

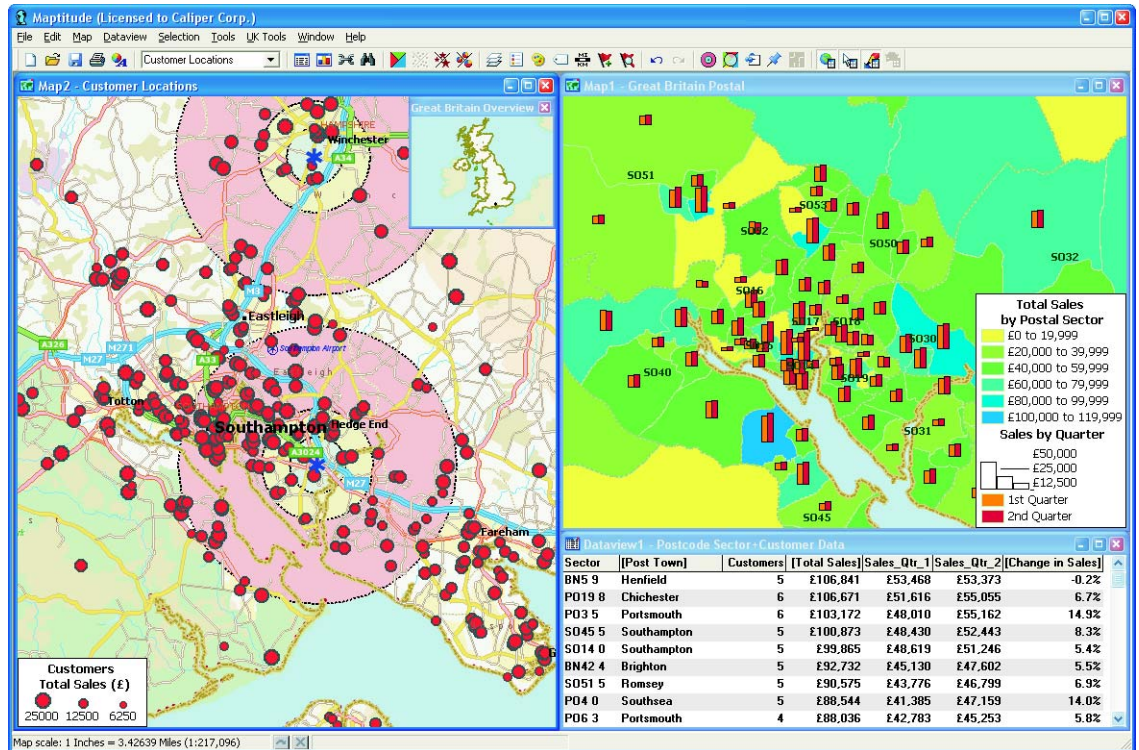


Maptitude®

Geographic Information System



The Intelligent Mapping Solution for Business, Government, and Education.

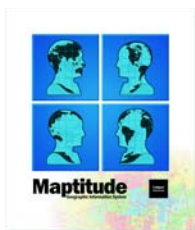


Increase Your Maptitude™

Maptitude® for Great Britain is a powerful combination of software and geographic data that provides everything you need to realize the benefits of desktop mapping and spatial analysis with a single, easy-to-use package. With Maptitude you can:

- Create beautiful, informative map displays
- Enhance reports and presentations with maps that clearly illustrate your message
- Find geographic patterns that cannot be seen in database tables and spreadsheets
- Answer geographic questions that impact your operations
- Share geographic data with your workgroup, department, or organization

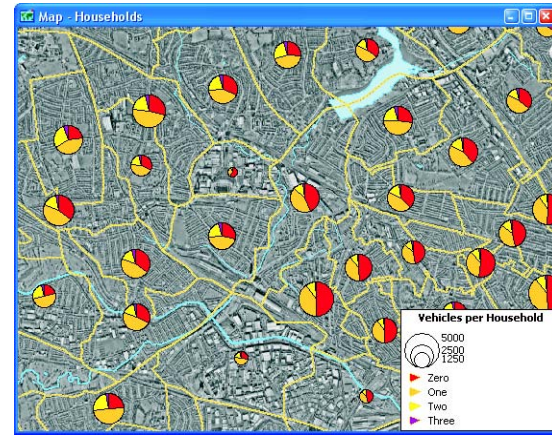
Maptitude has the richest feature set and highest performance of any PC-based mapping system. Maptitude offers much more than the limited functions of desktop mapping products, and provides many new and enhanced features that make it easier for you to create and edit maps, analyze geographic data, and connect to corporate data resources.



Maptitude gives you the tools, maps, and demographic data you need, plus special functions to allow you to tie in the data you use every day in your work. Maptitude provides ways for you to use the maps you create to analyze and understand how geography affects you and your business. With Maptitude you can visualize data in new and different ways, unearth geographic patterns in your data, and convey that information in a straightforward manner.

The Easiest Way to Make Maps

Map Creation: Maptitude is the best software for making maps. Maptitude brings data to life with maps that impress and inform. Maptitude provides astonishing flexibility and power so you can enhance and customize maps in numerous ways. With a few clicks of the mouse, MapWizard® automatic mapping technology helps you create color and pattern maps, dot-density maps, scaled-symbol maps, and maps with integrated pie or bar charts. You can choose from a wide selection of colors, patterns, and symbols to enhance your presentation, and use editing and drawing tools to customize maps to match your needs.



Maptitude also provides a map library that contains several categories of pre-designed maps. The Map Librarian lets you open one or more of these maps for a chosen location. In addition, you can create map libraries to organize your own maps.

Tables: Maptitude lets you see the attribute data associated with map features in spreadsheet-like table from which you can easily edit values, calculate new variables, or compute statistics. You can also click on map features to see the information associated with them.

Output: Page layout tools help you design and create professional presentations that combine the results of your analyses into a single powerful display. With OLE, you can copy and paste maps, charts, figures, and layouts into documents, spreadsheets, and presentation software. You can print your maps and layouts on any printer or plotter, or save them to vector or raster formats. You can also save your work in a variety of formats, including HTML, JPEG, and PNG files for use on a web page.

UK DATA INCLUDED

Bartholomew Data:

- National, Province, County & Unitary, and District Boundaries
- Airports
- Railways and Railway Stations
- National & Regional Parks, Forests, Woodlands, and National Trust Sites
- Cities, Towns, and Developments
- Locations of Places of Interest
- Motorways, Motorway Service Areas, and Motorway Junctions
- "A" Roads and Junctions
- "B" Roads and Junctions
- Primary Roads and Junctions
- Unclassified Minor and Private Roads
- Lakes, Rivers, Canals, Dams, and Waterfalls
- London Boroughs
- London Full Road and Street Network
- London Gazetteer
- London Land Use, Including Building Footprints, Gazetteer, Transit, and Water Areas

Postal Data:

- Postal Area, District, and Sector Boundaries
- Penultimate Character Postcodes

A World of Data on Your Desktop

Maptitude for Great Britain provides extensive geographic data for the United Kingdom (see sidebar), and abundant geographic data from around the world so that you can get started as soon as you open the box. Data are provided in a compact geographic data format that reduces data storage requirements and reduces network traffic to make multi-user GIS operations more practical than ever before.

You have complete control over what data to include in your maps and how data are presented. You can change the styles, colors, and labels. You can even set the layers and labels to display only at certain scales.

Map Your Own Data

Maptitude lets you create maps using your own data. Whether you store your data in Excel worksheets, Access tables, dBASE files, or any ODBC compliant data source such as Oracle or SQL Server, Maptitude can work with your data. You can use the powerful database capabilities of Maptitude to join your data to a map layer or you can locate your records on a map (geocode) by post code. You can then use your data to create themes, add labels, or perform geographic analysis.

Maptitude also supports over 50 file types and more than 100 GIS and CAD file formats allowing you to easily migrate your existing geographic data. You can map ESRI Shapefiles, MapInfo TAB files, and Oracle Spatial tables directly, or use the built-in translators to import geographic data from a variety of other software packages and public sources.

You can also use raster images such as satellite or aerial photographs directly in your maps. Maptitude includes toolboxes for quickly accessing on-line images from TerraServer-USA and Google Earth. These images can be used as a means of reference or in conjunction with the map editing tools to create or edit geographic files.

Finally, a built-in interface to Global Positioning System (GPS) devices lets you track and record your location, and build geographic databases as you work. With a GPS and a laptop, users in the field can create accurate geographic files of public utilities, corporate facilities, geographic features, and more.

Geographic Analysis Features:

- Measure areas and distances
- Create bands by size, by value, or based on values in a network
- Create districts
- Create areas of influence
- Create density grids
- Create desire lines
- Create lines from groups of points
- Aggregate and disaggregate attribute data
- Find best routes
- Create 3-D maps, contours, viewsheds, and shortest paths over terrain
- Compute adjacency
- Locate facilities and determine service areas
- Create areas from line features or lines from area features
- Select features by condition, by value, by location, or manually
- Use multiple named, savable selection sets with unique display settings
- Generate statistics (count, sum, mean, minimum, maximum, and standard deviation)
- Partition networks

Geographic Analysis Tools

One of the best reasons to use a GIS is to unearth and analyze the geographic components of your data. You can create bands (buffers) around map features, create districts, define areas of influence, find shortest paths, create density grids, and much more. Maptitude also makes it easy to overlay and aggregate data and calculate statistics.

Bands: You can automatically create bands around any number of map features and then analyze the characteristics of those areas. For example, find out how many customers live within a certain distance of a store or compute the demographic characteristics around potential sites.

Areas of Influence: You can determine the areas closest to each of your facilities by building areas of influence, then estimate the attributes within each area to determine areas that are under- or over-served.

Districts: Maptitude lets you join smaller areas into districts and compute the attributes for each one. For example, you can group post codes together to create sales territories.

Desire Lines: You can illustrate the flow of people or goods from point to point based on values in a dataview. For example, you could show the number of customers traveling to a store from their home post codes.

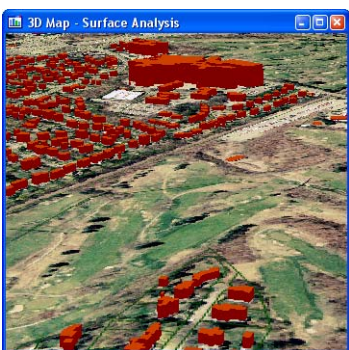
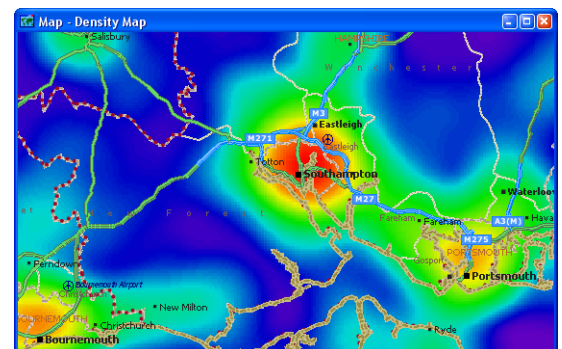
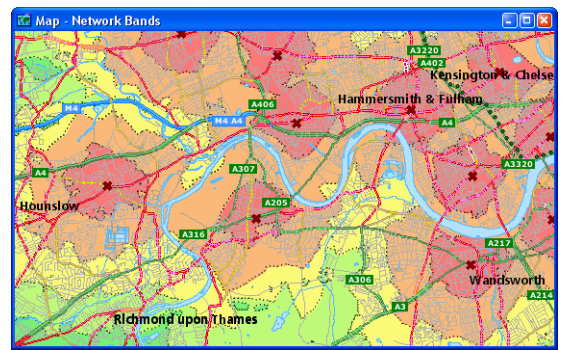
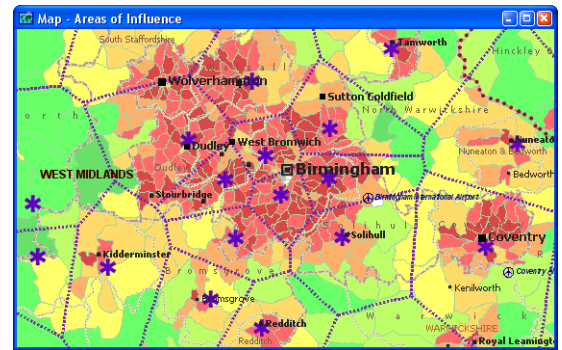
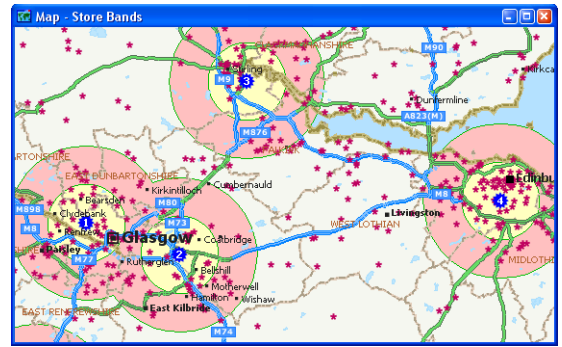
Routes: Maptitude identifies routes between points and generates driving directions. When a trip involves several stops, Maptitude can even help you decide the best order in which to visit them.

Network Partitions and Network Bands: You can divide line layers into zones or districts based on proximity to points on the network, such as walking distances to schools or response times to fire stations. You can also create bands based on distance, time, or other impedance factors.

Density Grids: Maptitude lets you visualize point data by transforming the points into a regular grid. This makes it easy to identify customer concentrations or crime hot spots. In addition, the grid can be weighted based on a value you choose.

Surface Analysis: With Maptitude, you can analyze and display surfaces on a two-dimensional map or as a 3-D map. You can create contour maps of elevations and determine the viewshed for any location, either at ground level or at a particular height.

Adjacency Tools: You can identify the neighbors of an area of interest and create bands of adjacent neighbors. Use these tools for topological querying, exploring market expansion, planning evacuations, or tracking disease outbreaks.



Maptitude applications

- Banking
- Business
- Cartography
- Client Management
- Community Planning
- Crime Analysis
- Data Publishing
- Decision Support Systems
- Demographics
- Education
- Emergency Response
- Engineering
- Environmental Management
- Facilities Management
- Health Care
- Insurance Underwriting
- Land Use
- Law Enforcement
- Market Research
- Marketing
- Planning
- Public Health
- Public Safety
- Public Works
- Real Estate
- Redistricting
- Regulatory Compliance
- Retail Management
- Sales Analysis
- Site Selection
- Telecommunication
- Utilities

Application Development Platform

Maptitude includes the Geographic Information System Developer's Kit (GISDK). GISDK gives you the tools that you need to create a wide variety of products for delivering mapping and geographic analysis capabilities to your customers. Over 850 functions can be called from Caliper Script, a complete programming language for designing menus and dialog boxes (including toolbars and toolboxes) and for writing macros. The Caliper Script code is stored in resource files that you can edit with your favorite text editor. With GISDK you can:

- Create add-ins that extend the standard interface to provide new capabilities or that automate repeated operations
- Build custom applications that focus the user on the capabilities needed for a particular purpose by extending or replacing the standard Maptitude interface
- Access Maptitude from .NET to integrate it into a .NET desktop application
- Access Maptitude as a COM Object to add maps or analysis functions to your own programs

Add-Ins: Add-ins are macros or dialog boxes that are launched within Maptitude. You can create add-ins to provide end-users with easier access to existing software functions; to add new capabilities to the GIS engine; or to create hooks to your own applications. Add-ins can be freely distributed to any Maptitude user without restriction.

Custom Applications: GISDK lets you create a mapping application program with a custom user interface to appeal to a particular audience. You design the menus, toolbars, toolboxes and dialog boxes, and program the application to respond to user actions in any way you want. You can even create applications that are dynamic and that adapt to the capabilities and authorization level of the user.

Accessing Maptitude from .NET or as a COM Object: GISDK allows you to call mapping functions and macros from another application, written in another programming language. The .NET classes included with Maptitude allow you to access the GISDK environment from a Windows desktop application (Windows Forms) written in any .NET language. GISDK also allows you to call GISDK functions and macros from another application using COM. Maptitude can provide map, data, and geographic analysis services when accessed as a COM Object. You write your application in a programming language that can make COM calls, such as Python or JavaScript, and when you need map services you call the Maptitude object to supply those services. If, instead, what you need is a web server application, you should use Maptitude for the Web. Contact Caliper or visit our web site for more information.

Maptitude User Services

Caliper provides a comprehensive program of technical support, training, and consulting services to ensure the success of your Maptitude applications. Maptitude includes comprehensive documentation with step-by-step instructions and a series of hands-on tutorials that let you try out features. On-line help with tooltips and other on-screen visual cues also make Maptitude easy to learn and use.

Caliper offers a full range of GIS implementation services. Our GIS professionals will assist you in assessing data requirements, database strategy and design, database development, and analytical modeling. Caliper also provides custom application and turnkey system development services, including web site creation.

About Caliper

Caliper Corporation is the technology leader in the development of Geographic Information System software applications. Tens of thousands of successful individuals and organizations around the world use Caliper GIS software products to enhance their operations. For more information on our complete range of GIS software products, data, and technical services, please visit our web site, WWW.CALIPER.COM.

For more information on Maptitude for Great Britain, please visit www.maptitude.co.uk

System Requirements:

- Personal computer running Microsoft Windows 2000, XP, or Vista
- DVD-ROM drive
- 32MB RAM
- Hard disk with at least 170MB free space (excluding geographic and demographic data)

