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123map has taken advantage of the Microsoft patent licensing program
123map

[Map Comparison Service Built with Microsoft Licensed Technology](#)

Flosm

[Flosm](#) is a new service from 123map, a German-based supplier of high-quality geographical offerings, designed to permit map comparison. 123map revealed that, in order to build Flosm and additional services that it is yet to deliver, it licensed technology from Microsoft, taking advantage of the company's intellectual property licensing program. Flosm is simply the first product with Microsoft technology at its basis, as 123map promises that it will deliver additional services. However, additional details on when the new services will hit were not made public.

"123map came to us a few months ago with thoughts on how we could work together. It recognizes, like so many technology companies across Europe, that a way to spur growth in our industry is to license patented technology for mutual benefit," explained David Kaefer, general manager of Intellectual Property Licensing at Microsoft. "One way out of the tough economic climate we all face is by creating value together and finding new ways to bring it to market, particularly high-growth markets like the one surrounding mapping and navigation."

Microsoft revealed that, as a part of the patent licensing agreement, 123map is now able to take its digital point-of-interest mapping technology to the next level. Flosm is designed to permit users to compare commercial Tele Atlas map data and free OpenStreetMap data. It is the specific Microsoft technology that enables this comparison, by making it possible to overlay information on a map image.

"Our company is focused on saving customers time and money while providing them with detailed maps across multiple devices," added Detlev Reiners, CEO at 123map. "Licensing IP in this economic environment makes good business sense. The IP license with Microsoft will enhance our digital mapping tools and will enable us to deploy this technology as we develop new mapping solutions for our customers."