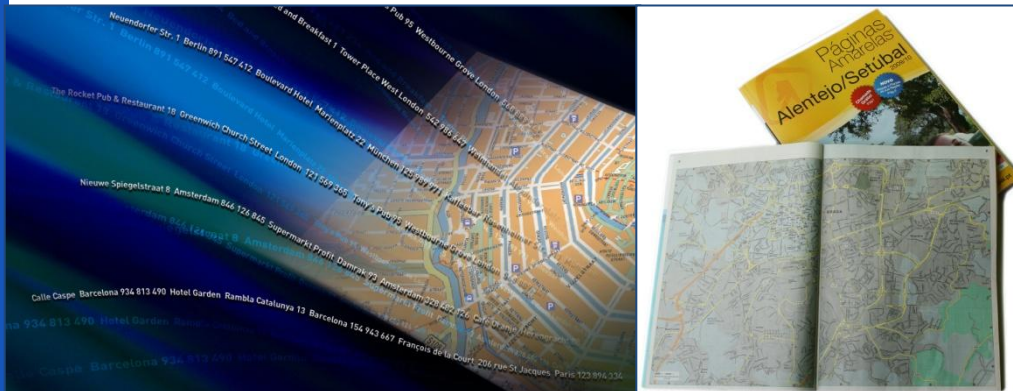


# MapCreator and NAVTEQ support Portuguese directory publisher with a time and cost saving local search solution



MapCreator specialist cartographic software featuring NAVTEQ source data is helping publisher Páginas Amarelas to automate map production, expand its portfolio and boost advertising rates, revenue and profits.

## The Challenge

With a 90% share of Portugal's 'location' media, Páginas Amarelas is responsible for 35 printed directories (with 5 million copies), two websites receiving over 70 million visitors and a range of other media attractive to advertisers.

The company needed a solution to support the publication of advertisers' exact locations on personalised and city directory maps. This solution also had to offer simple collection and maintenance of precise customer location data.

## The Solution

MapCreator's directory mapping services solution enables publishers to automatically generate print and online maps direct from mapping data. One press of a button is all it takes for quick and easy production of any cartographic product including folded or flat maps, atlases or special items in any scale or quantity. With the location editor directory, the publisher (or even the advertiser) can pin-point exact locations making the maps extremely accurate and reliable. Advertisers can even indicate where best to park or the nearest public transport.

The newly collected location data is stored in a dedicated database and by gathering the advertisers' input through the location editor, the publisher can create a unique, validated database.

This MapCreator solution uses NAVTEQ data as the source for the rich mapping functions available for both online digital and print products. NAVTEQ data provides coverage of 78 countries on six continents which means directory publishers worldwide can benefit from MapCreator directory mapping services.

ENTERPRISE  
EUROPE

CASE STUDY:  
Geomarketing  
Applications



## THE CHALLENGE

- Automate production
- Increase directory value
- Produce and publish advertisers' exact locations
- Collect and maintain precise customer location data

## THE SOLUTION

- Highly automated production software
- Map production direct from GIS data into printed and online directories
- Collection and maintenance of precise customer location data
- Automatic data upgrade for use in mobile/car navigation systems

## THE BENEFITS

- Simple, quick, cost-effective production
- Boost in advertising revenues
- Validated database featuring exact location information
- Increase in directory value
- Interface with mobile/car navigation systems

## The Benefits

MapCreator directory mapping services is a proven solution which adds value to directories. It drives customers to advertisers' locations and has a positive impact on their ROI.

Publishers worldwide have been able to reduce production costs and, in turn, this has created opportunities to offer more competitive deals to distributors.

In addition to Páginas Amarelas, a range of customers have used this highly effective software to increase market share whilst also stabilising sales volumes per product.

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## About MapCreator

MapCreator BV is a cartographic software producer in the Netherlands with a global reputation. MapCreator provides cartographic software worldwide. Full-service mapping software for every cartographic production for many different companies. The MapCreator software is successfully used by cartographic publishers, directory publishers and printing on demand service companies.

MapCreator BV is a Falkplan-Andes Company and can therefore build on 60 years of professional cartographic experience. MapCreator meet the needs of the strict standards of professional cartography. MapCreator has successfully completed many projects for different industries and business sectors offering cartographical technical expertise to provide outstanding services and deliver high quality solutions in time.

For more information, visit [www.mapcreator.eu](http://www.mapcreator.eu)

## About NAVTEQ

NAVTEQ is the leading global provider of digital map, traffic and location data that enables navigation and location-based platforms around the world. NAVTEQ supplies comprehensive digital map information to power automotive navigation systems, portable and wireless devices, Internet-based mapping applications and government and business solutions. The Chicago-based company was founded in 1985 and has more than 4,700 employees located in 204 offices and in 46 countries.

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NAVTEQ is committed to provide precise and reliable street-level data and can help directory users all over the world find locations easily. It is available for 78 countries and built to a single, global specification.

*"It's a great pleasure to work with MapCreator's solution and use NAVTEQ data. With this combination we redefine our maps, give them a professional layout and bring the best user experience, saving money and time. It's a perfect match to our goal: to become the market leader in local search."*

**Miquel Pires**  
Marketing Director  
Páginas Amarelas, Portugal

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