

Germany’s largest local search engine is powered by PTV technology

On the suchen.de information portal, Internet users quickly receive precise information on products or services offered in Germany – no matter whether they are looking for a hotel, theatre or a hairdresser’s shop reachable within a 10-minute drive.

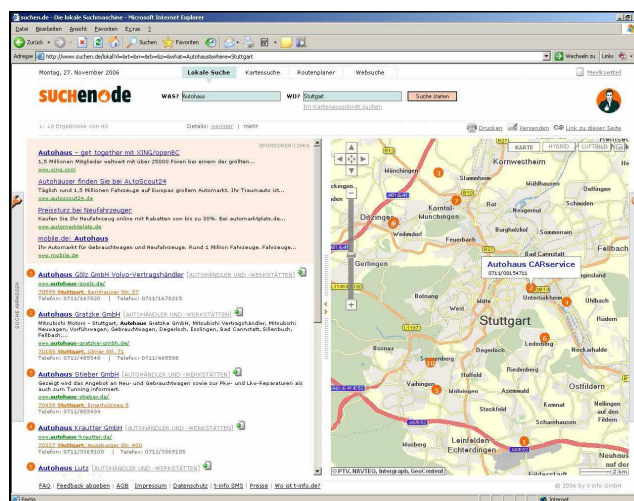
The web portal provider, t-info GmbH, was looking for a software provider offering solutions for interactive maps and other applications.

User: t-info GmbH, subsidiary of the Deutsche Telekom Medien GmbH; Information provider with multi-access services, can be used via the Internet, mobile Internet, mobile phone or PDA

Task: Software solution for powerful map display on the Internet and integrated route planner

Solution: PTV AJAX Map Servlet including SDK, PTV xMap Server and PTV MobilityPlatform

information on locations such as addresses, opening hours or e-mail addresses can be accessed.



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Broshi tells us something special about the map solutions: “We were able to include our corporate design into the maps and icons, exactly as we wanted to.”

The software company also developed the route planner. If desired, it calculates the route to the found location, or it can be used independently from the local search. Geo-coding, where addresses are converted into geo-coordinates, provides another brick provided by PTV in the local search strategy.

Practical test passed with flying colours

The performance of the application has also proved successful on the T-Online portal, where the local search engine was also embedded.

Broshi speaks very positively about the result and says: “Given that we have developed a new, successful on-line service together, we would like to continue the close cooperation with our partner PTV in the future.”

Speed and interactivity are demanded!

“The map takes center stage within the search engine,” explains Benjamin Broshi, Head of Strategy and Market Communication at t-info GmbH. This is why the service provider wanted to make sure that the users’ search results are displayed quickly and reliably - and optionally in a normal map view, or aerial picture view. Additional information on the POIs, e.g. restaurants, hotels, or parking garages should also be accessible to users. t-info further wanted an individual design for the map and POI icons. Since the company had already had positive experiences with PTV during the development of a travel portal, it was decided to continue the successful cooperation.

Functionally strong solution with an individual design

“The AJAX maps by PTV fully met our demands,” says Broshi. With its improved data exchange, the latest map technology allows quick loading of maps. Seamless zooming and immediate moving of the map sections is possible. The user can choose between aerial pictures or conventional map display – or combine the two to a hybrid view. In addition,