Abstract

Geocoding Strategies for Your Multi-National Database
Track: New Technology and Technology Integration
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Street level geocoding technologies have been well developed for the U.S. and Canada, but for other geographic areas the strategies have traditionally taken on less granular and more general location-precise methodologies. Such techniques have focused on gazetteer, municipal, and postal code data location targets. The demand for more precise street level geocoding for European databases has tracked the commercial availability of such databases and the emerging wireless location services and fleet management and logistics market segments. To this end several successful street level geocoding strategies for European databases for deployment within ESRI software application platforms will be discussed.

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