

Yellowpages to launch new mapping system

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Yellowpages.com announced Friday that it will launch a next-generation mapping service to include road, aerial and birds-eye photo images.

Microsoft's Virtual Earth platform was selected to power the mapping and location imagery offerings, according to the Pasadena, Calif.-based company, whose network reaches 27.3 million unique users per month.

"For users, the new mapping offers an advanced feature when searching online to find a local business -- or mapping any location and getting directions. For advertisers, this next-generation mapping gives local consumers another way to connect with prospective businesses, and adds even greater value to their investment on Yellowpages.com," said Matt Crowley, Yellowpages.com vice president of marketing.

"Yellowpages.com's new mapping is a key piece of our strategy to provide the best possible online local experiences for consumers, and by doing so, continue to drive even more value to our loyal advertisers," Crowley added. "This initial mapping rollout is doing just that, and we are proud to have launched this new application that leverages the leading mapping technologies that the Virtual Earth team has developed."

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