

Precise data for precision performance

Market and mail smarter by geocoding the addresses in your database with links to the most precise geographic and demographic data available. Append latitude and longitude coordinates, Census tract/block numbers, and county data... down to the ZIP+4® level.

- Latitude/longitude to the 6th decimal place
- Built-in distance calculations & compass bearing
- Census tract & block, county name & FIPS code
- Available for Windows, Linux & Solaris

Pinpoint locations with ZIP+4 accuracy

GeoCoder will append latitude/longitude coordinates to the 6th decimal place of a 9-digit (ZIP+4) code. If unavailable, it will append the coordinates based on (1) the ZIP+2 or (2) the 5-digit ZIP. It is recommended that prior to geocoding, you verify addresses and append ZIP+4 codes using Address Object.

- Find closest dealer location to a customer
- Pinpoint customer locations & clusters
- Define sales & marketing territories

Visual Basic Code Snippet

```
'Create an Instance of the object
Dim geoPtr As New GeoCoder
```

```
'Set the input
zip = "89101"
plus4 = "2861"
```

```
'Call to the GeoCode method
geoPtr.GeoCode(zip, plus)
```

```
'Display the results
CensusTract = geoPtr.CensusTract
CensusBlock = geoPtr.CensusBlock
Latitude = geoPtr.Latitude
Longitude = geoPtr.Longitude
CountyName = geoPtr.CountyName
CountyFips = geoPtr.CountyFips
```

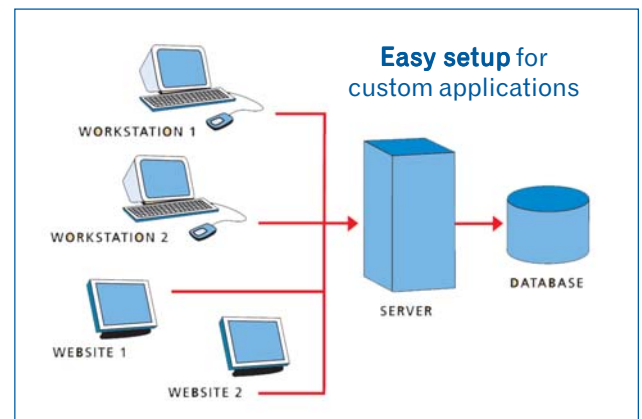
Input Data: **89101-2861**

Census Tract	000502
Census Block	132
Latitude	36.176870
Longitude	-115.115733
County FIPS	32003
County Name	Clark

Discover the best demographics to target

Take advantage of the Census tract and block numbers added by GeoCoder to enhance your marketing savvy. Use the numbers to link demographic patterns to valuable 2000 Census data and seize the competitive edge in an aggressive marketplace.

- Profile your best customers for common traits
- Target your market for the greatest response
- Evaluate your overall marketing strategy



Convenient and compatible

GeoCoder works with programs written in a variety of languages. The sample source code makes it easy to customize your verification and lookup routines and is available for the following:

Windows

- Cold Fusion • Java • FoxPro
- MS Access • MS SQL
- Visual Studio 6 and .net:
- ASP • C++ • C# • VB

Linux & Solaris

- JAVA • PHP • Perl • C • C++

GeoCoder is updated twice a year and available on CD-ROM. Please call for pricing.

System requirements

Windows 98, ME, NT, 2000 or XP
 Pentium III or higher processor
 450 MB of hard disk space

ZIP+4 is a registered trademark of the United States Postal Service.