

Press Release

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GfK GeoMarketing publishes new digital maps for the Czech Republic

Digital maps are the basis of geomarketing applications which help companies realize regional sales potential in all of Europe.

With the new edition of the digital maps of the Czech Republic, GfK GeoMarketing brings a big cartographic project to the close. All maps have been completely updated and many new maps have been added.

All 2,699 five-digit postal codes have been newly digitalized and have been supplemented with 689 post offices. The borders of all 6,249 municipalities have also been newly digitalized and updated to the official 2007 status. The lakes and waterways have been completely revised and digitalized on the basis of new satellite imagery to make them as precise as possible.

An important addition in the Czech Republic map edition are the maps containing more than 13,000 cities in total, ordered by number of residents. There are also completely new maps such as railway lines and city areas.

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.

Wolfram Scholz, managing director of GfK GeoMarketing, comments: "The Czech Republic is a very dynamic and fast-growing market. Many international companies have set up Czech branches or locations or are planning to do so. The new digital maps of the Czech Republic are a very worthwhile investment to make, as they provide an up-to-date, reliable and precise basis for all expansion endeavors as well as sales territory planning and controlling."

Both Germany-based GfK GeoMarketing and its GfK partner in the Czech Republic INCOMA are observing a growing demand for geomarketing solutions and services.

Dr. Tomáš Drtina, CEO of INCOMA, says: “With the growth of the Czech economy, geomarketing is also high in demand. INCOMA and GfK, the leading companies in market research services and market data for the Czech Republic, provide the ideal supplement to the new digital maps of the Czech Republic from GfK GeoMarketing.”

In total, the map edition provides 28 digital maps of the Czech Republic. There are maps of all postal code units, down to the 5-digit postal code areas. Maps of all administrative units - municipalities (Obce), districts (Okres) and regions (Krajs) - are also included. Topographical maps, e.g. city points, elevations, road network, city areas, waterways or airports, supplement the collection.

All maps are vector-based, i.e. have unlimited zoom capacity. The precision of the maps is therefore in many places 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.

The digital maps of the Czech Republic 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 for GeoMarketing software, GIS and CRM systems.

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

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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 8,400 employees. GfK is the world’s number 5 market research institute.

More information on GfK GeoMarketing:

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