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Establishment of digital geographical name signage in China

Summary**

Geographical name signage is an important basic element in supporting national governance and facilitating people's production and daily life. With the development of the new generation of information technologies, the content and scope of geographical name signage have been taken a step further and have become a part of the digital society, giving rise to digital geographical name signage. In 2015, China proposed in its plan to transform the achievements of the Second National Survey on Geographical Names to “develop new types of geographical name signage with electronic positioning and functionality in the Internet of Things (IoT), using electronic information technology”. Relying on technologies such as IoT, Internet+, big data and cloud platforms, we have integrated geographical name signage with the spatial and temporal information in the signage's surroundings. This has led to the creation of digital geographical name signage capable of providing interactive services in a digital environment, thus forming an essential part of public service infrastructure for smart cities and the new socialist countryside. In recent years, various regions have gradually explored new types of geographical name signage, ranging from signage based on QR codes to intelligent signage equipped with chips and sensing devices, and even digital signage based on augmented reality. These innovations have continuously had new iterations and have upgraded the forms and features of geographical name signage.

We are actively expanding the applications of digital geographic name signs. Building on their ability to provide basic place name information and navigation services, we are gradually integrating them into fields such as social governance, community services, rural tourism and urban smart navigation and positioning. This has had a certain impact for the delivery to the public of effective, convenient and beneficial services.

* [GEGN.2/2025/1](#).

** The full report was prepared by the China Division. The report will be available at https://unstats.un.org/unsd/ungegn/sessions/4th_session_2025/, in the language of submission only, as document GEGN.2/2025/43/CRP.43.

