



# Press Release

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## GTA builds large commercial data base for 3D maps in Europe

### Navigation industry and drivers rely increasingly on three-dimensional devices

GTA Geoinformatik GmbH (GTA) in Neubrandenburg, Germany, produces 3D city maps of 900 European cities, building one of the largest commercial data bases with three-dimensional city maps. Background is an increasing demand in the navigation industry. About half of all new devices are already 3D compatible, though suitable and available modern 3D city maps are scarce. The branch expects that 95 percent of devices will be 3D compatible by 2012.

GTA responds to this growing market. "Our company has extended its business strategy and in the future we will appear as an independent provider of digital 3D map data worldwide," explains GTA's managing director Dr. Peter Lieckfeldt. "The European data base will be available not only exclusively to one partner but at much better conditions to many potential customers."

Due to a new software and the fully automated processing of aerial images the first 150 3D maps of the most important European cities will be available for the increasing market demand at the end of this year. By the end of 2012 included all greater metropolises about 900 cities will be completely covered three-dimensionally. There are also concrete plans for a data base with 300 cities for the US market. "In 2008 about 18 million portable navigation devices (PNDs) were sold in Europe, and 40 million worldwide. Constant sales figures make a potential of 54 million devices in Europe alone in the next three years," emphasizes Dr. Lieckfeldt. Which user would turn down the possibility of navigating through the cities as realistically as possible, i.e. three-dimensionally? "

*Over the past years GTA Geoinformatik GmbH has positioned itself successfully in the world market with its new business sector 3D city models. This positive business development is based on the production of specialised digital three-dimensional city maps utilising GTA's own software technology tridicon™. 3D city maps are used in particular in the navigation industry and in internet map services. GTA's technology is characterized by a high level of automation. Production times and costs are therefore unparalleled. For some years now, GTA has remained one of the leading developers in this still very young high-tech-sector. GTA has captured data describing more than eight million buildings and has developed more than 150 digital 3D city maps of European, North American and Asian major cities and landscapes.*

#### **GTA Geoinformatik GmbH**

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