Maptitude® Geographic Information System software is the intelligent mapping solution for business, government, and education. Maptitude 2020 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:

- 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 group, department, or organization

Maptitude 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. Maptitude has the richest feature set and highest performance of any mapping system, and it provides many new and enhanced tools that make it easier for you to create and edit maps, analyze geographic data, and connect to corporate data resources.

In addition, Maptitude gives you the maps and demographic data you need, plus special functions to allow you to tie in the data you use every day in your work. With Maptitude you can visualize data in new and different ways, unearth geographic patterns in your data, and convey 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. Answer a few simple questions and Create-a-Map Wizard makes a map at any scale from all the countries of the world to streets around a U.S. address, landmark, or intersection.

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 pre-designed maps listed by category. These include thematic maps of the Census profile data by Tract, County, and State, plus attractive default maps for the United States and the world. The Map Librarian lets you open one or more of these maps for a chosen location, allowing you to quickly analyze U.S. Census data for your area of interest. 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 tables 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. You can also “tag” features, such as customers, with the distance to or the name of the nearest feature in another map layer, such as stores.

Output: Page layout tools help you design and create professional presentations that combine the results of your analyses into a single powerful display. You can also 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, TIFF, EMF, and PNG files for use on a web page.

“The program allows you to create beautiful maps effortlessly. The maps can be tweaked and customized to convey the information to your targeted audience. For me, this makes Maptitude an excellent visual communication resource.”

John H. Kennedy, AICP, Kennedy & Associates
Maptitude includes extensive geographic and demographic data so that you can get started as soon as you install the software. Data are provided in a compact geographic data format that reduces data storage requirements and network traffic.

Maptitude includes a basic global map and ships with one detailed Country Package of your choice. Each Country Package includes a wealth of data unavailable in any other product, including an up-to-date street layer with addresses for pinmapping (geocoding) and travel time information for computing routes and drive-time rings. Also included are political boundaries, postal layers (where available), building footprints for many urban locations, and comprehensive named landmarks that include shops, restaurants, and other retail establishments. Many Country Packages also include detailed demographic data that you can use to determine the characteristics of your own territories, trade areas, or markets.

**Maptitude Country Packages Include:**
- Administrative boundaries
- Building footprints (where available)
- Highways
- Landmark areas including airports, cemeteries, golf courses, military facilities, national and state parks, and shopping areas
- Points of interest including airports, border crossings, business facilities, hospitals, hotels, museums, parks, restaurants, retail stores, schools, and transportation facilities
- Populated places
- Postal code boundaries (where available)
- Railroads
- Rivers and water areas
- Streets with address and travel time information

**Available Country Packages:** Argentina, Australia*, Belgium, Bolivia, Brazil*, Canada*, Chile, Colombia, DACH*, Ecuador, France*, India, Ireland*, Italy*, Mexico*, Netherlands*, New Zealand*, Peru, Portugal, Russia, Scandinavia, South Africa, Spain*, United Kingdom*

**U.S. Country Package Highlights:**
The 2020 United States Country Package includes the following nationwide boundary files with 2010 Census data describing population, age, and households, and 2018 American Community Survey data describing income, ethnicity, race, ancestry, education, employment, nativity, language spoken, marital status, and housing units:
- Census Tracts
- Census Places (Cities)
- Counties
- County Subdivisions (MCD/CCD)
- Indian Reservations
- MSAs
- States
- 3- and 5-Digit ZIP Codes

Additional data describing healthcare, disposable income, gross domestic product, employees, payroll, and business establishments are provided for some summary levels.

*Include demographic data
Map Your Own Data

Maptitude lets you create maps using your own data. Whether you store your data in Excel worksheets, Access tables, or any ODBC-compliant data source such as Oracle or SQL Server, Maptitude can work with your data. Create-a-Map Wizard gives you start-to-finish assistance for locating, analyzing, and mapping your data. One way to use your data is to pin map a point feature for every record in your table. This geocoding capability allows you to see the distribution of your customers, facilities, and other resources. Alternatively, you can use the powerful database capabilities of Maptitude to join your data to a map layer. 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, Microsoft MapPoint PTM files, 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. This extensive library of importers and exporters is one of the largest in the industry and comes at no additional charge.

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 OpenGIS Web Map Services 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 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.

“Maptitude includes Census, ACS, and FFIEC income data that saves us many hours of searching, selecting, downloading, sorting and combining data.”

Mike Meuser, MapCruzin

Compatible with Esri, MapInfo, MapPoint, and Oracle Spatial

Direct Data Access for:

- Comma-delimited text
- Esri ArcView 3.x Project and Legend
- Esri Personal Geodatabase
- Esri Shapefile
- Fixed-format text
- Google KML and KMZ
- GPS Playback
- MapInfo TAB
- Microsoft Access and Excel

Import/Export Support for (partial list):

- AutoCAD DXF
- Digital Elevation Models
- Enhanced Metafile
- Esri Export and Ungenerate
- Google Earth
- HTML
- MapInfo Interchange
- MapPoint PTM
- Microsoft Streets & Trips
- Portable Network Graphics
Geographic Analysis Tools

One of the best reasons to use a GIS is to unearth and analyze the geographic components of your data. Maptitude includes numerous analysis and logistics tools enabling you to answer questions such as: Where are areas with the highest population density? How many people live within one, two, and three miles of this site? How many customers are more than 30 minutes from a store? What is the shortest route between delivery points?

Maptitude lets you understand trends, evaluate sites, and define optimal routes. You can integrate Census statistics with your own data to identify geographic characteristics that impact you and your operations. You will be amazed at how quickly you can enhance your decision making using this easy-to-use GIS tool.

Buffers: Create rings around any number of map features and then analyze the characteristics of those areas. Find out how many customers live within a certain distance of a store, compute the demographic characteristics around potential store sites, analyze the neighborhoods most affected by noise pollution from a highway, or determine accessibility to facilities.

Areas of Influence/Catchment Areas: 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. Areas can be based on straight-line distances or drive time.

Territories: Merge smaller areas into territories and compute the attributes for each one. For example, you can group ZIP Codes or states together to create sales territories. Your territories can also overlap.
“Maptitude is excellent for doing geographic analysis projects looking at where existing customers are and new ones might be, identifying hot-spots, patterns and trends that can’t be seen in Excel. It is really helpful with network design tasks - which sites are best”

Kirsten Tisdale, Aricia Limited

Density Grids: 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.

Drive-Time Rings: Create rings around one or more locations that show how long it takes to drive to your locations so that you can determine underserved markets.

Other Geographic Analysis Features:
- Filter features by condition, by value, by location, or manually
- Measure areas and distances
- Aggregate and disaggregate attribute data
- Generate statistics (count, sum, mean, minimum, maximum, and standard deviation)
- Analyze and display surfaces on a two-dimensional map or as a 3-D map
- Calculate the viewshed for any location, either at ground level or at a particular height
- Compute adjacency
- Create lines from groups of points
- Create areas from line features or lines from area features
- Illustrate point-to-point flow with desire lines

Facility Location: Identify good locations for warehouses, hospitals, retail stores, manufacturing facilities, and other types of facilities by evaluating a set of candidate locations and determining which will provide the highest level of service.

Distance and Travel-Time Tables:
Determine the drive time and distance from one or more origins to one or more destinations. Use these tables to determine the closest as well as the best alternative locations.

<table>
<thead>
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<th>City</th>
<th>Albuquerque</th>
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<th>Berkeley</th>
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“It is easy to work with and Maptitude support is second to none. My complements to the Maptitude team: They have created a solid product and it is one of the best software investments we have made as an organization.”

Esat Angun, Octapharma, USA

Application Development

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 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

GISDK contains both a debugger and a compiler.

Maptitude User Services

Caliper provides a comprehensive program of technical support, training, and consulting services to ensure the success of your Maptitude applications. Caliper offers hands-on training classes for Maptitude in classroom settings, or on site at your location. Our training can be customized for your specific needs and user group.

Maptitude includes a comprehensive help system with background information, step-by-step instructions, and a series of hands-on tutorials that let you try out features. In addition, video tutorials and webinars are available on our website.

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.

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.

System Requirements

Maptitude runs on Microsoft 64-bit Windows 10, 8.1, 8, or 7. A DVD-ROM drive or an Internet connection is required for download. We recommend a DVD drive for users with slow internet speeds or download/security issues. 8GB or more of RAM provides optimal performance. Disk space requirements vary by Country Package (7GB–10GB).

Ordering & Information

For more information, please visit our website at www.caliper.com or contact caliper sales at +1 617-527-4700 or sales@caliper.com.

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