

DATA SHEET

## StreetPro Hong Kong

STREETPRO HONG KONG HAS BEEN DESIGNED TO PROVIDE USERS WITH A FLEXIBLE, MULTI-PURPOSE FOUNDATION WITH THE APPROPRIATE INTEGRITY FOR CRITICAL BUSINESS USE.



### Summary

StreetPro Hong Kong is a high quality digital road network that gives you real-world detailed display with the spatial accuracy and attribution you need to define your spatial business solution. 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

- Fast and efficient integration with Pitney Bowes Business Insight's suite of geospatial applications.
- Comprehensive and current data for informed decision making

### OVERVIEW

Does your job include mapping or location-based analysis? Do you need a detailed Hong Kong 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 Hong Kong 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 Hong Kong, 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 Hong Kong 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 Hong Kong

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## Versions

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

**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.

**Administrative Boundaries** - Pitney Bowes Business Insight also license administrative boundaries including district board boundaries and common district boundaries of Hong Kong.

## Layers

**Streets and Highways** - National coverage of detailed roads with a separate highways layer provided for cartographic purposes.

**Footprints** - Detailed footprints of all buildings footprints.

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

**Boundaries** - Administrative boundaries including district board boundaries and common boundaries of Hong Kong.

**Points of Interest** - Features such as schools, police stations, petrol stations, post offices, hospitals, places of worship, private and public housing, hotels, shopping complexes and restaurants.



*Comprehensive data ideal for mapping and analysis.*

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

**Water** - Rivers, canals, 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 Hong Kong 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.