

Maptitude®

Geographic Information System



Maptitude is the most competitively priced professional mapping software available. Maptitude is unique in the marketplace for providing comprehensive data and functionality for a single low price of us\$695.

A Mapping Solution for Business

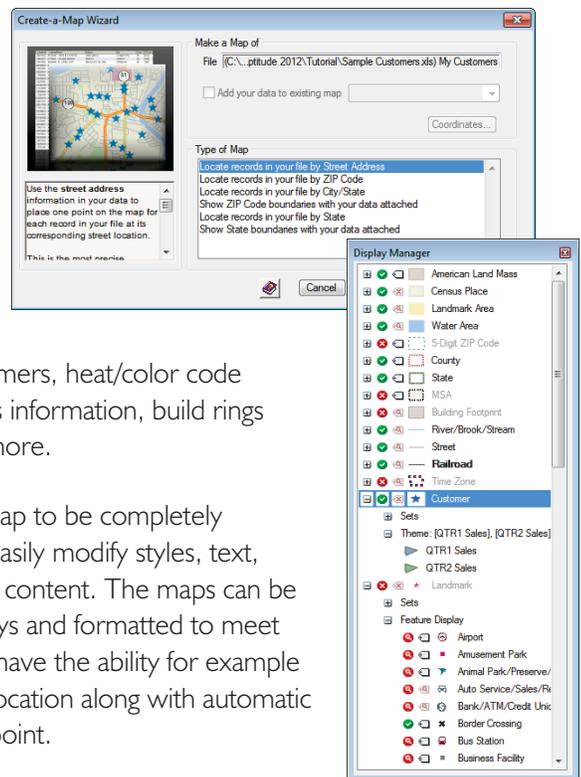
Nearly every business needs maps, whether to choose the route salespeople take when they call on clients or to create maps of service areas for franchisees. And that's why Maptitude makes good sense for businesses. It's packed with demographic data, works well with Microsoft applications, and is easy enough for the geographically challenged to use.

Since 1995, Maptitude has provided a cost-effective solution to businesses of all sizes, enabling them to realize the benefits of location-based analysis, a technology usually restricted to large corporations. Maptitude provides a way to extend the capabilities of all business analysts. With a focus on usability, Maptitude has consistently been labeled as the easiest-to-use professional mapping software.

The Easiest Way to Make Maps

After installing Maptitude you can create a presentation quality map of your data in just a few simple steps. When you first start Maptitude, a wizard-driven interface allows you to create an attractive map of any location or to choose from a library of pre-defined demographic maps.

You can also use any of your own geographic, tabular, or GPS (global positioning system) data. Given a spreadsheet or database file that is full of name, address, and sales information, Create-a-Map Wizard™ gives start-to-finish assistance for locating, analyzing, and mapping data. In a few easy steps, you can locate your customers, heat/color code Postal/ZIP Codes with your sales information, build rings around your stores, and much more.



The Display Manager allows a map to be completely customized on-the-fly. You can easily modify styles, text, pushpin icons, and all other map content. The maps can be displayed in a wide variety of ways and formatted to meet your specific requirements. You have the ability for example to use company logos for each location along with automatic text labeling that identifies each point.



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For more information on Maptitude, visit www.mappingsoftware.com





Create custom sales territories with your data attached.

Maptitude excels at allowing you to create territories or service areas. You can interactively choose from any boundary layer, such as Postal/ZIP Codes or Counties, you can import a table of pre-defined territories, and you can even interactively draw and modify your own regions. When building your areas you can see a running total of your target audience assigned to each zone, such as specific age groups or income brackets.



Determine the areas that are accessible within user-defined drive-time limits.

Drive-time zones are another powerful tool. They display the approximate distance you can travel within a specified time frame from a central point, say your business locale, which is very useful for analyzing a customer base. Because they take individual streets into account in the calculations, the drive-time rings produced in Maptitude are the most geographically accurate of those in any mapping software.



Identify efficient routes that serve any number of stops and determine the best order in which to visit them.

Other features include estimating the population surrounding a location, 3D visualizations, hot-spotting, site location models, and travel route planning.

About Caliper

Caliper Corporation is a privately held corporation that develops state-of-the-art Geographic Information Systems (GIS) software. Caliper software enables organizations to leverage their location-based data to improve decision making and planning, while minimizing expenditure through competitively priced solutions.



Visualize point data by transforming the points into a regular grid to identify hot spots. In addition, the grid can be weighted based on a value you choose.

Caliper is a leading developer of mapping, redistricting, transportation, traffic simulation, and GIS software.



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