

Points of Interest (POIs)

Points of interest are among the most important decision criteria for site planning. Whether a new site is planned for a retail chain or for a new hotel - what road access is like, where the competition is and what other interesting points are in the direct vicinity - this significantly influences the success of a site.

Points of Interest are points that are attractive to many people. The DDS POIs provide information on lucrative sites in Germany and Europe

Based on the neighborhood it quickly becomes evident whether a site is right or not. The competitive situation, the business sectors of companies in the area and the traffic connections often determine the success or failure of a site. Points of interest (POIs) provide precise information about the neighborhood of

a site. POIs are geocoded addresses, such as retail chains or restaurant chains, infrastructure data, in the form of railway stations or bus stops, as well as cultural facilities.

Content

In addition to the important information that affects everyday life, such as hotels, gas stations, or restaurants, the following is also in our data repository

- Schools in Germany
- Discotheques and casinos
- Railway stations and bus stops
- Shopping centers
- Competitors (industry-based)
- Family hotels
- Camping

Tourist sights, such as

- Museums
- monuments
- World Heritage Sites and
- palaces

Exotic data, such as

- Biofarms or riding facilities
- Beauty farms
- Nightlife guide
- Automobile clubs and
- car rental agencies

This is only a small selection of the available data. Please ask about the desired categories.

Application areas

Points of interest are used in many areas. POIs are a fixed component in geomarketing and site planning. But that is not all - POI data is also integrated in route planners and navigation systems. Moreover POIs are

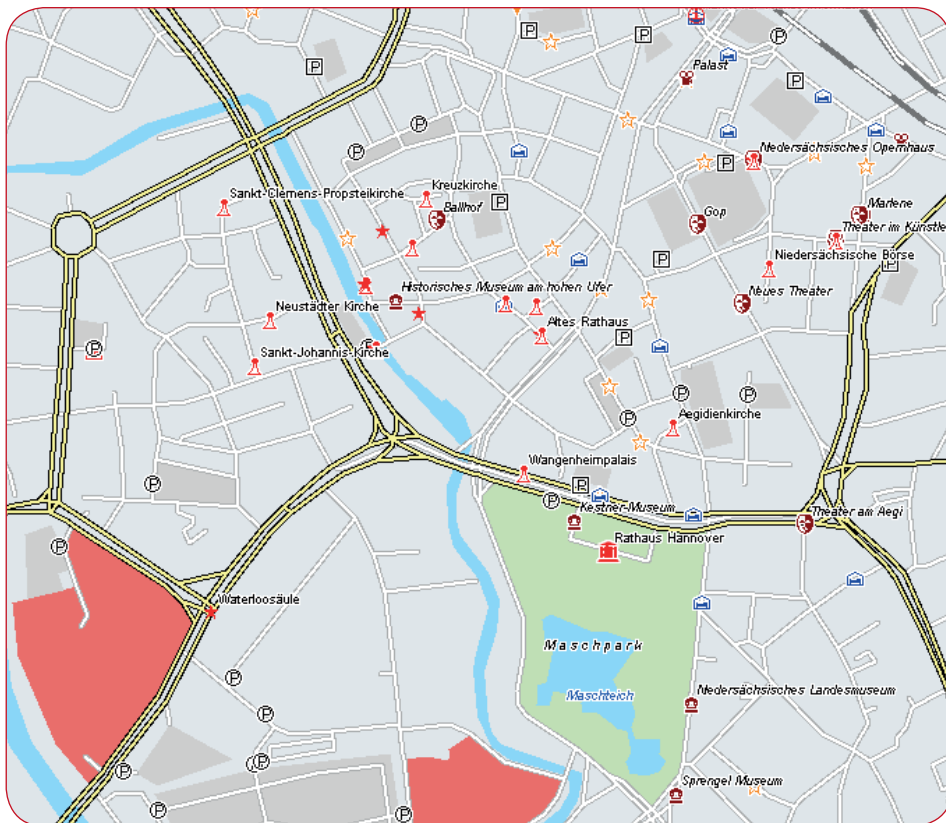


Fig. 1: Points of interest, such as churches, museums and theaters, with Hannover as an example



interesting for map displays and web applications. Depending on the desired use of the data, excerpts of determined regions, a selected category, or a specific content can be purchased. It is also possible to combine the DDS street network, Digital Data Streets, with administrative boundaries and routing data.

Update intervals

The DDS data package contains more than 100,000 points of interest in almost all European countries and is continuously extended with new categories. In addition to names and addresses, the geographic coordinates are also included. The status of the data is 2005–2008.

Available formats

MapInfo Tab, ASCII, ESRI Shape, Excel, Access.

Prices

Prices and additional information available on request.

Contact

DDS Digital Data Services GmbH
Stumpfstr. 1
76131 Karlsruhe

Phone +49 721 9651 - 400

Fax +49 721 9651 - 419

Mail service@ddsgeo.de

Web www.ddsgeo.com