

NEURISA Ignite Spatial Event Vermont 2011

Delivering geographic data to drive your business:
What's new in high quality polygonal boundary data

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About Maponics

- Leading provider of location-based data for 10+ years
- Serving: traditional GIS, government, local/mobile search, real estate, more
- Core competencies include polygonal boundary datasets , custom GIS services, and spatial data processing/maintenance
- Product lines include: ZIP Code, school, neighborhood, subdivision, college campus , and shopping boundaries

ZIP Code Boundaries

USPS.com sends businesses to Maponics for postal maps & data



Key Features – ZIP Codes

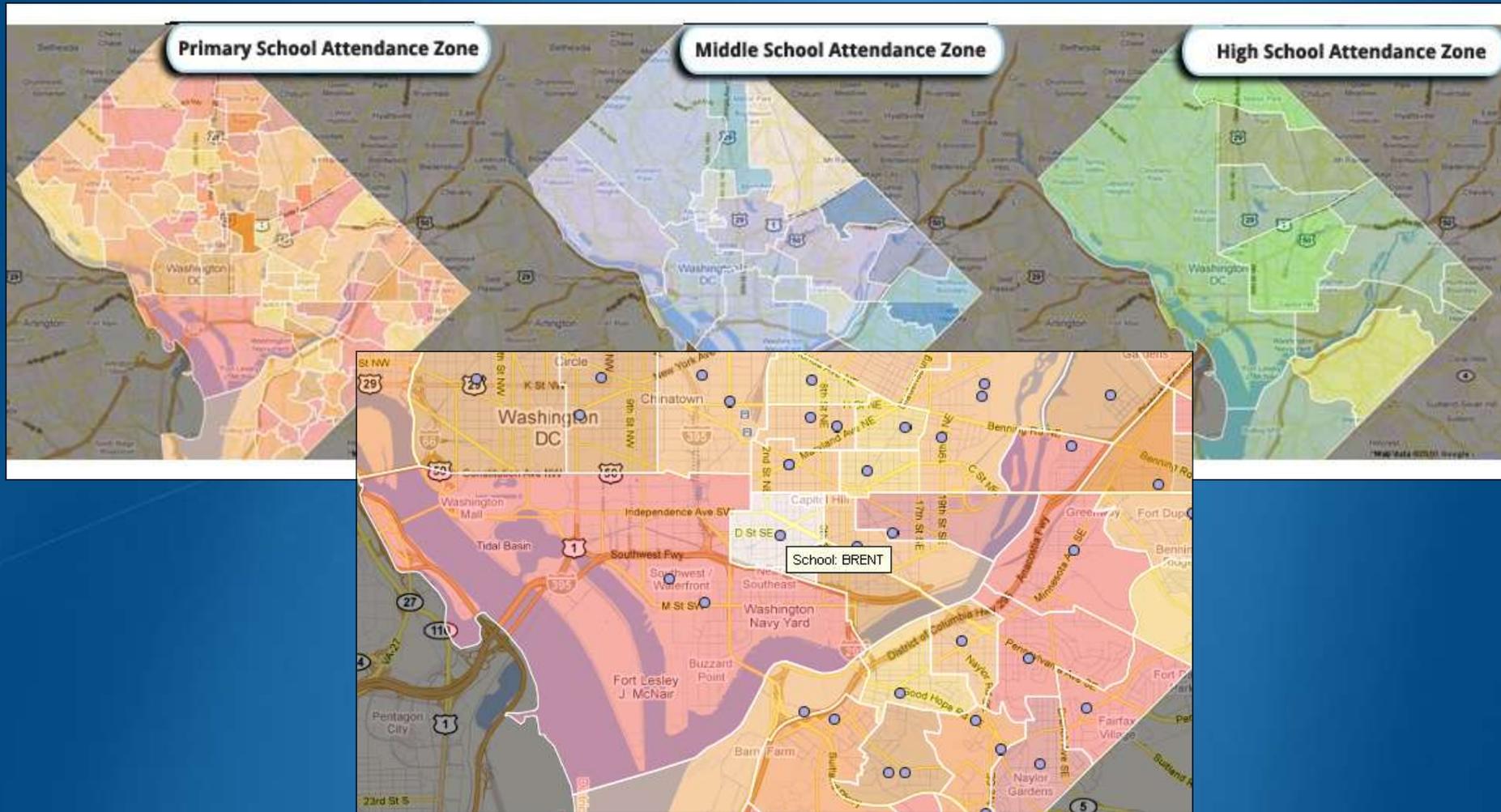
- Street aligned ZIP Codes – no overlaps
- Lat/Long for all ZIP polygons/centroids
- Quarterly updates
- Comprehensive U.S. coverage
- API or file delivery

Use Cases – ZIP Codes

- Direct marketing – promotion targeting
- Real estate – property search/display
- Search/local search – many uses
- Telecom/utilities (ZIP+4 centroids) – customer communication
- Foundation for building sales, service and reporting territories across industries

School Boundaries

Only dataset with boundaries at the attendance zone level



Key Features - Schools

- Most comprehensive schools GIS data
 - Attendance zones and district boundaries
 - School locations/profiles
 - GreatSchools ID/NCES ID
 - School type and enrollment
- Many sources – ensures accuracy
 - Multiple local sources
 - National Center for Education Statistics
- Currency through quarterly updates

Use Cases – Schools

- Real estate – home search & display relative to local schools
- Government - decision-making/resource allocation
- Direct marketers – promotion targeting
- Local search - product/service search & targeting

Neighborhood Boundaries

Largest neighborhood database, used by market leaders in multiple, diverse industries



Key Features - Neighborhoods

- 150K+ neighborhoods/2,200 cities globally
- Updated & expanded quarterly
- Locally sourced
- Includes
 - Boundaries & centroids
 - Neighborhood hierarchy
 - Zoning & social use info
 - Alternate neighborhood names

Use Cases – Neighborhoods

- Local search - product/service search & targeting
- Real estate – home search & display; advertising
- Social networking – connect with nearby friends (web/mobile)
- Direct marketing – promotion targeting (web/mobile/traditional)
- Mobile Apps - variety of uses across industries

Subdivision Boundaries

Over 276,000 subdivisions across the U.S.



Key Features - Subdivisions

- First subdivision boundary database
- 276K subdivisions in 41 states
- Aggressive quarterly coverage expansion
- API or file delivery
- Includes
 - Subdivision/alternate names
 - Boundaries
 - State/county/more

Use Cases - Subdivisions

- Add on for neighborhood boundary users
 - Real estate
 - Local search
 - Direct marking
 - Social networking

College Campus Boundaries

Boundaries of primary campus areas for universities



Key Features - College Campus

- Sold separately, not embedded in base map
- 1,000+ colleges to date
- Quarterly expansion
- Includes
 - 1 (or more) boundaries per school
 - School address
 - Campus name
 - More

Use Cases – College Campus

- Education websites/directories – added info
- Mobile aps – know when students on/off campus
- Direct marketing – target promotions to students on/off campus
- Real estate – home search by proximity to campus
- Social networking – general (non-specific) location sharing

Shopping Boundaries

Including malls, districts, centers and outlets across U.S.



Key Features - Shopping

- First stand-alone U.S. shopping database
- 3,000+ shopping areas
- Top 100 metros
- Quarterly coverage expansion
- Includes
 - Boundaries/location points
 - Official name
 - Address/telephone number
 - More

Use Cases – Shopping

- GIS - base map features
- Mobile marketing - a geo-fence (or predefined boundary) for real-time, location-based advertising
- Web-based directories – shopping-based local search

Maponics Customers

