



MetaCarta GeoTagger OnDemand

Automatically Identifies Places Mentioned in Content

MetaCarta GeoTagger OnDemand is a hosted service that identifies the places and points-of-interest mentioned in news articles, Web pages and blogs, and relates them to their appropriate latitude and longitude coordinates. GeoTagger OnDemand generates valuable geographic metadata from a publisher's content, making it usable in other applications and online services.

For the Online Publisher

MetaCarta GeoTagger OnDemand enables documents to be automatically displayed on maps, retrieved through a variety of search agents, or dynamically displayed with other geographically relevant content.

GeoTagger OnDemand is a cost-effective fully hosted solution that is ideal for digital publishers who want to geographically display or localize content without having to make a big up-front investment.

Hyper-localized content draws users back to the publisher's site for repeat visits, substantially increasing user frequency and page views metrics, enabling publishers to better capture advertising dollars and maximize advertising rates.

Spanish and Arabic News Geotagging

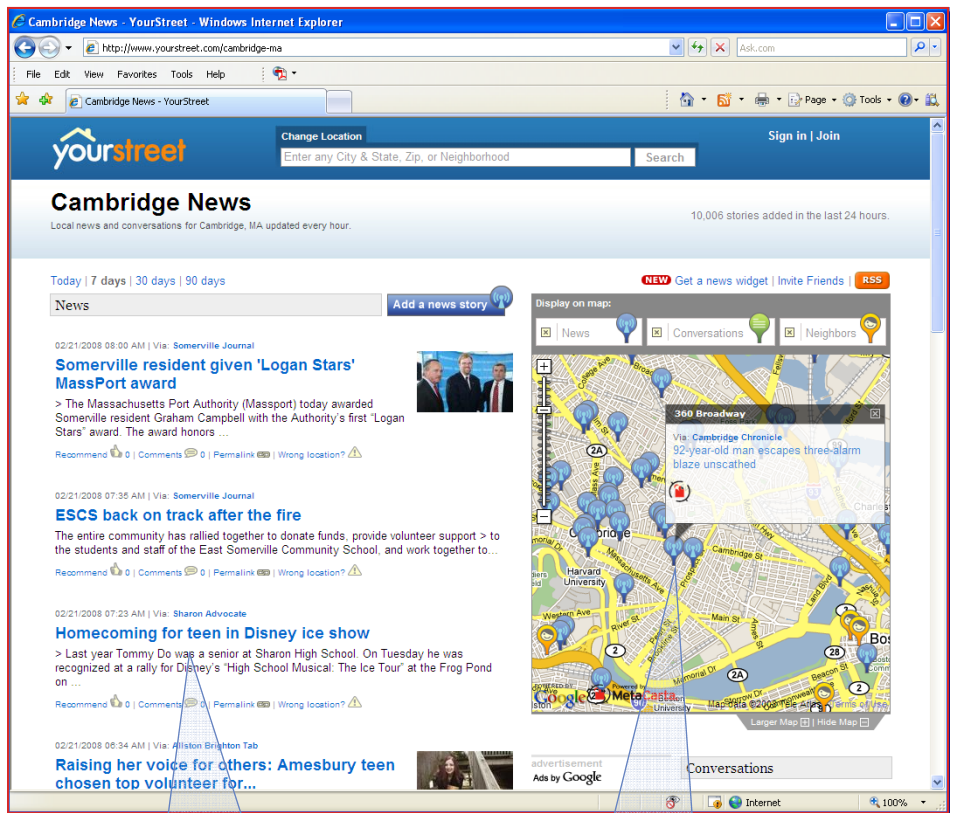
GeoTagger OnDemand can automatically identify the language and character set of each document and assign latitude and longitude coordinates and country code tags to each place name in the document. This includes news articles that contain Spanish or Arabic place names within all-Arabic or all-Spanish content, or articles with mixed content.

YourStreet.com and MetaCarta

YourStreet.com is the first customer to use GeoTagger OnDemand. YourStreet links news stories to places, and combines it with a neighborhood social network. The web site aggregates stories from 10,000+ newspapers, magazines, and local blogs and then displays them on a map.

With MetaCarta's help, YourStreet scans thousands of newspaper sites and local blogs each day to deliver comprehensive local news.

YourStreet.com Transforms the Local News Experience



Site users see hyperlocal news articles selected from 10,000+ newspapers, magazines and blogs; news they choose to care about.

This is how YourStreet generates loyal visitors.

GeoTagger OnDemand helps YourStreet.com display news articles that mention a location within the map.

Map markers represent each article, based on a reference to a place within the map.

MetaCarta GeoTagger OnDemand: Automatically Identifies Places Mentioned in News Articles

