

Tele Atlas Enhances Digital Maps

Tele Atlas (The Netherlands) and GlobeXplorer (CA, USA) have signed a reseller agreement that enables Tele Atlas partners and customers to enhance the richness of their digital map-based applications by incorporating high- resolution aerial and satellite imagery into their solutions.

Under the agreement, Tele Atlas will provide a single-source global data solution through which its partners and customers can use GlobeXplorer's ImageBuilder and ImageConnect worldwide imagery products to seamlessly build custom aerial, satellite and map viewing features into applications. Combined with Tele Atlas' highly accurate digital map data and dynamic content, applications and devices using GlobeXplorer's online images will be able to generate visually rich and accurate maps.

"Consumers increasingly want to see a realistic representation of the world in their in-car and personal navigation, Internet and mobile map-based applications," said Basak Ozer, vice president of global product marketing, Tele Atlas. "By working with GlobeXplorer, we're conveniently offering our global partners maps that provide the visual and display elements that enrich the overall navigation experience for consumers, designed to help make navigation and local search easier and further a part of their 'everyday' activities."

<https://www.gim-international.com/content/news/tele-atlas-enhances-digital-maps>
