for ease of searching.

Pitney Bowes Business Insight is committed to provide worldwide spatial solutions. This is achievable through the establishment of quality spatial data products around the world.

StreetPro China is part of a consistent, high quality product suite available for the Asia-Pacific region, as well as part of Pitney Bowes Business Insight's worldwide StreetPro offerings.

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