

# Tele Atlas Integrates Points of Interest from infoUSA

Tele Atlas (NH, USA) has announced an enhanced collaboration with infoUSA to incorporate millions of Points Of Interest (POIs) into its digital map database. infoUSA (NE, USA), a provider of proprietary business and consumer databases and sales and marketing solutions, validates and verifies that important POIs - such as hotels, restaurants, and gas stations - are in the correct location and contain the right information for its clients.

infoUSA provides 12 databases for sales and marketing solutions, and its database of 14 million businesses is the best in the industry. The comprehensive database is matched to Tele Atlas' turn-by-turn digital mapping database, to include both urban and rural POIs. Devices equipped with the combined databases can be used to locate hotels, restaurants, gas stations, ATMs and other businesses quickly and accurately. Truckers and other fleet or logistics operators also benefit from the integrated databases by speeding their delivery processes, thereby improving efficiency and customer satisfaction.

---

<https://www.gim-international.com/content/news/tele-atlas-integrates-points-of-interest-from-infousa>

---