

LBS Platform

Datasheet

Do you need mapping functionality in your application? Would you like to control the branding on your mapping platform? Would you like the flexibility to either self host your service or rely on deCarta's cloud-based mapping service?



deCarta's location based services (LBS) platform allows you to own the map.

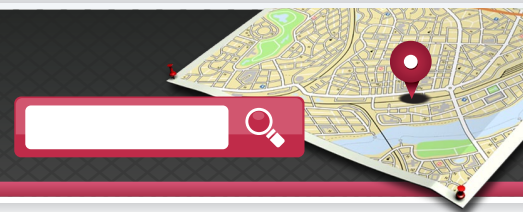
deCarta gives you the power to:

- Control your relationship and branding with your customer
- Control deployment, whether it be in our cloud or in your data center
- Use leading edge geospatial functionality to differentiate your application in a crowded marketplace
- Align your business model with customer expectations, and generate revenue according to terms that work for you



You too can utilize the proven LBS platform that launched and currently powers many of the biggest names in mapping, including **Google, Sensis, Telenav, VZ Navigator, Samsung bada, Opera Maps**, and many others. It's all the functionality you need, with non-restrictive terms of service.

deCarta's platform and APIs are designed for everyone from fledgling startups to the largest handset manufacturers in the world. Our pricing is less expensive than most of our major competitors while still offering global coverage and top-tier support services.



Geospatial Functionality of deCarta's LBS Platform



Mapping

- Fluid, draggable maps for all client APIs, such as iPhone, Android, mobile and desktop Javascript
- Ability to draw custom shapes on the map
- Easily integrated with other services



Geocoding

- International free form and structured geocoding
- The ability to take coordinates and turn them into addresses, worldwide



Search

- Tight integration with our MapSearch Engine
- Searchable worldwide index of POIs



Routing

- Generate complete "turn-by-turn" maneuver descriptions for door-to-door driving instructions
- Preferences available include fastest route, shortest route, pedestrian, and avoiding or favoring limited access highway, tolls, or bridges
- Proven in the United States and Europe serving billions of routes monthly



Fleet

- Integrated location platform enables today's fleet systems with a scalable, served-based architecture that supports advanced fleet management functionality
- State-of-the-art maps and routes from the recognized leader in mapping services
- High-performance, reverse geocoding for efficient processing of GPS positions



Social

- Integration with leading social networking platforms, such as Facebook and RenRen
- Features specific to social networking spatial application, such as location alerts and routing of friends to an event



Content

- Out of the box, we provide NAVTEQ, TomTom, and Open Street Map
- We can also compile your spatial data to work with our platform
- POI information from local and international providers, giving you the best independent data availability



Hosting

- We have data centers situated throughout the world, including in China
- deCarta provides 99.9% uptime service



Four North Second St.
Suite 950
San Jose, CA 95113
www.decarta.com

Get more information at www.decarta.com.