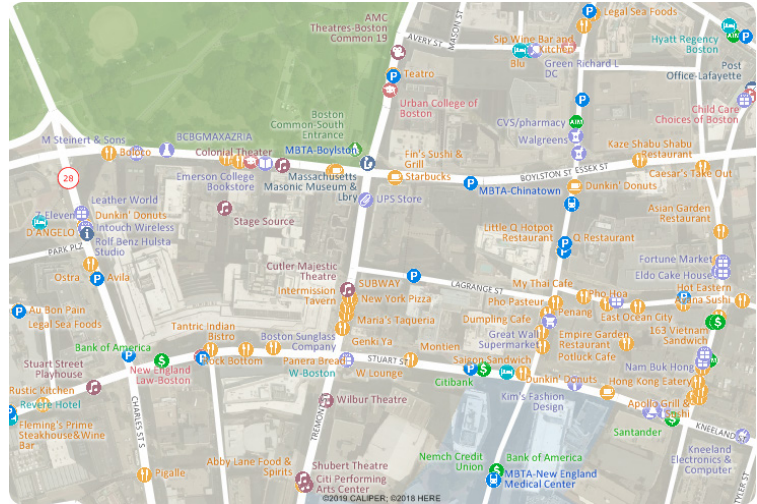


Caliper Point of Interest Data (2020)

U.S., Canada, U.K., DACH, and Australia Point of Interest (POI) Layers by Type are Now Available for Maptitude 2020!

Point files with the locations of all the points of interest are now downloadable for free to Maptitude 2020 users only. Don't have Maptitude 2020? [Purchase or upgrade to Maptitude 2020 to use this premium data.](#)

The download includes point layers by category of location such as banks, auto dealerships, restaurants, and hospitals. These landmark layers are available for Canada, the United Kingdom, Australia, DACH (Germany, Austria, and Switzerland), and the United States. These new layers are perfect for site location, competitive analysis, routing, and real estate reports. The layers have attractive icons and can be added to any Maptitude 2020 map.



Maptitude includes a vast amount of business-critical data at no additional cost, such as demographics, boundaries, streets, and the most accurate ZIP Code/postal boundaries available.

[Download the Points of Interest Layers](#)
(Maptitude 2020 Required)

[Buy/Upgrade Maptitude 2020](#)
(Required to download the POI layers)


REQUIREMENTS:	Requires Maptitude 2020 software and a 2020 USA, Australia, Canada, DACH, or United Kingdom, Country Package.
USING THE LAYERS:	The layers are typically installed to a folder within your c:\ccdata folder. You can add any of these layers to a map by choosing Map>Layers>Add Layer , browsing to the install folder, and choosing the layers that you would like to map.
ABOUT THE DOWNLOAD:	The install codes and instructions for downloading are emailed after the shipping confirmation email. Download orders received after 3pm are usually processed the same business day, but may be processed on the next business day, excluding US federal holidays.

Tips and Tricks for Using the POI Layers

Our monthly newsletter and website have tips and tricks to help users effectively use the data. We have included some relevant tips below for your reference.

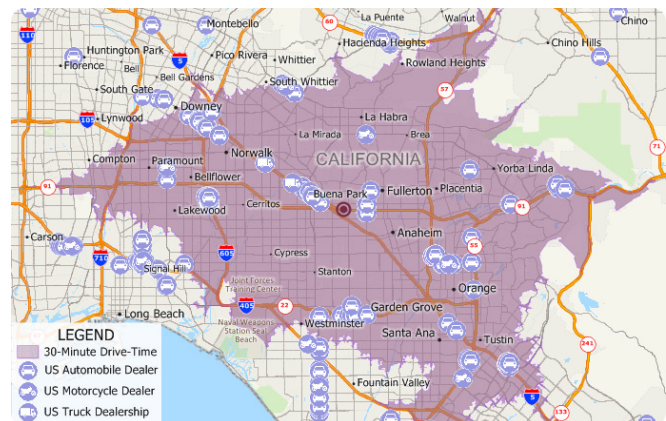
Downloading the free point of interest for Maptitude 2020


The point of interest map layers for Maptitude 2020 are accessible as a free download. In this tech tip we describe how to install the layers and add them to a map.

1. Download the data from the [Caliper Store](#). NOTE: You must have Maptitude 2020 and a USA, Australia, Canada, DACH, or UK Country Package in order to download the layers.
2. Once the files are downloaded, click **OK**, and then click the **Install** button. Follow the prompts to install the layers.
3. To add one or more of the layers to a Maptitude map, open the map, choose **Map>Layers** or click  on the Standard toolbar, and click **Add Layer** in the Layers dialog box.
4. Browse for the folder where the downloaded data are located (e.g., c:\ccdata\USA 2020 Point of Interest (POI) Layers\). Choose one or more of the POI data layers and click Open in the File Open dialog box.
5. Maptitude adds the layer(s) to the map. Close the layers dialog box to see the layers on the map. Note, you may have to zoom in or turn off autoscaling if your map scale is outside of the autoscale settings for the layer(s) you chose. You can turn off autoscaling in the Display Manager by right-clicking on a layer and choosing **Show Layer** or by clicking the red magnifying glass icon next to the layer.

Performing a Drive-Time Ring Analysis Using the Point of Interest Layers

When you have added one or more POI layers to your map as described in the above Tech Tip, you can then perform a drive-time ring analysis on those layers. For example, you could add the automobile, motorcycle, and truck dealership layers to the map and then determine how many of each type of dealership is within a 30-minute drive of a location.

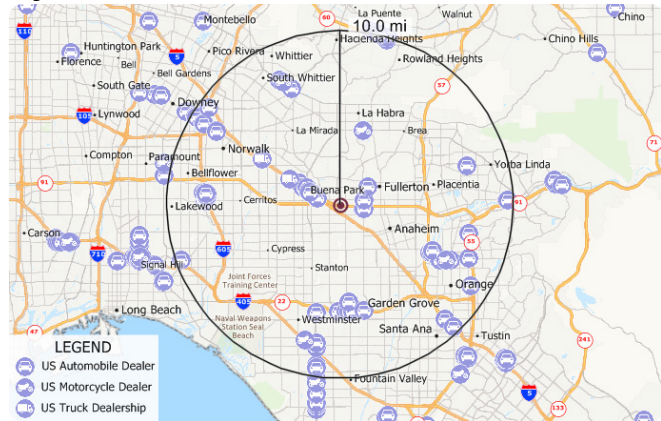


Using the Drive-Time Rings toolbar (**Tools>Routing & Directions>Drive-Time Rings**) you can create a drive-time ring around your target location. You can then make the new drive-time layer the working layer and click  on the Standard toolbar. The resulting Excel file will contain a sheet for each point-of-interest layer showing exactly which features are in the study area.

If you do not want a certain layer to appear in the report then you can turn the layer off in the Display Manager (e.g., Hide the City/Town layer before exporting to Excel to exclude city/town information).

Performing a Radius Analysis Using the POI Layers

When you have added one or more POI layers to your map as described in the above Tech Tip, you can then perform a radius analysis on those layers. For example, you could add the automobile, motorcycle, and truck dealership layers to the map and then determine how many of each type of dealership is within a 10-mile radius of a location.



Using the Drawing Toolbar (**Edit>Drawing>Toolbar**) you can use the Freehand Radius

tool to click and drag a circle or to single click and enter a radius. You can then right click on the circle and choose **Export to Excel**. The resulting report will contain a demographics (overlay) sheet, and sheets for each landmark layer showing the attributes of the landmarks as well as the straight-line distance and travel-time from each location to the circle center.

If you do not want a certain layer to appear in the report then you can turn the layer off in the Display Manager (e.g., Hide the City/Town layer before exporting to Excel to exclude city/town information).

Performing a Lasso Analysis Using the POI Layers

By adding some of the point of interest layers to a map you can, for example, determine how many banks or car dealerships are within an area of your choosing.

Using the Drawing toolbar (**Edit>Drawing>Toolbar**) you can use the Freehand Shape tool to single click points around the lasso and double-click to close the lasso. You can then right-click on the shape and choose **Export to Excel**. The resulting file will contain sheets for each point of interest layer showing exactly which features are in the specified area.

If you do not want a certain layer to appear in the report then you can turn the layer off in the Display Manager (e.g., Hide the City/Town layer before exporting to Excel to exclude city/town information).

Caliper Point of Interest Data – 2020

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