

GEOJUNXION

GeoJunxion Geo-Location Suite

➤ PRODUCT OVERVIEW

Leveraging geo-location technology

Geo-location is vital to the success of many businesses and can be found across a broad range of industries. For example, manufacturing, retail and financial services are using it effectively for risk assessment, asset tracking and management, customised and targeted communication, fraud detection, smart navigation and much more.

The ability to identify locations and generate geographical data analysis supports better decision making, hence its use in many critical operations.

GeoJunxion Geo-Location Suite is modular with new products continually under development. Currently, it comprises two powerful geo-location tools: **GeoJunxion Geo-Coder plus GeoJunxion Geo-Boundaries**.

- **GEOJUNXION GEO-CODER**

Converts postal addresses into numerical co-ordinates (forward geo-coding or simply geo-coding) and can validate or correct the entered addresses. Also available, reverse geo-coding turns co-ordinates into the name of a place or a postal address.

Longitude and latitude are precise and unaffected by factors such as human error or road network changes. They relate to a fixed point on the earth and are therefore always consistent.

Typical use: GeoJunxion Geo-Coder is often used to obtain the co-ordinates for a particular address to support geospatial analysis and for use in other location-aware applications. Many other GeoJunxion products require numerical co-ordinates to deliver peak performance.

- **COMING SOON – GEOJUNXION \ GEO-CODER WITH BATCH GEOCODING**

In addition to regular updates of Europe and North America, the Geo-Coder will soon have the added feature of batch coding.

This will enable a list of forward/reverse geocoding requests to be sent to the Geocoder in one file – rather than the current process which requires requests to be split and relayed as single items.



Both Products can be accessed through an API, or delivered in a data format like Shape files.



• GEOJUNXION GEO-BOUNDARIES

Add relevant information on a location based on the numerical co-ordinates – usually the name or type of area. These areas are either manmade (e.g industrial zones) or natural (e.g. forests or beaches).

At present, GeoJunxion Geo-Boundaries delivers accurate representations of different administrative levels in a country with the names and borders regularly updated. The number of levels depends on the administrative hierarchy within the country - GeoJunxion Geo-Boundaries can go down seven levels to a very detailed area.

Typical use: A key application for geo-boundaries and in this case, administrative boundaries, is the 'point in polygon' check. Often used in geo-location solutions, this establishes the administrative area where an object is located based on a position provided by a GPS or other device.

• COMING SOON – GEOJUNXION GEO-BOUNDARIES ADMIN 0-8

This new addition to the Suite will provide even more detail in the countries* where GeoJunxion has a navigation map. It will offer boundaries stretching from Admin 0 (the whole country); through Admin 1-7 (smaller administrative divisions); to Admin 8 (even lower administration level and mostly municipalities).

Also on the way, a wide range of additional manmade and natural geo-boundaries.

Natural:

- > Beaches
- > Forests
- > Heathland
- > Islands
- > Waters

Man-made:

- > Time Zones released in Q1
- > Airports
- > Cities (Built up areas)
- > Cemeteries
- > Golf Courses
- > Industrial Areas
- > Parks

GEOJUNXION GEO-LOCATION SUITE – APPLICATIONS

There are many different geo-location solutions utilising both geo-coding and geo-boundaries.

They include:

- > Turn-by-turn navigation
- > Routing
- > Geo-fencing
- > Local search
- > GIS analysis
- > Geo-tagging
- > Track & trace

* GEOJUNXION NAVIGATION MAPS

Andorra
Austria
Belgium
Bulgaria
Canada
Channel Islands / Jersey

Croatia
Denmark
Finland
France
Germany
Gibraltar

Holy See
Ireland
Isle Of Man
Italy
Liechtenstein
Luxembourg

Monaco
Netherlands
Norway
Portugal
San Marino
Slovenia

Spain
Sweden
Switzerland
Turkey
USA

