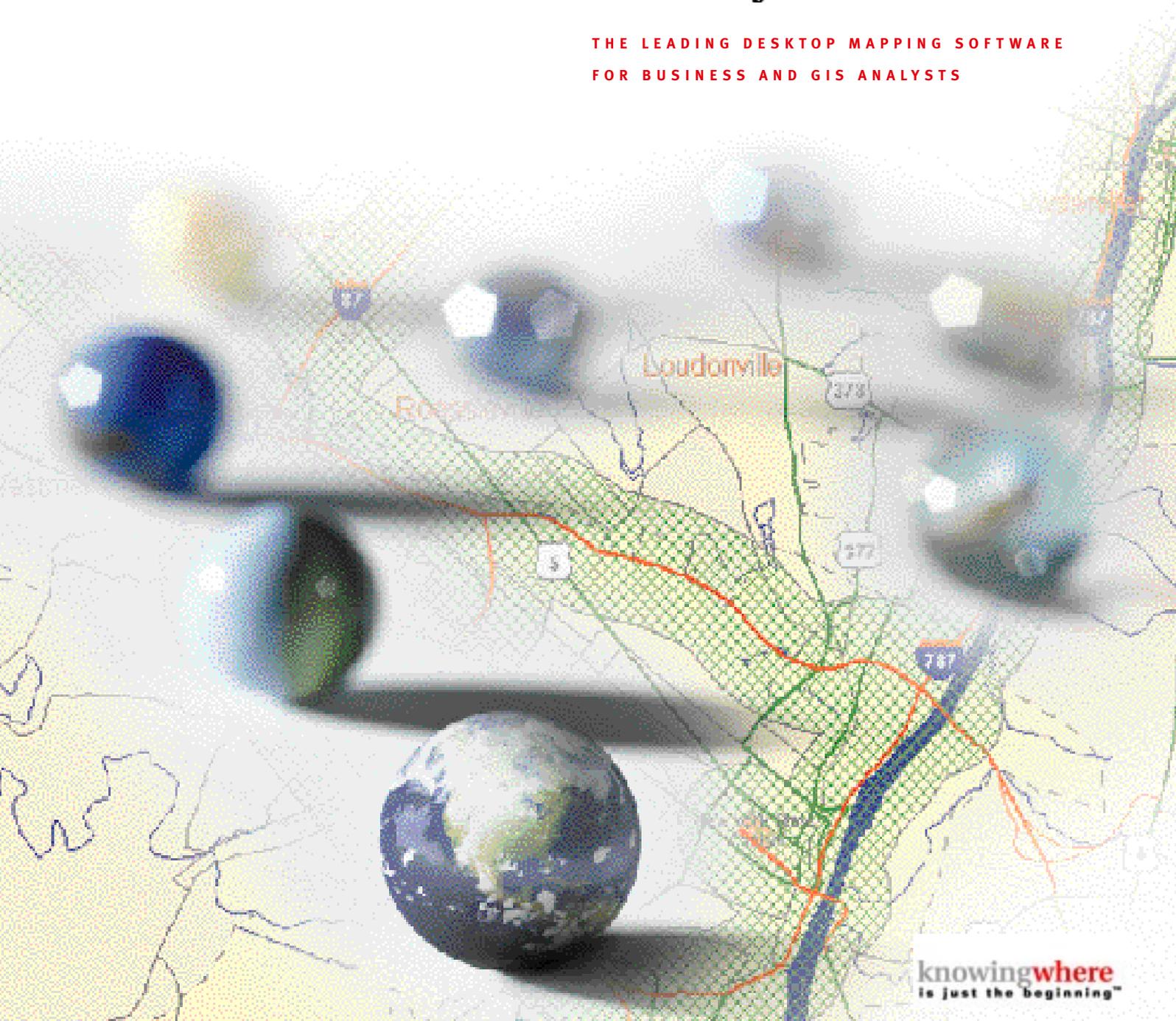




MapInfo *Professional*

THE LEADING DESKTOP MAPPING SOFTWARE
FOR BUSINESS AND GIS ANALYSTS



knowingwhere
is just the beginning™

www.mapinfo.com



Choose MapInfo Professional:[®] Easy-to-use, Flexible, Powerful

MAPINFO PROFESSIONAL IS WIDELY REGARDED AS THE easiest-to-use, most flexible, and powerful PC-based mapping software, and has received many industry awards for its excellence. It is the choice of business analysts and GIS professionals worldwide for visualizing and analyzing the relationships between data and geography.

Location-based Information is Vital to Decision-Making

Location information is vital to all businesses and organizations. Customer addresses, store sites, field assets, and service and sales territories offer a springboard to a wealth of other valuable information such as customer buying patterns, the influence of competitors, local businesses, demographic and lifestyle information, routing directions, traffic patterns, and much more. *MapInfo Professional* gives you the power to visualize, analyze, and share this information to improve decision-making in business planning, marketing, sales, and operations.

USE MAPINFO PROFESSIONAL TO:

- ▶ *Reveal patterns and trends in your data that may otherwise be impossible to see*
- ▶ *Perform sophisticated and extensive data analysis*
- ▶ *Understand customer and marketplace demographics and behaviors*
- ▶ *Manage geographically-based assets, such as stores, property, and people*
- ▶ *Plan logistics and prepare for emergency response*
- ▶ *Create highly detailed maps to enhance presentations and aid in decision-making*

Typical Applications:

▶ CUSTOMER/MARKET ANALYSIS

▶ TERRITORY ALIGNMENT

▶ SITE SELECTION

▶ NETWORK PLANNING AND ENGINEERING

▶ INSURANCE RISK/CLAIMS ANALYSIS

▶ CRIME ANALYSIS

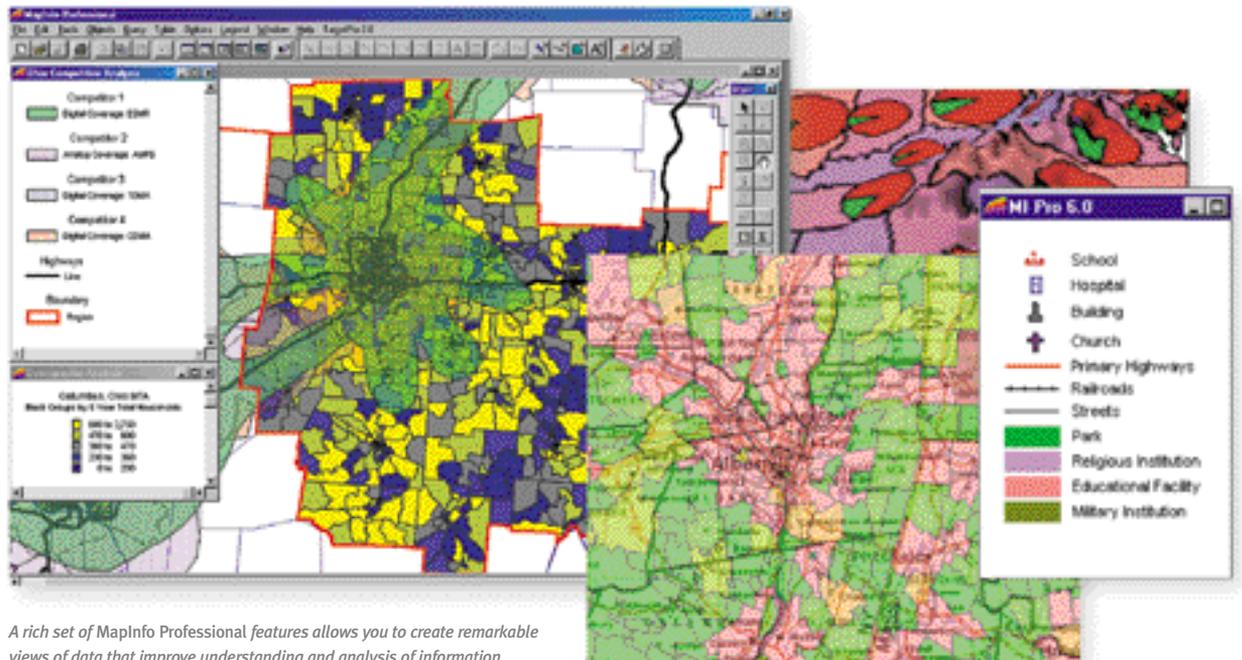
▶ PROPERTY AND FACILITY MANAGEMENT

▶ CUSTOMER SERVICE



MAPINFO PROFESSIONAL CAN HELP YOU DISCOVER HOW
LOCATION INFLUENCES YOUR BUSINESS OPERATIONS

Visualization— See your World in a New Way



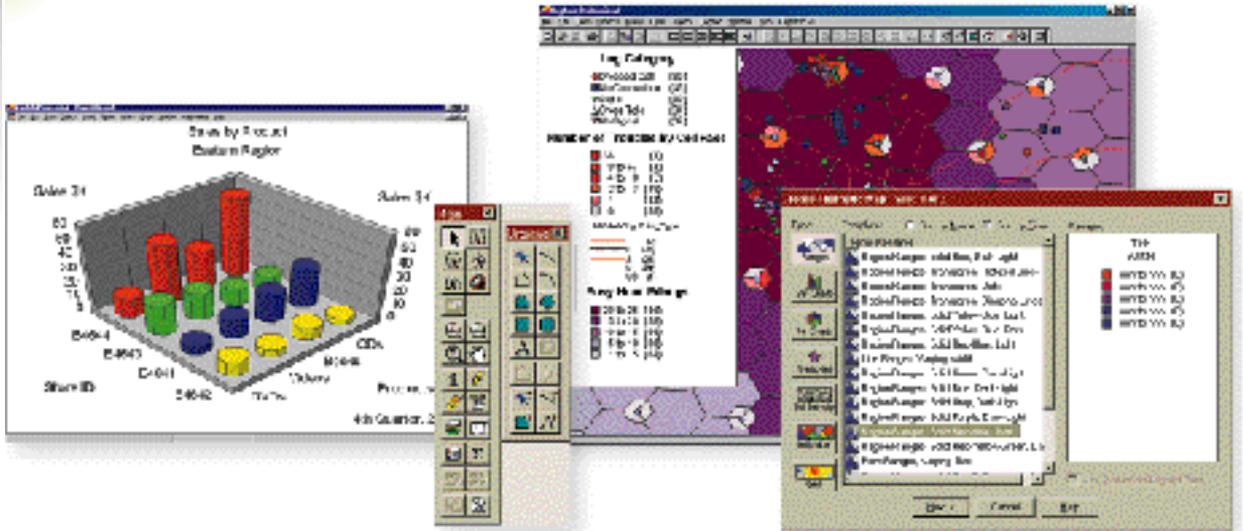
A rich set of MapInfo Professional features allows you to create remarkable views of data that improve understanding and analysis of information.

MapInfo Professional offers you advanced visualization capabilities that are essential in any mapping program. Choose from three interactive views of data—maps, graphs, and tables. Selections and changes in one view immediately appear in all.

You can shade maps and add symbols and charts to portray trends and patterns in your data. Many thematic mapping templates are included, and you can create your own. And, you can open and view multiple files simultaneously by layering one over the other to instantly reveal relationships that are otherwise impossible to see.

Key Features:

- ▶ Three interactive views of data
- ▶ 3D view, prism mapping
- ▶ Translucent raster
- ▶ Thematic templates
- ▶ Thematic maps: Continuous 3D, area shading, bar and pie charts, grid, relief shading, graduated symbols, dot density
- ▶ Charts and Graphs: pie, bar, bubble, area, column, scatter, 3D, line, histogram
- ▶ Data-driven ranges: equal count, equal ranges, inflection point, natural breaks, standard deviation, quantile, user defined
- ▶ Automatic thematic and cartographic legends
- ▶ Register and display bitmaps and other raster images
- ▶ Extensive library of symbols and true type fonts
- ▶ 30 projections



Access and Integrate Your Data...

Bring in data from any source and take advantage of templates to quickly make charts and maps.

Chances are, you have a lot of data, from many different sources, that you'd like to use in *MapInfo Professional*. No problem. You can map your entire customer database, a spreadsheet of contacts, satellite and scanned images, and much more. You can also create your own new data and edit it on-the-fly.

ACCESS

MapInfo Professional gives you easy access to data stored on server databases or your local hard drive. Server databases can be accessed and updated directly and securely without transferring large copies of data files. And, when many people in your organization need fast access to up-to-date map data, you can store and manage spatial data on the server using Oracle8[™] or Microsoft SQL Server.

Plus, MapInfo's Universal Translator allows you to easily use files from other mapping environments, ensuring existing investments in data are protected.

CREATE & MANIPULATE

A robust toolbox of drawing, editing, digitizing, and processing tools helps you create and work with spatial data. It's easy to trace, copy, or edit any map. Object processing features give you multiple ways to combine, split or adjust regions. To improve appearances, choose from many symbol, line, and fill styles, or add your own custom raster or vector symbol styles.

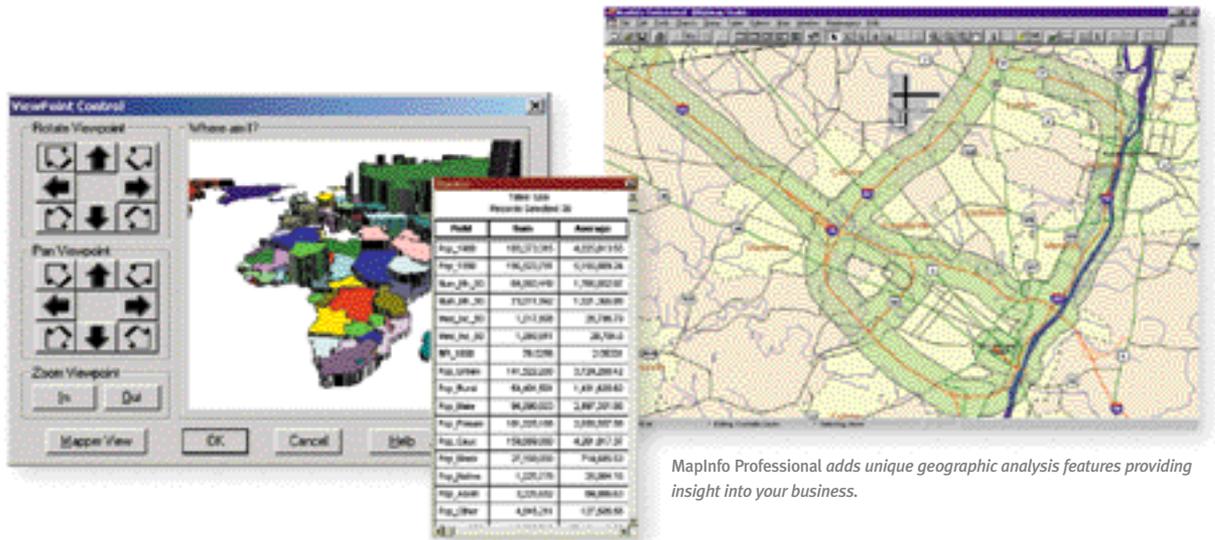
GEOCODE

To get your data on the map, *MapInfo Professional's* geocoding capabilities let you add spatial coordinates to any table containing location information. You can match your data to any level of geography you need: as detailed as a street address or as broad as a country.

Key Features:

- ▶ **Direct access to vector, grid, raster and tabular data:** TAB, WMF, BMP, TIFF, BIL, SID, PNG, PSD, ECW, MIG, VMGrid, DEM, DTED levels 0-2, GTOPO30, ASCII, XLS, WKS, DBF, Microsoft® Access MDB
- ▶ **Remote access to Oracle®8: Spatial, MapInfo® SpatialWare®, Informix®, IBM® DB2®, Sybase®, Ingres, SQL Server**

- ▶ **Open Database Connectivity (ODBC) and Oracle Call Interface (OCI)**
- ▶ **Universal Translator: import/export MIF/MID, AutoCAD DXF and DWG, DGN, SHP, E00, VPF, SDTS**
- ▶ **Drawing and digitizing tools: point, line, polyline, polygon, arc, rectangle, ellipse, text**



MapInfo Professional adds unique geographic analysis features providing insight into your business.

...And Analyze to Get Better Results

At the heart of *MapInfo Professional* is the ability to analyze your data in a geographic context. You can measure distances and areas, aggregate data using many methods, calculate statistics, hot link to other maps and data, and much more.

QUERY

MapInfo Professional fully supports SQL query capability and adds geographic selection extensions such as “contains,” “within,” and “intersects.” Frequently-used queries can be saved and re-used. You can also use simple, one-click tools to select data directly on the map.

BUFFER

Automatically calculate and create regions around any point, line, or polygon to study data that falls within a given proximity to your selected target. These “buffers” help you to see how many potential customers live near your store, to discover the population density within a few miles of a highway, or to estimate a trade area.

REDISTRIBUTE

A special redistricting feature lets you quickly experiment with possible territory alignments. The software calculates the data values and you can view the results before committing to any changes.

HOT LINKS

MapInfo Professional lets you hot link to launch URLs, images, multimedia files, and applications. You’ll benefit from having one click access to all the information you need to make fully informed decisions.

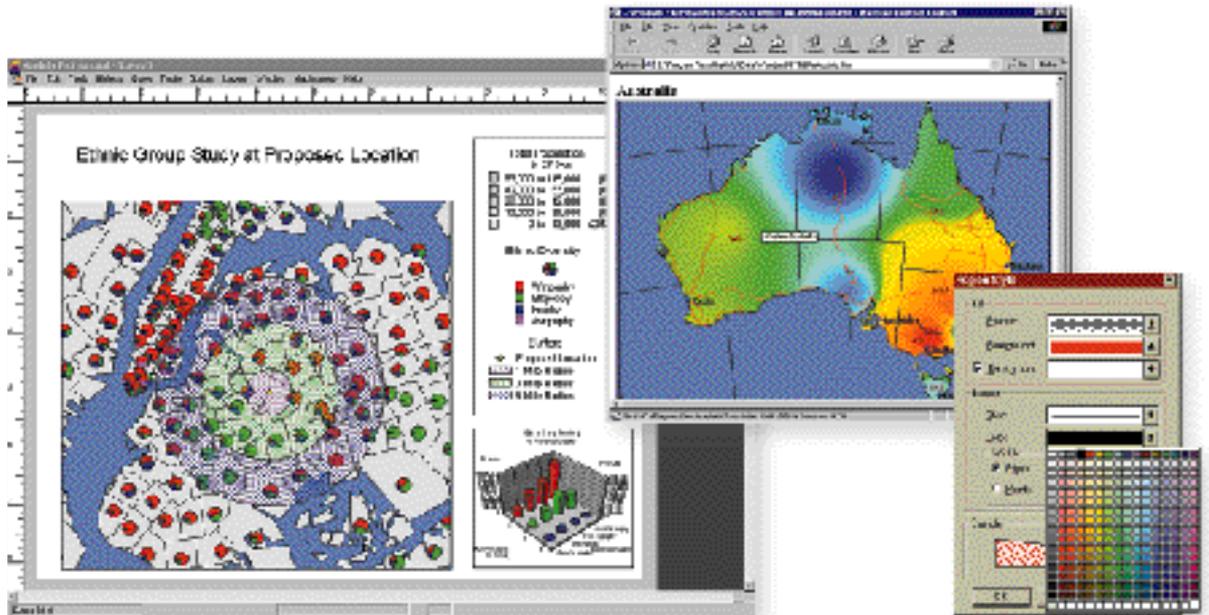
- ▶ **Editing tools:** move, delete, resize, reshape, smooth, trace, snap-to-node
- ▶ **Geographic selection tools:** within radius, within rectangle, within polygon, invert selection
- ▶ **Object processing:** combine, erase outside, buffer, intersect, split, enclose, disaggregate, thin

- ▶ **SQL with geographic extensions**
- ▶ **Table manipulation:** add, modify, delete columns; pack table
- ▶ **Analysis:** measure, aggregate, join (geographic or textual matches), info tool, statistics tool
- ▶ **Hot link, HTML image maps**



EASILY PRODUCE INTERACTIVE MAPS
TO PUBLISH ON THE INTERNET

Share your Results — in Print or Online



Maps are easily understood by everyone and are an excellent way to present and share information.

The decisions you make with the help of *MapInfo Professional* can be smart *and* presented persuasively. That's why *MapInfo Professional* gives you many options for sharing your visually compelling results.

LAYOUT

A special layout window lets you arrange all the elements of your presentation — maps, thematic and cartographic legends, graphs, titles, annotations, and more. You can experiment with many layouts by simply dragging elements into place.

SEAGATE CRYSTAL REPORTS

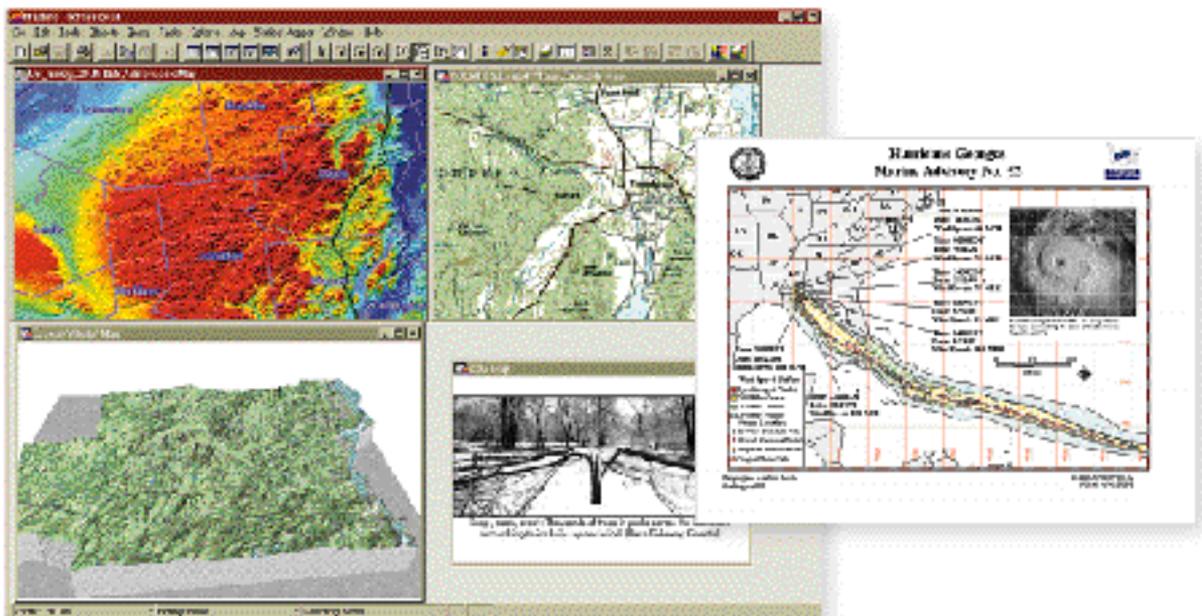
Sometimes you need a professionally formatted report to provide additional support for visual analysis. We've included Crystal Reports, the industry-standard reporting package, to make your work easier.

OUTPUT

You can print your work on any sized printer or plotter, save to raster and vector file formats, use OLE drag & drop to embed maps in other applications, or create HTML image maps for publishing on the web.

MAPINFO PROFESSIONAL SUPPORTS MANY
ENTERPRISE-WIDE MAPPING DEPLOYMENTS

Use Seamlessly with other MapInfo Products



Government agencies, online retailers, financial services companies, telecommunications service providers—virtually every type of business or organization uses MapInfo Professional.

■ MAPBASIC®

MapInfo Professional's interface and functionality can easily be customized using *MapBasic*, an optional development environment. In addition, *MapInfo Professional* can be integrated via OLE Automation into applications built using common languages such as Visual Basic® and C++.

■ MAPMARKER® PLUS

A standalone geocoding system, *MapMarker* offers performance and accuracy for adding spatial coordinates to addresses. Available in the United States, UK, Germany, and Australia.

■ MAPINFO TARGETPRO®

Integrates seamlessly with *MapInfo Professional* to provide sophisticated demographic and cluster analysis of customers and geographies.

■ MAPINFO® DRIVETIME™

For more accurate trade area analysis, create polygons depicting driving time and distance around any selected point(s).

■ MAPINFO® PROVIDER™

Free software for viewing and sharing *MapInfo Professional* workspaces, maps, tables and graphs. Download a copy from www.mapinfo.com.

■ MAPINFO® MAPXTREME®

MapInfo's Internet mapping server shares the same file format with *MapInfo Professional*, which is often used to generate or prepare data for use in *MapXtreme*.

CORPORATE/AMERICAS

HEADQUARTERS

One Global View
Troy, New York
12180-8399 USA
518.285.6000 TEL
1.800.327.8627
518.285.6060 FAX
sales@mapinfo.com E-MAIL
<http://www.mapinfo.com>

EUROPEAN/UNITED KINGDOM

HEADQUARTERS

44.1753.848200 TEL
44.1753.621140 FAX
europe@mapinfo.com E-MAIL

ASIA-PACIFIC/AUSTRALIA

HEADQUARTERS

61.2.9437.6255 TEL
61.2.9439.1773 FAX
australia@mapinfo.com

Visit www.mapinfo.com to download a free interactive demonstration of *MapInfo Professional* or a free copy of *MapInfo ProViewer*, or call 1.800.327.8627.

SPECIFICATIONS

Platforms

Runs in Microsoft® Windows® 2000, 98, 95 and Windows NT® 4.0

Data

MapInfo Professional ships with hundreds of free data sets to get you started:

- ▶ WORLD MAP, OCEANS, COUNTRIES, CAPITALS, GRATICULE
- ▶ CITIES, VARIOUS ADMINISTRATIVE BOUNDARIES, WATER, AND HIGHWAYS FOR CHINA, JAPAN, AUSTRALIA, INDIA, EUROPE, AUSTRIA, SWITZERLAND, BENELUX, FRANCE, GERMANY, GREECE, IBERIA, ITALY, SCANDANAVIA, UNITED KINGDOM, MEXICO, UNITED STATES
- ▶ USA STATE, COUNTY, AND ZIP CODE BOUNDARIES WITH CORRESPONDING DEMOGRAPHIC DATA
- ▶ USA GRID DATA DEPICTING ELEVATION, RAINFALL, AND TEMPERATURE
- ▶ USA SAMPLE TELECOMMUNICATIONS, UTILITIES, AND RISK DATA
- ▶ SAMPLE WORKSPACES AND TUTORIAL DATA

Available Languages

- ▶ ARABIC
- ▶ BRAZILIAN PORTUGUESE
- ▶ SIMPLIFIED CHINESE
- ▶ TRADITIONAL CHINESE
- ▶ CZECH
- ▶ DANISH
- ▶ DUTCH
- ▶ ENGLISH
- ▶ FINNISH
- ▶ FRENCH
- ▶ GERMAN
- ▶ HEBREW
- ▶ ITALIAN
- ▶ JAPANESE
- ▶ KOREAN
- ▶ POLISH
- ▶ RUSSIAN
- ▶ SPANISH
- ▶ SWEDISH
- ▶ TURKISH

