



POINTS OF INTEREST

MILLIONS OF PRODUCTS AND SERVICES AT YOUR FINGERTIPS

Users of digital maps demand information that enables them to find the people, places and services they need, wherever they are. Points of Interest (POIs) offers content to do just that. With the most comprehensive collection of POIs in the industry, we can deliver the most popular food, gas, lodging, and retail establishments. Each POI features a number of key attributes that make it easy for users to find their destination of choice. POIs are validated quarterly to ensure accuracy and currency.

BRAND ICONS

Brand Icons is a layer of the POI product. These color reproductions of company logos (.jpg) further enhance map display by associating end user brand preferences with highly visible brand icons for specific POIs. By displaying a brand's logo on the map, users are able to personalize their navigation experience, making it simple and easy to navigate to places of personal preference. Additionally, the color logos enable users to quickly select destinations based on brand preference, rather than just proximity.

PRODUCT FEATURES AND BENEFITS

FEATURES	BENEFITS
<p>Highly accurate data</p> <ul style="list-style-type: none"> Multi-source validation Precisely geocoded 	<ul style="list-style-type: none"> Results in reliable POIs
<p>Broad coverage</p> <ul style="list-style-type: none"> More than 60 million premium POIs globally Over 500 POI categories and sub-categories 	<ul style="list-style-type: none"> Assures that users can find whatever they are looking for
<p>Rich map display</p> <ul style="list-style-type: none"> Logos from premium brands 	<ul style="list-style-type: none"> Makes it easy to select your brand of choice
<p>Links to core map database</p> <ul style="list-style-type: none"> Full map update each quarter Maintained with community input 	<ul style="list-style-type: none"> Facilitates accurate routing
<p>One global specification</p> <ul style="list-style-type: none"> Develop tools once and deploy around the world 	<ul style="list-style-type: none"> Enables quick time to market

EXAMPLES OF POI CATEGORIES

- Doctors office
- Hotel/Motel
- Restaurant
- Retail stores
- Sports center
- Theater

APPLICATIONS

- Location-based services (LBS)
- Turn-by-turn navigation
- Emergency response
- Internet applications
- Business analysis
- Proximity and location searches

END USER BENEFITS

- Easy to find destinations that satisfy personal or business needs
- Enhanced visual capability with Brand Icons
- Improved navigation experience

PRODUCT FORMATS

MultiNet

- GDF ASCII Relational
- GDF ASCII Sequential
- Shapefile
- Oracle Spatial

MultiNet-R

- PostgreSQL
- SQLite

Navigation Data Standard (NDS)



automotive.tomtom.com - geospatial.tomtom.com