



DataOne Software Releases Enhanced VIN Decoder API Web Service

Beverly, MA- January 10, 2012 - [DataOne Software](#), a division of Dominion Enterprises and a leading provider of vehicle content and automotive data solutions, announced today it has released a completely redesigned version of its [VIN Decoder API](#) as part of its Web Services. The new product is a true “vehicle decoder,” as it is able to return one-to-one vehicle style matching based on over 30 optional data inputs, including or independent of VIN.

The service can utilize a broad variety of input to return precise and detailed descriptions of trims and installed equipment. Further, it makes use of generic input, such as “automatic transmission,” as well as manufacturer specific codes to return a vehicle description that can include available and known installed optional equipment, packages and vehicle color.

The enhanced VIN Decoder API web service has the ability to deliver nearly any data associated with the vehicle. This includes technical specifications, imagery, warranty, optional equipment, OEM exterior and interior colors with codes, Green Data, safety data, 3rd-party awards and ratings, as well as vehicle overviews. It can deliver manufacturer specific option descriptions needed for OEM compliant inventory listings, and component values of options ideally suited for vehicle comparison and used vehicle classified listings.

“The new VIN Decoding API offers exceptional value by delivering increased accuracy, quality and quantity of vehicle details in the decoded data, and returning single styles when other VIN decoders do not,” said Jacob Maki, general manager of DataOne Software. “Our ability to identify a unique style using a disparate mix of inputs, including or independent of VIN, enables our VIN Decoder API to provide unparalleled vehicle matching and detail. With less effort and manual interaction with inventory, our customers will have the benefit of more detailed, comprehensive vehicle descriptions to achieve improved results.”

About DataOne Software

Since 1999, DataOne Software has fulfilled unique content and data needs in the automotive marketplace, providing businesses with cost-effective data integration and support for rapid technology development. The company sources automotive and related content including data and media, and was one of the first companies to make automotive content available by web service. Today, DataOne Software, as a division of Dominion Enterprises, provides data and materials to most segments of the automotive industry including insurance, warranty and service contract sectors, transportation, federal and state agencies, newspaper and print, as well as the auto dealer marketing sector. For more information about DataOne Software automotive content, visit [DataOneSoftware.com](#) or call 877.438.8467 or e-mail sales@dataonesoftware.com

About Dominion Enterprises

Dominion Enterprises is a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, employment, parenting, travel, and daily deals industries. Headquartered in Norfolk, Va., with 3,300 employees in the United States, Canada, England and Italy, the company provides a comprehensive suite of technology-based marketing solutions, more than 60 market-leading websites, and 280 magazines. For more information, visit www.dominionenterprises.com.