

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

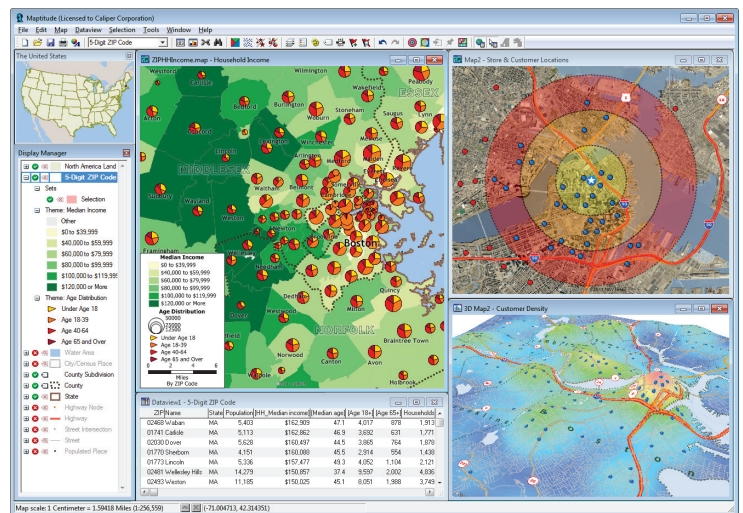
Nearly every business needs maps, whether to plan the route your salespeople take when they call on clients or to create service areas for your franchisees. And that's why Maptitude makes good sense for businesses. It's packed with demographic data, works with Microsoft applications, and is easy enough for the geographically challenged to use. Maptitude is the best business mapping application for workplaces running Microsoft Office, and is a value leader among its competitors.

Since 1995, Maptitude has offered 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.

Client, territory, and geo-tagged information are an organization's greatest asset, and it has often been shown that over 80% of company data has a mappable component. Maptitude allows you to fully realize this potential by helping organizations make informed decisions through a better understanding of the geography of their markets.

Despite the extensive functionality, a casual user can easily learn Maptitude. In most instances the software will automatically accommodate novice users, while providing experienced users with the flexibility to customize analyses and results.

Maptitude has a variety of licensing models ranging from single-usage to Cloud access. As an Enterprise GIS (Geographic Information System), Maptitude allows widespread use of mapping software throughout an organization, where multiple users can manage, share, and use



geographic data for analysis and presentation. Also, Maptitude for the Web applications are accessible via browser-based interfaces on mobile devices.

The Maptitude product suite is not limited to the USA. There are now 20 Country Packages available covering: 3 of the 5 fast-growing BRICS economies (Brazil, South Africa, and India); 6 of the Group of Seven (G7) nations (including the USA); and 12 of the Group of Twenty major economies (including Australia).

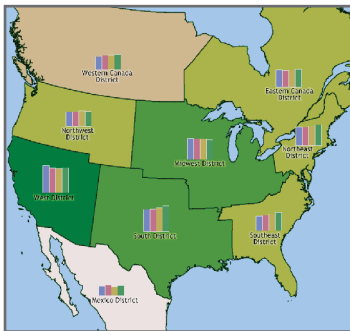
Maptitude maps can be shared in many image formats such as PDF, JPEG, and BMP. This allows you to use your maps in other applications such as the Microsoft Office suite. Your maps and data can also be shared as Google Maps Documents, allowing interaction and querying via a free Google Maps account or via the free Google Earth tool.



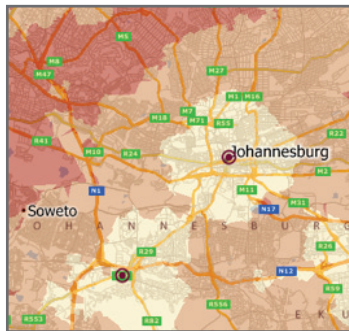
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For more information on Maptitude, visit www.mappingsoftware.com

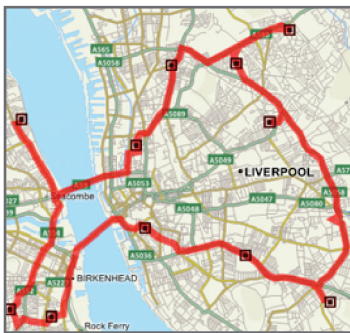




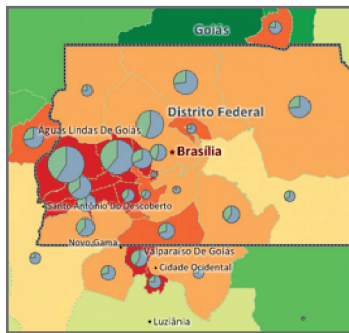
Territory definition



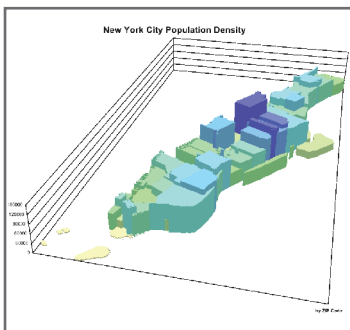
Drive-time zones



Route Planning



Data visualization



3-D visualizations



Customer analysis



Hot-spot mapping



Site Location models

Maptitude includes more features and data than most other GIS products and is arguably the least expensive serious mapping tool available for Windows users. Starting at only US\$695 it is priced well below similar enterprise grade mapping systems.

You can 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, Maptitude can automatically locate (or geocode) your addresses. The resulting maps can be displayed in a wide variety of ways, with the ability to use company logos for each location along with automatic text labeling that identifies each point.

Maptitude's strongest suit is as a graphical planning and analytical tools for small-, medium-, and enterprise- sized businesses. The end user can ask questions such as, "Where are the high-income neighborhoods with two working parents?", with the answer displayed as a filtered map that layers variables so that matching locations are highlighted.

Maptitude excels at allowing you to create **territories** or service areas. You can interactively choose from any boundary layer such as ZIP Codes or Counties, or you can import a table of pre-defined districts, 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.

Drive-time zones are another handy addition. 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. The drive-time rings produced in Maptitude are the most geographically accurate of those in any mapping software, taking into account individual streets in the calculations of those locations that can be reached within the time or distance specified.

In addition, you can create **circular rings** around a point in order to estimate the population surrounding a location. Other advanced features include **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 is a leading developer of mapping, redistricting, transportation, traffic simulation, and 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.

