

## Press Release

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# New GeoMarketing software DISTRICT 10 wins innovation award

**DISTRICT 10 has been awarded a price for innovation in the category business intelligence by "Initiative Mittelstand" at this year's IT-fair CeBIT.**

At CeBIT, the new GeoMarketing and territory planning software DISTRICT 10 by GfK GeoMarketing has won an innovation prize from "Initiative Mittelstand", a German organization for helping medium-sized businesses select IT solutions. In the category of Business Intelligence Solutions, DISTRICT 10 came out ahead of numerous competitors with its new territory planning functions and its unique overall scope with the inclusion of maps and market data such as GfK Purchasing Power.

Says Managing Director Wolfram Scholz: "We are very proud of this award. DISTRICT 10 was found to be particularly innovative and value-creating compared to hundreds of other interesting software solutions, not just in the area of GeoMarketing. This demonstrates that for medium-sized companies in particular, DISTRICT 10 is one of the most worthwhile investments they can make to effectively and sustainably increase their company's success!"

RegioGraph and DISTRICT are the leading GeoMarketing software programs by number of users in Germany. They are specialized softwares for presenting and analyzing company data on digital maps. The programs are used by companies across all branches to optimize their market development from a regional perspective. With its concentration on analysis tools, RegioGraph is oriented towards use in marketing and controlling activities. DISTRICT features the same range of functions as well as special additional functions for planning sales territories.

The new version 10 offers many innovations plus functions and components that are unique on the market. In addition to software assistants for data import, analysis and territory planning, there are over 100 analysis and presentation methods. Territory planning functions feature infrastructure data that automatically calculates the accessibility of territories or locations. In addition, in the German version RegioGraph 10

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and DISTRICT 10 also contain the original GfK Purchasing Power for all municipalities and postal codes for Germany, Austria and Switzerland as well as the latest digital maps for all three countries.

Other European language versions will contain corresponding market data and maps. The English-language version as well as additional languages will be available in the next few months.

There was a record number of orders already before sales began, and now delivery is in full swing. In the first weeks of sales more than 2,000 software packages of RegioGraph 10 or DISTRICT 10 were delivered to customers.

Sales Director Murat Ayranci is highly satisfied: "The number of pre-orders and direct sales such as those at the CeBIT fair were a great confirmation that our concept of including maps and market data is very well received among marketing and sales customers in all branches of industry."

### Contents of RegioGraph 10 and DISTRICT 10

Software	Market data	Maps
<ul style="list-style-type: none"> <li>• <b>RegioGraph 10 or DISTRICT 10</b></li> <li>• <b>Ready-made map projects and analyses:</b> topography and purchasing power for Germany, Austria and Switzerland</li> <li>• <b>Quick Start Manual</b></li> <li>• <b>Exercise Projects</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>GfK Purchasing Power</b> for Germany, Austria and Switzerland on municipality and postal code level</li> <li>• <b>Population figures</b> for Germany, Austria and Switzerland on municipality and postal code level</li> <li>• <b>Household figures</b> for Germany, Austria and Switzerland on municipality and postal code level</li> </ul>	<ul style="list-style-type: none"> <li>• More than 100 maps for <b>Germany, Austria and Switzerland:</b> <ul style="list-style-type: none"> <li>○ <b>All administrative units</b> up to the municipality level</li> <li>○ <b>All postal code units</b>, e.g. in Germany up to 5 digit postal codes</li> <li>○ <b>Extensive topographical maps:</b> elevations, city points, waterways, etc.</li> <li>○ <b>Extensive Tele Atlas street maps</b></li> </ul> </li> <li>• <b>Special maps</b> such as Nielsen areas, statutory health insurance regions, Chamber of Commerce and Industry (IHK) districts, unemployment office districts, etc.</li> <li>• <b>European-wide maps</b> – political borders up to Level 2 (federal provinces)</li> </ul>
Additional <b>services</b> include a toll-free <b>user hotline</b> , <b>online tutorials</b> and <b>free additional downloads</b> .		

*(Germany-Austria-Switzerland Edition; other editions with corresponding maps available, e.g. UK edition)*

**For more information on RegioGraph 10 and DISTRICT 10** please visit [www.gfk-geomarketing.com](http://www.gfk-geomarketing.com) or contact Doris Hardt-Beischl, Tel. +49 (0)7254/ 983 -140, [d.hardt-beischl@gfk-geomarketing.com](mailto:d.hardt-beischl@gfk-geomarketing.com).

### Graphics Download

Screenshots, logos and product shots are available for download in high resolution at [www.gfk-geomarketing.com/press/zip/DISTRICT10.zip](http://www.gfk-geomarketing.com/press/zip/DISTRICT10.zip)

### **About GfK GeoMarketing**

GfK GeoMarketing is one of the largest European providers of GeoMarketing solutions and has over 100,000 users across all branches of industry. The company's core divisions are:

- Consulting
- Market data
- Digital maps
- Geomarketing software

The company was founded in 2006 through the merger of GfK MACON, GfK Prisma and GfK Regional Research and is a 100% wholly-owned subsidiary of the global GfK Group. GfK GeoMarketing is currently represented in 70 countries with over 130 subsidiaries and around 7,800 employees. The company ranks Number 4 internationally among market research institutes.