GPS Location Identifiers Prove Better Than Traditional Addresses

September 12, 2013 – Allentown, PA – The Electronic Commerce Code Management Association (ECCMA) announced today a revolutionary advancement for address handling in GPS technology through the use of the ECCMA Natural Location Identifier or eNLI™.

The new standard leverages the coordinate system that powers all GPS but gives it a human face by converting the GPS coordinates to a unique 14 character code:

Street Address	GPS Coordinates		eNLI
	Calculated Geocode	Actual Coordinates Collected	
2980 Linden Street Suite E2 Bethlehem, PA 18017-3283 USA	40.656364 -75.354772	40.656135 -75.354125	945647-5AB23T-H1

The eNLI encompasses the postal address details, computed geocodes (a single latitude/longitude point on the map) from a service such as Google Earth, as well as actual coordinates collected electronically from the site or provided by the user including latitude, longitude and elevation.

"Computed geocodes, such as those most commonly used in typical GPS devices are usually "close" but, if you are making a delivery the street address will get you close but like many you will probably end up calling from the car park because the suite or unit numbers are not marked" according to Peter Benson, Executive Director of ECCMA. "The actual coordinates will lead you to the door on the street which is also where the eNLI will take you, except that the last two digits of the eNLI will tell you that you need to go to the 1st floor. "

The eNLI is a "natural" identifier that uses the ECCMA 1-4 Property Natural Lot and ECCMA 1-5 Property Natural Unit open standards published by ECCMA. The eNLI as a "natural" identifier is very different from a licensed location identifier as not only do you not need to pay a license fee to get one you also do not need to retrieve the actual location information from a registry, the location is encoded in the eNLI itself.

An eNLI can use created and used to identify any location from a mail box, a front gate, front door back door or the location of a propane tank. It can be used to locate the front door of an apartment or condominium unit, any door in an office building or any piece of equipment in any office or factory.

The eNLI can also be presented as a bar code, QR code or a GPS enabled QR code (QR4 QR code) as illustrated below.

eNLI represented as a Barcode	eNLI represented as a QR Code	eNLI converted to a GPS enabled QR Code (QR4 QR Code)
945647-5AB23T-H1		945647-5AB23T-H1

The availability of eNLIs and the ability to create them is being incorporated into apps for both Android and iOS devices making it easier for users to key in where they want to go but also to guide you to a more precise location.

For more information about eNLI and ECCMA standards for real property, visit the www.eccma.org/ePROP.

About ECCMA

ECCMA is a not-for-profit International Association of Master Data Quality Managers set up in 1999, to develop and maintain open solutions for Faster - Better - Cheaper access to authoritative master data. ECCMA is the original developer of the UNSPSC, the project leader for ISO 22745 (open technical dictionaries and their application to the exchange of characteristic data) and ISO 8000 (information and data quality), as well as, the administrator of US TAG to ISO TC 184 (Automation systems and integration), TC 184/SC 4 (Industrial data) and TC 184/SC 5 (Interoperability, integration, and architectures for enterprise systems and automation applications) and the international secretariat for ISO TC 184/SC 5.

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