

## GeoMprint



### A New Reverse Geocoding Solution That Automatically Creates a More Relevant, Point-in-Time Mobile Experience for Your Customers

GeoMprint is Digital Element's new reverse geocoding solution targeted at mobile device traffic. Offered as a web service, GeoMprint takes coordinates and converts that data into more useful geographic information such as ZIP/postcodes, cities, regions, etc. for businesses. This allows on-the-go users who are more likely seeking information and/or wanting to take action immediately to automatically receive more localized content, messages, advertising and promotions.

### Convert Numbers and Decimals into Understandable and Useable Geolocation Data

Without reverse geocoding, when mobile users opt in to location-based services (in app) or share their locations (mobile web), the latitude/longitude coordinates are the only pieces of information returned which essentially amounts to numbers and decimals. With GeoMprint, those coordinates are automatically converted into more expanded, understandable, and useful geolocation data that can be applied to show the nearest location for applications ranging from targeted advertising, content localization, geographic rights management, fraud prevention, and more.

### A New Solution from the Geolocation Leader

Unlike other solutions, GeoMprint does not involve any contingencies that require a map to be used in tandem with the geolocation data output. GeoMprint also does not restrict the number of queries. Furthermore, GeoMprint complements Digital Element's current NetAcuity IP-based offerings to provide companies with a more comprehensive and cohesive geotargeting strategy from one vendor that reaches both online and mobile users.

Digital Element developed GeoMprint with today's businesses in mind and is leveraging its more than 15 years of leadership in the geolocation space to bring to market yet another cost-effective, accurate and reliable solution that addresses evolving needs in the mobile space.

For more details on how your company can reach mobile users when it matters, please visit us at [www.digitalelement.com](http://www.digitalelement.com).

US Headquarters:  
155 Technology Parkway Suite 800  
Norcross, GA 30092  
+1 678.258.6300

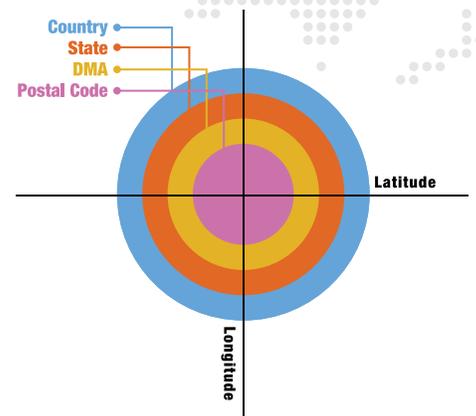
UK Headquarters:  
8 Northumberland Avenue  
London WC2N 5BY, United Kingdom  
+44 (0) 2035 142 663



**71%**  
of consumers opt in to share their locations on their mobile devices.

### GeoMprint Targeting Technology

The Art of Decoding Latitude and Longitude



**76%**  
of those who use location-sharing say it helps them receive more meaningful content.