

Press Release

Date
05 July 2007

Press Contact
Ms. Cornelia Lichtner

Direct Phone
Tel. +49 (0)7251 / 9295 - 270
Fax +49 (0)7251 / 9295 - 290

E-Mail
c.lichtner@gfk-geomarketing.com

Digital Maps of Germany, Austria and Switzerland updated

GfK GeoMarketing publishes new map editions reflecting last year's changes in postal code areas and municipalities.

On January 1, 2007, Germany's official postal organization implemented changes to approximately 60 postal code areas. Municipalities and county administrations have also redrawn boundaries as a result of amalgamations or new land assignments. The deadline for formal objections having now elapsed, these changes are now binding.

GfK GeoMarketing GmbH

www.gfk-geomarketing.com
info@gfk-geomarketing.com

Headquarters Bruchsal:
Werner-von-Siemens-Str. 9
Gebäude 6508
D-76646 Bruchsal
Tel + 49 (0) 72 51 / 92 95 - 100
Fax + 49 (0) 72 51 / 92 95 - 290

Hamburg Office:
Hans-Henny-Jahnn-Weg 53
D-22085 Hamburg
Tel + 49 (0) 40 / 227 - 1120
Fax + 49 (0) 40 / 227 - 7282

Nuremberg Office:
Nordwestring 101
D-90319 Nürnberg
Tel + 49 (0) 911 / 395 - 2509
Fax + 49 (0) 911 / 395 - 4054

Management Board:
Murat Ayranci
Raimund Ellrott
Olaf Petersen
Wolfram Scholz
Dr. Eberhard Stegner

Amtsgericht Mannheim
HRB 250872
Ust-ID: DE 143585033

GfK GeoMarketing's recently updated maps of Germany, Austria and Switzerland have been adjusted to reflect these alterations and are now available for distribution.

Together, the three map editions provide more than 100 digital maps. For each country, there are maps of all postal code units in varying levels of details, e.g. 2-digit down to 5-digit postal codes in the case of Germany. Maps of all administrative units, such as municipalities, districts, federal states or regions, are also included. Topographical maps, e.g. city points, elevations, road network, city areas, waterways or airports, supplement the collections. Also provided are special maps such as Nielson territories and Nielson standard regions, job center districts and job center offices, German Chamber of commerce ["IHK"] districts or territories of the German health insurance associations.

All maps are vector-based, i.e. have unlimited zoom capacity. The precision of the maps is therefore comparable to that of traditional wall maps with a 1:10,000 meter scale. This level of quality is a prerequisite for making use of the maps in other digital applications.

Digital maps serve as the basis for thematic maps and analyses created with GeoMarketing software: Companies visualize and analyze their company or external market data regionally, plan advertising campaigns or plan and optimize sales territories.

The digital maps of Germany, Austria and Switzerland are part of the world's largest collection of digital postal and administrative maps: GfK GeoMarketing produces and regularly updates maps of more than 240 countries worldwide. Maps are available in all standard formats such as .shp, TAB and .gfk.

For more information on the digital maps of Germany, Austria and Switzerland, please contact Ms. Friedlind Dürr. Call +49 (0)7251/ 9295 -230, or email f.duerr@gfk-geomarketing.com. Further information can be found under http://www.gfk-geomarketing.com/digital_maps.

Download image in high-resolution format (TIFF)

About GfK GeoMarketing

GfK GeoMarketing is one of the biggest providers of GeoMarketing services in Europe and has customers and users from all branches of trade. The business areas are:

- Consulting
- Market data
- Digital Maps
- RegioGraph and DISTRICT

GfK GeoMarketing was formed in 2006 by the merger of GfK MACON, GfK PRISMA and GfK Regionalforschung and is a part of the international **GfK network**.

Currently, GfK is represented in 90 countries with over 115 subsidiaries and 8,200 employees. GfK is the world's number 4 market research institute.

More information on GfK GeoMarketing:

<http://www.gfk-geomarketing.com>