



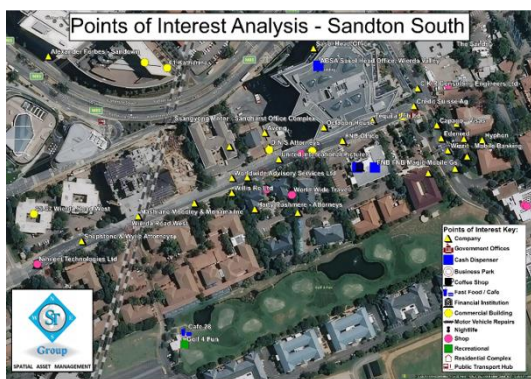
## Points of Interest

*Locate anything, anywhere*

### Overview

Released bi-annually, the Points of Interest dataset is a definitive source for all business, landmark, residential and recreational destinations in South Africa. The POI solution has been crafted to be a complete, current and positionally accurate data file in South Africa. The Full Points of Interest is a dataset consisting of over 1 million geographic and commercial features across South Africa - all highlighting location, contact and function information.

Each Point of Interest is assigned highly accurate latitude and longitude coordinates and represents a high level of completeness; criteria that are fundamental to reliable location-based services.



| Features   | Benefits   |
|--|--|
| Pre-categorized business types   | Improve your proximity search and analysis   |
| Data collection via millions of node updates, surveys and imagery analysis | Greater comprehensive research based on nationwide coverage                          |
| Easy Brand and Company Identification                                      | Easily identify competitive and symbiotic business points or relationships           |
| Bi-Annual Release of Data  | Gain a competitive advantage using the most up-to-date POI available                 |
| Available in Multiple Formats  | Integrate with multiple Location Intelligence software tools                         |
| Accurate XY, Street-level capture and maintenance of each and every record | Accurately monitor the growth and decline of residential and business-based hotspots |

- Business Parks
- Financial Institutions
- Transport Hubs
- Schools
- Hospitals & Clinics
- Petrol Stations
- Residential Complexes
- Companies
- ATM's
- Fast Food Outlets and Restaurants

Where available, POI records consist of:

- A Point Name or Description
- Address Details at House Number Level
- Telephone, Fax and E-mail Contact Information
- Website Details
- Brand and Company Names
- Point Classification eg. Petrol Stations, Companies, Cash Dispensers
- Sub Classification eg. Shop – Recycling Shop, Beauty Salon, Book Shop, Food & Drinks
- Accurate X and Y Location

### Where are your competitors?

**Where and why has there been an increase in companies of a certain business category in an area?**

**Where does your company expand to next?**

This location enriched Point of Interest database allows users to see and analyse selected point of interest data in a given geographic area, enabling applications such as location-based services, web, personal navigation, planning, real estate multiple listing services, retail site analysis, competitive and market research, intelligent routing, sales territory analysis, business and tourism.

It has never been easier to identify new site locations or prospects, to measure competitor presence within a radius of your own business locations or to seek and identify customer interaction points and marketing sites relevant to your target audience.

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