

# GeoMprint Datasheet



## 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 including targeted advertising, nearest location, content localization, geographic rights management, fraud prevention, and more.

GeoMprint Benefits	
+ No query restrictions	+ No map contingencies
+ Industry-leading geolocation postal code polygon data	+ Option for targeting even when users opt out of location-based services
+ One-of-a-kind mobility index	+ Cloud deployment options
+ On-prem low latency deployment (25-35k queries per second)	+ Our GeoMprint solution is derived from the most trusted IP data on the market—at cost-saving rates, regardless of volumes. Special pricing when IP is shared

## Use Cases

-  **Nearest Location**  
easily allow on-the-go consumers to find the 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

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)



## GeoMprint Tidbits and Some Techie Stuff

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