

Yellow Pages

Description

- Yellow Pages for HERE Map Content provides business listings from trusted, local Yellow Pages providers with high consumer recognition
- This product enables extended POI search experiences through additional metadata search filters in both connected* and non-connected applications:
 - Location (X/Y)
 - Brand/business names
 - Address
 - POI category
 - Telephone number

Data Features

- Thousands of local POI categories, specific to each country
- Large database supports millions of POI freshened up on a quarterly basis

Availability

- Commercially available

Format

- Available in POI-XML, with some new attribution designed to meet YP data specifics

Coverage

- South Korea

*Korea Yellow Pages does not support connected applications because of contractual binding; support is for onboard navigation only