GeoMprint

A Reverse Geocoding Solution That Automatically Creates a More Relevant, Point-in-Time Mobile Experience

GeoMprint is Digital Element's reverse geocoding solution targeted at mobile device traffic. Offered as a cloud service or on-prem solution, GeoMprint takes coordinates and converts that data into more useful geographic information such as ZIP/postcodes, ZIP+4, cities, regions, etc. 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. Furthermore, our unique Mobility Index provides insight into how likely a user is currently on the move.

By converting otherwise useless lat/long coordinates into useful and understandable geographic data, GeoMprint can be leveraged for applications ranging from targeted advertising, nearest location, content localization, geographic rights management, fraud prevention, and more.

GeoMprint Benefits:

+ No query restrictions	+ Industry-leading geolocation data
+ No map contingencies	+ Option for targeting even when users opt out of LBS
+ On-prem or cloud deployment options	+ One-of-a-kind mobility index

A New Solution from the Geolocation Leader

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.

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.

For more details on how your company can reach mobile users when it matters, please visit us at **www.digitalelement.com**.

Use Cases

Nearest Location – easily allow on-the-go consumers to find nearest physical location

Real-time Targeting – deliver more relevant, point-in-time context to mobile users

Geographic Rights Management – control access to digital content, regardless of device

Fraud Prevention – leverage real-time mobile user information to strengthen identity verification

90% ON Roughly 90% of people keep the location services function on their smartphones switched to "on"

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Starts as low as $250/month

On Prem Tech Tidbits

20 Gigs Shared Memory • Java SE Runtime Environment 8 or higher • Support for a variety of 64-bit computing platforms: Linux, Windows, Solaris 10-Intel