The Benefits of *Location Hub*:

Location Hub's Address Management
enables you to:

- Link your databases using *Location Hub*'s Unique Address ID (UAID);
- Handle very large data sets through its robust capabilities;
- Identify and manage duplicated records;
- Keep pace with real world address changes through actively updated content.

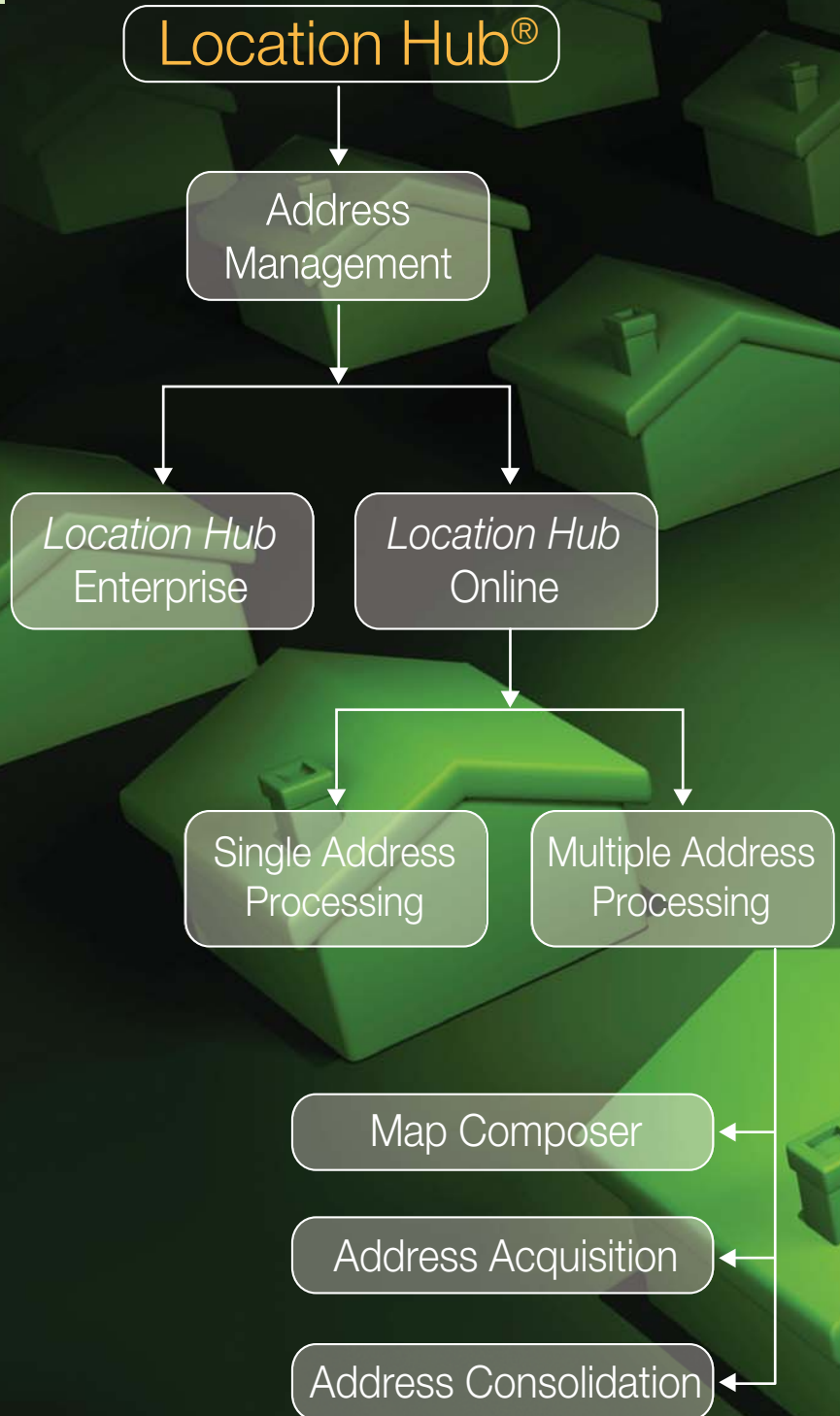*Location Hub*'s Visualization provides you with:

- Consistent attribution and data standards across Canada;
- Nationwide seamless and aligned data;
- Dynamically maintained and updated data without expense or user implementation;
- Mature and developed data verification and accuracy assurance prior to incorporation;
- Direct communication to DMTI experts for data questions and support.

Location Hub was designed to:

- Minimize application implementation and deployment; saving time and money;
- Provide open and documented API's;
- Easily integrate into your applications;
- Have a secure password protected logon;
- Be scalable.

Minimize application implementation and deployment saving time and money.

Location Hub® Overview

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Location Hub®

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          Location Hub®
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          ┌──────────────┐
          │   Address     │
          │  Management   │
          └──────────────┘
             │        │
             ▼        ▼
    ┌──────────┐  ┌──────────┐
    │ Location │  │ Location │
    │   Hub    │  │   Hub    │
    │Enterprise│  │  Online  │
    └──────────┘  └──────────┘
                   │       │
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         ┌──────────┐  ┌──────────┐
         │  Single  │  │ Multiple │
         │ Address  │  │ Address  │
         │Processing│  │Processing│
         └──────────┘  └──────────┘
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Map Composer ◄──

Address Acquisition ◄──

Address Consolidation ◄──

Location Hub® is an address management solution with analytic and visualization tools that enable businesses like yours to utilize address content, already existing in your databases, to rapidly transform your business. Applicable to any industry, address management is a core strategy in targeting new customers, optimizing your services to your existing customer base and managing your assets through continuous data governance.

Location Hub functionality is based on the concept of Master Address Management which provides you with the ability to enrich your address database by standardizing, authenticating, validating and geocoding each record for precise positioning. Within *Location Hub* there are two options for processing your data: Single Address Processing which queries a single address with *Location Hub*'s address management functionality and visualizes the address property and surrounding locale; and Multiple Address Processing which enriches entire datasets with *Location Hub*'s address management functionality and visualizes all of them in the context of their surroundings.

The Core Functionality Associated with Single Address Processing:

• Visualization to view your input address in the context of its surrounding area.

The Core Functionality Associated with Multiple Address Processing:

• Address Acquisition to grow your content by acquiring addresses unknown to you in your area of interest, resulting in a customized prospect list;

• Address Consolidation to efficiently manage your address content by consolidating your data to find common and disparate addresses;

• Map Composer to compose your own maps to visualize and analyze the geography of your content; DMTI Spatial content; and satellite imagery.

Address management is a core strategy in targeting new customers.