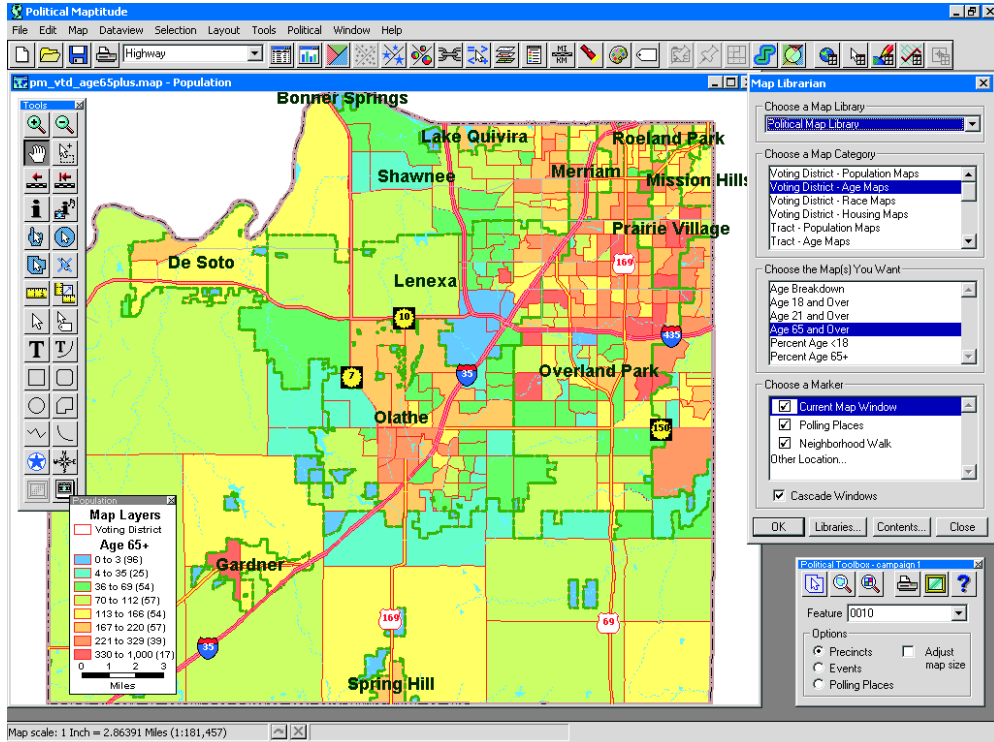


POLITICAL MAPTITUDE

Caliper

- Create detailed maps showing demographic, political, and individual voter information
- Identify neighborhoods and voters to target
- Design efficient neighborhood walks with step-by-step directions and selected voter information keyed to the map
- Map events and identify nearby supporters
- Map yard signs to ensure 100% coverage
- Map precincts and polling places
- Get voters and supplies to polling places on election day
- Includes detailed census data, precincts, VTDs, streets, political and administrative boundaries, landmarks, and many other useful geographic layers

Political Maptitude is designed to meet the needs of national, state, and local political parties, political consultants, and candidates running for office at all levels of government. It provides a unique combination of easy-to-use mapping software, the latest and most detailed Census data for your constituency, a political map library, and integrated routing models. Just install the program and the data, and start fine-tuning your campaign strategy and deploying your volunteers. Use it alone or in conjunction with your other campaign, fundraising, and list management software.

Understand Your Constituency

Political Maptitude includes the most recent Census data, enabling you to analyze your constituency in any number of ways. The Political Map Library's informative maps reveal important demographic patterns within your constituency. The maps are organized by category and by geographic detail down to the census block (a typical city block or several suburban blocks). You can

modify the maps provided and create new ones. We supply thousands of Census attributes detailing population, age, race, sex, household, and family information.

Add Voters to Your Maps

Obtain the latest voter file from your political party or county election office. Political Maptitude uses sophisticated geocoding to add the voters to your map. You can then target the set of voters you want based on their party, voting history, or any other attribute in the voter file. You can also target voters based on where they live and what you know about the underlying Census demographics.

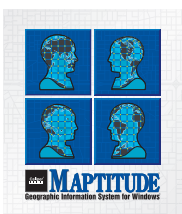
Map Events and Supporters

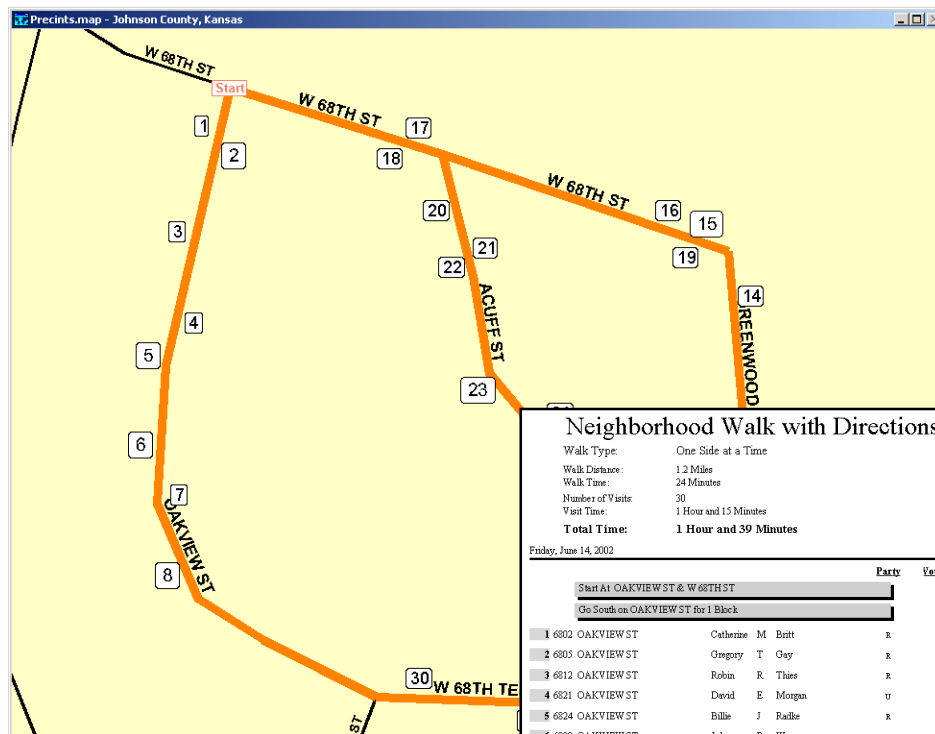
Add scheduled events to your map, and analyze coverage and timing. Add your supporters to the map so that you can identify the voters and supporters near each event and create contact lists. Schedule new events based on where your supporters are clustered.

- Political Map Library makes it easy to create informative maps
- Compatible with voter lists and political data files from county election office or political party
- Works with other campaign, fundraising, and list management software
- Complete mapping and GIS capabilities
- Publish maps on your web site

System Requirements:

- Windows 98, Me, NT, 2000, or XP
- 128 MB RAM
- Pentium II 266 or better
- Disk space varies by geographic area





Neighborhood Walk with Directions

Walk Type: One Side at a Time
 Walk Distance: 1.2 Mile
 Walk Time: 24 Minutes
 Number of Visits: 30
 Visit Time: 1 Hour and 15 Minutes
Total Time: 1 Hour and 39 Minutes

Friday, June 14, 2002 3:31 pm

	Party	Voted 11/01	Y.Y.C.I	Comment
Start At OAKVIEW ST @ W 68TH ST				
Go South on OAKVIEW ST for 1 Block				
1 6802 OAKVIEW ST	Catherine M. Britt	R		<input type="checkbox"/>
2 6805 OAKVIEW ST	Gregory T. Gay	R		<input type="checkbox"/>
3 6812 OAKVIEW ST	Robin R. Thies	R		<input type="checkbox"/>
4 6821 OAKVIEW ST	David E. Morgan	U		<input type="checkbox"/>
5 6824 OAKVIEW ST	Bulle J. Radtke	R		<input type="checkbox"/>
6 6832 OAKVIEW ST	John P. Wagner	R		<input type="checkbox"/>
7 6841 OAKVIEW ST	Jacquelyn Ell. Rokusek	D		<input type="checkbox"/>
8 6844 OAKVIEW ST	Greg A. Sweeper	R		<input type="checkbox"/>
Go East on W 68TH TER for 1 Block				
9 14401 W 68TH TER	Henry B. Miller	R		<input type="checkbox"/>
10 14417 W 68TH TER	Mary A. Suppes	R		<input type="checkbox"/>
Go North on GREENWOOD ST for 1 Block				
11 6961 GREENWOOD ST	Robin K. Whittenburg	R		<input type="checkbox"/>
12 6827 GREENWOOD ST	Steven T. Dargel	U		<input type="checkbox"/>

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Map Yard Signs

Create a geographic layer of yard signs to verify that you have good area coverage. Identify and contact supporters who live in neighborhoods requiring additional yard signs or who live along busy streets.

Design Efficient Neighborhood Walks

For each targeted neighborhood and targeted set of voters, design efficient neighborhood walks that minimize walk time and maximize exposure to prospective voters. For each walk, print a map showing the route and the voters to be visited. Print a walk list with detailed walking directions and selected information about the voters. Each voter on the walk list is assigned a sequential number. This number is also shown on the map at the voter's location, making it easy to associate the information on the walk list with the information on the map.

Get Voters and Supplies to Polling Places on Election Day

Locate voters requiring a ride to their polling place on the map. Assign volunteers to pick them up at their house and drive them to their polling place using a clearly annotated map and voter list. Minimize travel time spent by staff delivering political supplies and refreshments to polling places.

Create Precinct, Event, and Polling Place Maps, Map Books, and Reports

The Political toolbox makes it easy to zoom to any precinct, event, or polling place. Display information about them, print a map, and print a report. Create a complete precinct map book using pre-defined templates. Design and print Precinct-Voter reports that list the number of voters per precinct and any other precinct attributes you wish to include for allocating staff to polling places and developing strategies.

Update Streets and Other Geographic Features

Political Maptitude includes full geographic editing. If there are fast-growing areas in your constituency, you can add streets to make sure that all target voters are visited in your neighborhood walks.

Political Settings Dialog Box

The Political Settings dialog box lets you customize the way Political Maptitude works. Use it to identify the following items: precinct, event, polling place, supporter, and yard sign databases; precinct map; links to



other campaign, fundraising, and list management software; layouts for precinct maps; walk settings; and other relevant information.

Built on Maptitude Technology

Mapitude is a full-featured Geographic Information System that has set new standards for performance and value. It provides a complete set of desktop mapping and spatial analysis functions. All Maptitude features are incorporated into Political Maptitude. You also receive the standard Maptitude nationwide geographic data sets including streets with address information, and states, counties, census tracts, and other census boundaries with hundreds of demographic variables. Standard Maptitude features include:

- Complete GIS and mapping capabilities
- Native support for ArcView Shapefiles, MapInfo files, Oracle, SQL Server, and most other file formats
- Internet publishing tools
- MapWizard® Automatic Mapping Technology
- Map Librarian and Map Locator
- Map Editing and Customization
- Open Database Access (ODBC)

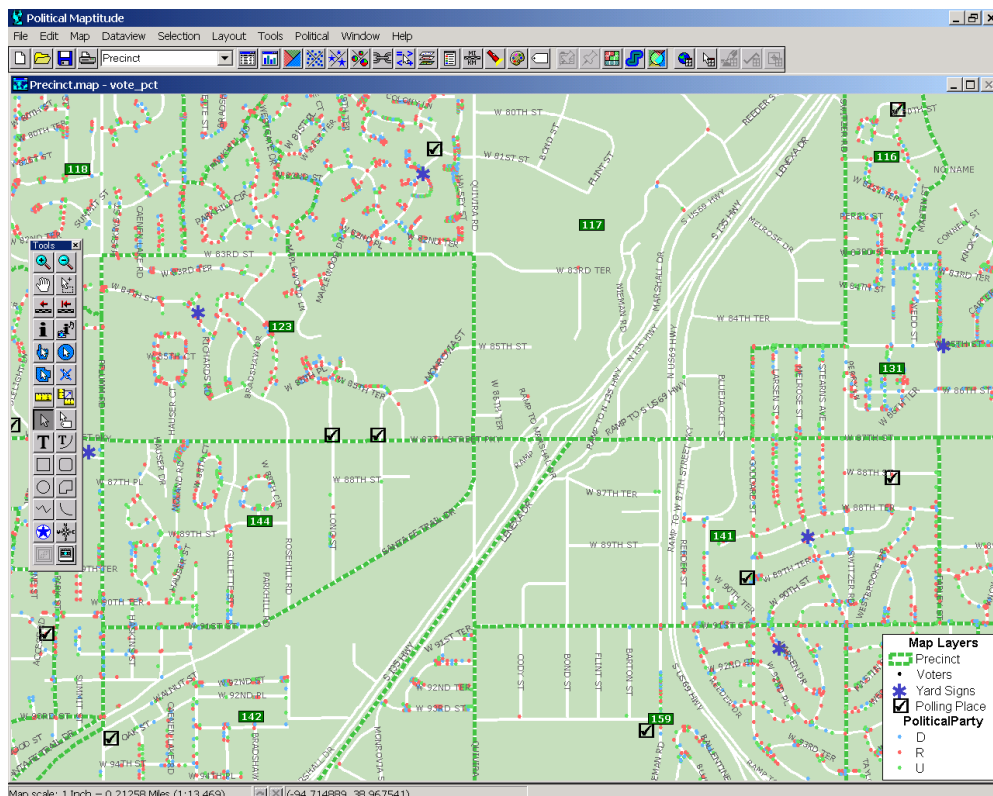
- Nationwide Address Matching
- Feature Selection/Geographic Queries
- Geographic Analysis
- Page Layouts
- Importing for all TIGER™ Layers

Easy to Learn and Use

Political Maptitude includes on-line help and detailed manuals packed with step-by-step instructions and tutorials. Each task has a well-designed dialog box that provides access to all related functions. Wizards help you create maps, display data using meaningful themes, geocode information based on street address, and create routes for neighborhood walks and getting voters and supplies to the polling places on election day. Caliper Corporation offers hands-on training at your site or at our training facility in Newton, MA.

Works with Most Campaign, Fundraising, List Management, and GIS Software

Political Maptitude opens voter registration files from your county election office or political party and files from most campaign, fundraising, and list management software. Map ArcView Shape, MapInfo Tab, and Oracle Spatial files without conversion. Export data to other formats for creating mailing labels and other documents.



Publish Your Event Maps and Other Campaign Information on the Internet

Political Maptitude lets you save your maps, data tables, charts, and layouts as JPEG and HTML files for static Web publishing. Caliper Corporation's Maptitude for the Web™ Software makes it easy to publish your event information as interactive mapping applications on the Web. For example, supporters can locate their address on the map, pan and zoom, and find the nearest public event, all using a browser.

Related Services

Caliper provides consulting services, training, software customization, geocoding, data manipulation, web design, telephone support, and on-site support. For more information on Political Maptitude contact Caliper Sales at 617-527-4700 or email hsimkowitz@caliper.com.

Political Maptitude Custom Data CD

Political Maptitude includes a data CD customized for your constituency with the following geographic data:

- Streets with Address Ranges
- Blocks
- Block Groups
- Precincts or Voting Districts (VTDs)
- Tracts
- Counties
- MCDs
- Places
- Indian Reservations
- Urbanized Areas
- Congressional Districts
- State Senate Districts
- State House Districts
- Elementary School Districts
- Unified School Districts
- ZIP Code Tabulation Areas
- Landmark Areas
- Key Geographic Locations
- Coastal & Inland Water Bodies
- Water landmarks
- All TIGER/Line Segments with Right and Left Census Codes
- Detailed Demographic Data from the Census Bureau

