

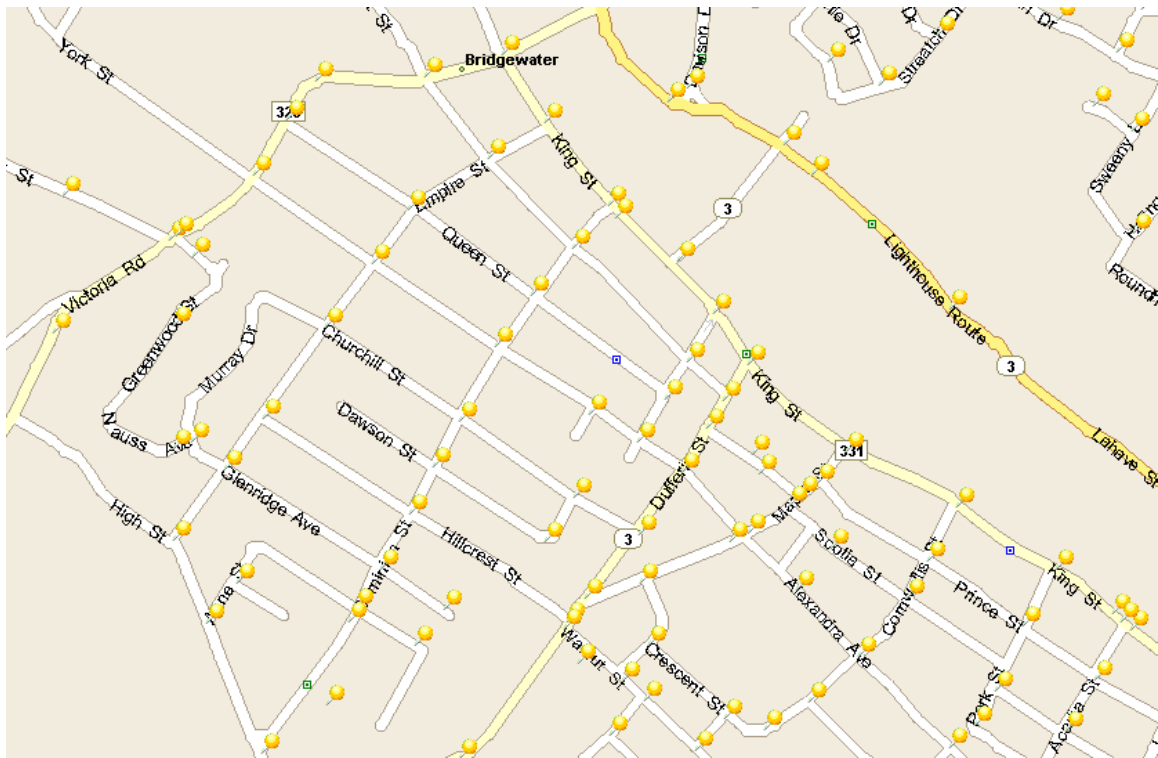


Canadian Street-Level Latitude and Longitude

Introduction:

For many years, getting good Canadian Postal Code latitude and longitude points has proven to be extremely difficult, especially in rural areas. Sometimes all we could get would be a center point for the FSA Code (the first 3 characters of the postal code), which can be a very large area. Over the decades, we tried multiple methods to improve the quality of the data and have continually enhanced our coordinates.

Recently, after repeated attempts, we were able to make *dramatic* improvements to our data quality. This example shows how we now have many, precisely aligned, street-level latitude / longitude coordinates (each yellow dot is the location of a postal code). This high level of accuracy could even be used for transportation companies to make deliveries.



If you aren't currently receiving this data from us, but have a competitive product, we ask that you **compare us**. If you don't have the tools or skill to do so, ask us for help. We'll provide you with a sample of our data in an area that you're familiar with and show you the GreatData difference. Here's another great example:

Accuracy Matters!

After we finished our initial road-level Canadian lat/long changes, we had a new client compare us to Google's lat/long on a lot of records and found that we weren't the same. We researched it and found the following for a postal code in Swan Hills, AB (Google was 7 miles outside the town):



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