

Press Release

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Updated digital maps of Yemen

GfK GeoMarketing recently updated its digital administrative maps of Yemen. GfK GeoMarketing offers the world's largest collection of postcode and administrative maps, with coverage of 240 countries.

GfK GeoMarketing recently expanded and updated its digital maps for Yemen. This is a country for which there are few reliable and up-to-date cartographic sources. Those sources that do exist usually cannot be incorporated into geomarketing or GIS applications. The quality and accuracy of GfK GeoMarketing's newly digitized maps of Yemen allow users to implement them into their preferred software environments and carry out precision business planning.

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The update includes a new addition: an administrative map featuring Yemen's 333 districts (*muderialah*). These 333 districts constitute Yemen's 21 governorate regions: 20 *muhafazah* regions and the San'a' greater metropolitan area. Maps include Latin and Arabic place-name attributions.

The Yemen 2008 Map Edition also includes topographic map layers. Several city layers display the major and mid-sized cities of this Arab country; the city layers are organized by population size and have been expanded to include a total of 6,823 locations. The map set also comes with maps of the road network, with a distinction made between paved and unpaved roads. Particularly noteworthy is the level of detail that characterizes the rendering of coastlines, which have been cross-checked against satellite imagery to ensure accuracy.

"GfK GeoMarketing is the only provider that offers high-quality worldwide digital maps of postcodes and municipalities that fit together seamlessly," says Klaus Dittmann, director of GfK GeoMarketing's cartography division. "This offers enormous advantages to users of our cartographic products, making it possible to easily incorporate maps of additional countries. GfK GeoMarketing values accuracy above all else. Consequently, we regularly provide updates and new maps for 240 countries worldwide."

Potential applications

Digital maps serve as the foundation for the spatial analysis of data. They are frequently incorporated into specialized cartographic software applications and used for a variety of business planning purposes, including sales territory and expansion planning. Using a postcode map layer, companies can associate their regional data with these maps, displaying and analyzing, for example, customer and branch locations as well as market potential and turnover volume.

Data formats

GfK GeoMarketing's digital maps are available in the following data formats: *.lay (DISTRICT and RegioGraph – GfK GeoMarketing's geomarketing software solutions), *.tab/*.mid/*.mif (MapInfo Professional), *.shp (ESRI ArcGIS) and *.gdb (GeoDatabase). All of GfK GeoMarketing's digital maps are vector-based, allowing infinite zoom capability.




Additional information on the digital maps of Yemen can be obtained at www.gfk-geomarketing.com/yemen or by contacting Nicole Lahr at +49 (0)7251 9295160 or n.lahr@gfk-geomarketing.com.

Download illustrations

Print-quality sample images can be downloaded at www.gfk-geomarketing.com/maps_yemen

About GfK GeoMarketing

GfK GeoMarketing is one of Europe's largest providers of geomarketing solutions for customers from all branches of trade. Its services include:

-  Consultancy and reports
-  Market data
-  Digital maps
-  RegioGraph and DISTRICT geomarketing software solutions

The company is a subsidiary of the international GfK network. Ranked among the world's top 5 market research organizations, the GfK Group consists of 115 subsidiaries and approximately 9,400 employees, with operations in 100 countries.