

## From online Yellow Pages to mobile location-based services

True to the motto “Everything close to you“, the YellowMap AG provides a comprehensive Yellow Pages business directory for Germany, Austria and Switzerland. Internet users can quickly find the closest pharmacy or plumber. Over 25 million page impressions per month make YellowMap.de an attractive advertising platform for trade and industry.

User: **YellowMap AG**, provides a comprehensive online Yellow Pages business directory for Germany, Austria and Switzerland; online search services for companies (e.g. branch search) and location-based services for mobile end devices

Challenge: software for routing, mapping, geocoding; map data

Solution: PTV eServers; PTV xServers

### All from one company

The YellowMap AG counts on backend technology made by PTV to provide the Yellow Pages business directory as well as various additional services. Many companies use the YellowMap technology to offer a branch or dealer locating service on their home page. YellowMap also provides location-based services (LBS) for mobile end devices.

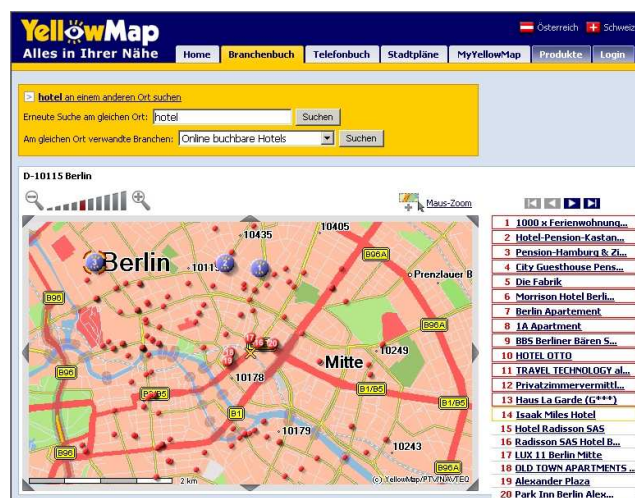
Frank Dimpfel, CTO of the YellowMap AG, tells us why: “We provide a comprehensive online Yellow Pages business directory for Germany, Austria and Switzerland. We are also striving to play a leading role in the market for location-based services. Therefore we need proven technology to provide functionalities as map display, route calculation, or geocoding. With PTV we have found the ideal partner, who can also supply the map material we need.“

The PTV servers are fast and reliable. “Of course the users of our online business directory YellowMap.de want the information quickly. And only if our users are happy with our service, will YellowMap.de be successful as an advertising platform”, says Dimpfel. “We are currently assessing AJAX maps by PTV as an additional feature – and so far the results are very promising“, says Dimpfel.

### Branch search and location-based services (LBS)

Many companies such as Deutsche Post, Citibank, Peugeot or Audi use YellowMap technology to offer branch locating services on their websites. Here again, PTV servers provide the geo-spatial base functionalities.

For another business field, the LBS market, YellowMap also relies on PTV technology. Using their mobile or PDA, users can search for restaurants near their current location and have them displayed on a map together with a routing description. “The idea of also deploying PTV backend technology for our ASP branch search solution and our mobile LBS made sense - since in these cases too, service reliability is the key to success“, explains Dimpfel.



YellowMap counts on backend technology made by PTV

### Joint success

Dimpfel is pleased with his technology partner: “The YellowMap and PTV teams have worked really well together. PTV technology does provide an excellent basis for our business models. We are already looking forward to more joint projects in the future.”