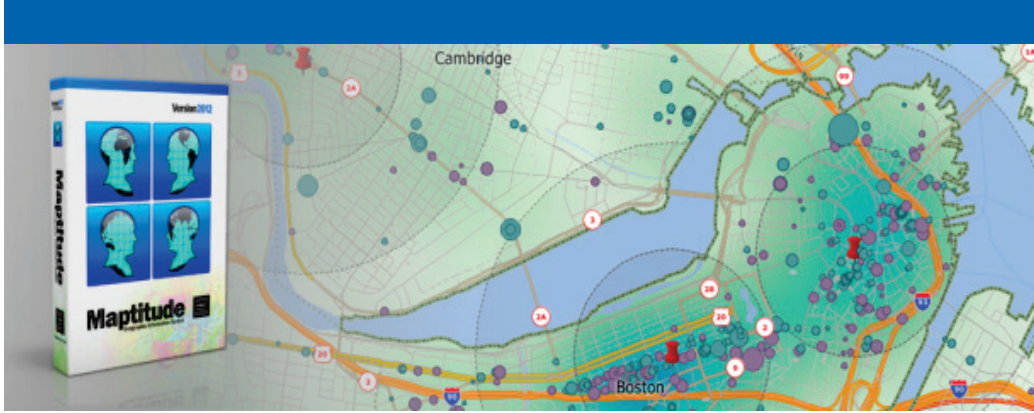# Maptitude®
## Geographic Information System

*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.*

## Increase Your Maptitude℠

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 is packed with demographic data, works well with Microsoft applications, and 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, the Create-a-Map Wizard™ tool gives start-to-finish assistance for locating, analyzing, and mapping data. In a few easy steps, you can locate your customers, color code Postal/ZIP Codes with your sales information, build rings around your stores, identify underserved areas, and much more.

You can use the powerful database capabilities of Maptitude to join your data to an existing map layer. You can then use your data to create themes, add labels, or analyze geographically. You can even create formulas that combine data from the two different sources.
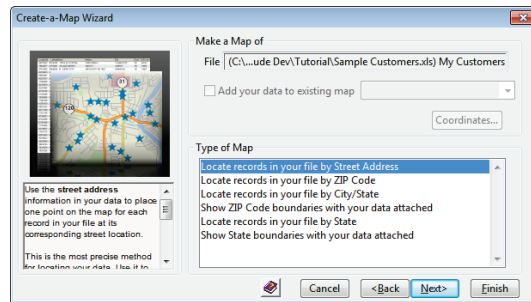
Maptitude guides you through the steps of pin mapping your data or aggregating your data to areas such as postal codes.
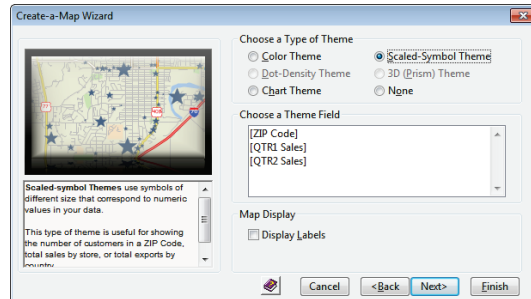
Highlight your data on maps using color, dot-density, pie chart, bar chart, scaled-symbol, and 3-D prism themes.
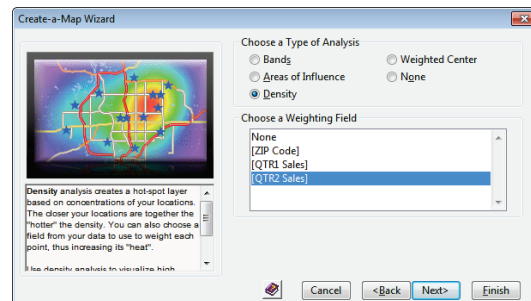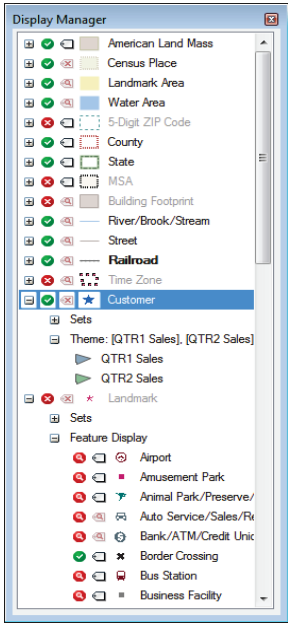
Analyze your data by adding circular bands, building areas of influence, determining hot-spots, or identifying the weighted center.

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

The Maptitude Display Manager allows you to completely customize a map 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.

One of the best reasons to use Maptitude is to unearth and analyze the geographic components of your data. Maptitude includes many tools that allow you to create territories or service areas, determine drive-times to your facilities, 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 mapping tool.

Finally, there are numerous resources to assist you in building your Maptitude expertise. Maptitude includes a comprehensive Help system with links to online videos that demonstrate many common tasks. Caliper also regularly offers free webinars where you can ask your questions to a Maptitude expert. In addition, videos of past webinars are available to view on the Caliper web site. Classroom and web-based training are also available.

## 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.
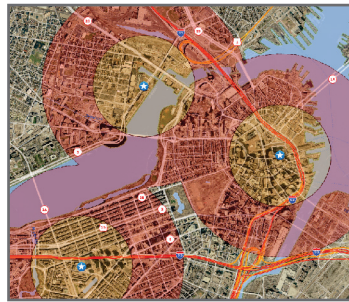
Caliper is a leading developer of mapping, redistricting, transportation, traffic simulation, and GIS software.
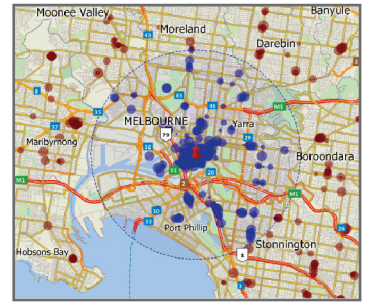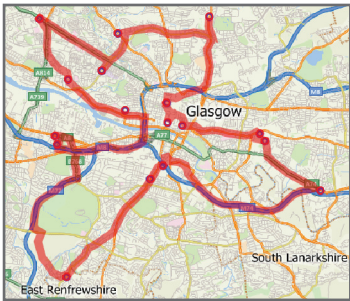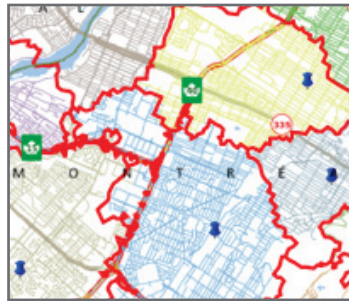
Territory definition
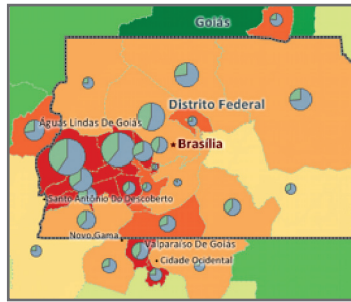
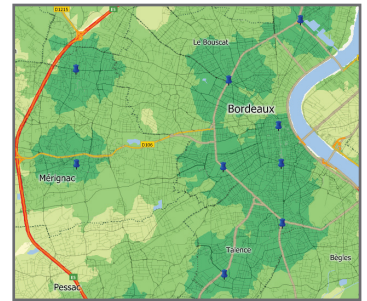Data visualization
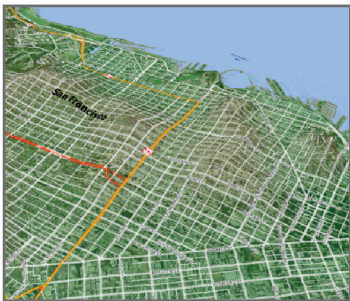
Site location models
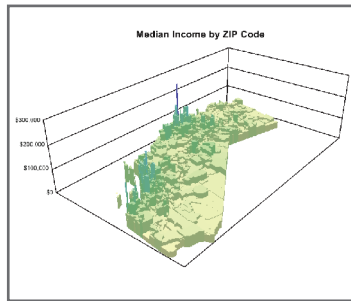
Customer analysis

Route planning

Geographic editing tools

Drive-time zones

Drive-time bands

Surface analysis

3-D visualizations

Hot-spot mapping

Census data mapping

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