

DATA SHEET

# MapInfo Professional® v10.5

## for Communications Providers and Electric Utilities

GET MORE FROM YOUR MAPS WITH FASTER, EASIER CREATION, SHARING AND USE.



### Summary

MapInfo Professional v10.5 is an industry leading location intelligence desktop solution used for creating, editing, visualizing and analyzing customer and business data in the context of location.

### Benefits

- Quickly and easily produce high-quality zoom-specific maps.
- Save time while browsing, selecting, updating and exporting table content.
- Publish intelligent maps to Layered or Geo registered PDF and Pitney Bowes® MapInfo® Stratus™.
- Add greater detail to your maps with Microsoft Bing™ premium aerial maps.
- Easily search for data through industry-standard data servers globally.

### OVERVIEW

MapInfo Professional v10.5 is a desktop application that helps organizations turn location data into actionable location intelligence. Our latest version provides an assortment of dynamic new features, including a powerful user interface, data sharing options, and sophisticated data searching capabilities.

### Fast and Easy Creation of Interactive Maps

MapInfo Professional v10.5's easy styling options allow for rapid creation of dynamic maps while maximizing the use of computer screen "real-estate" at every zoom-level. The new multiple style override capability allows map creators to quickly define zoom-level specific styles, labels and label expressions. Both existing and new users will quickly and easily generate great looking interactive maps in record time and will be more productive than ever before.

### New Table List Window Delivers Even Greater Time Savings!

The Table List Window, shown as either a floating or docked window, remains visible during the entire mapping session, providing quick and easy access to all open tables, whether they are "mappable" or not. MapInfo Professional users can:

- Search the list of tables by name/type
- Add one or more tables to maps
- Update values or table structure and export content
- And much more!

You can do all this from the Table List Window with a minimal number of clicks. By allowing users to search, edit, manipulate, and interact with all open tables easily, MapInfo Professional v10.5 delivers even greater time savings than ever before.

### Publish Intelligent Maps with a Click of a Button

Sharing insightful maps was never this easy. Choose between a suite of PDF publishing options including standard PDF, Layered PDF and now Geo registered PDF. This means that MapInfo Professional v10.5 users can share more than just maps with their colleagues, they can share location-based answers.

MapInfo Professional v10.5 also supports the ability to publish maps to MapInfo Stratus, our first software-as-a-service web application. MapInfo Stratus is designed for MapInfo Professional users within organizations who need to share corporate data via a map. Whether it's publishing data internally across the organization or externally to communicate with customers, MapInfo Stratus provides live information about the location of your customers, citizens, assets and services.

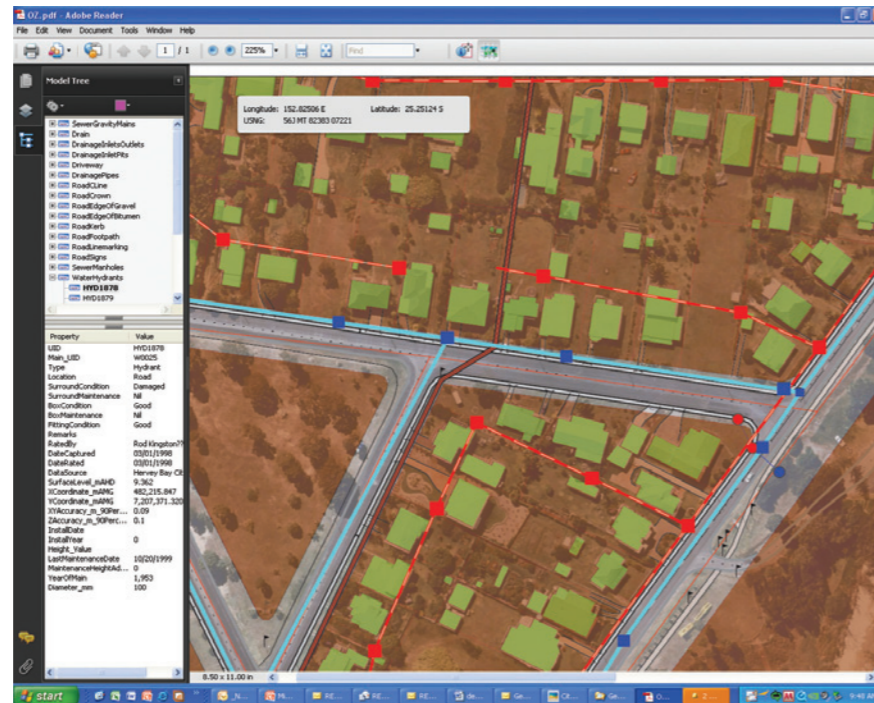
### View Data around the Globe with Nothing to Install and Maintain

MapInfo Professional v10.5 includes the capability of accessing map data through popular Tile Server technology. This release introduces the ability to instantly add Microsoft Bing™ global aerial data to any map.

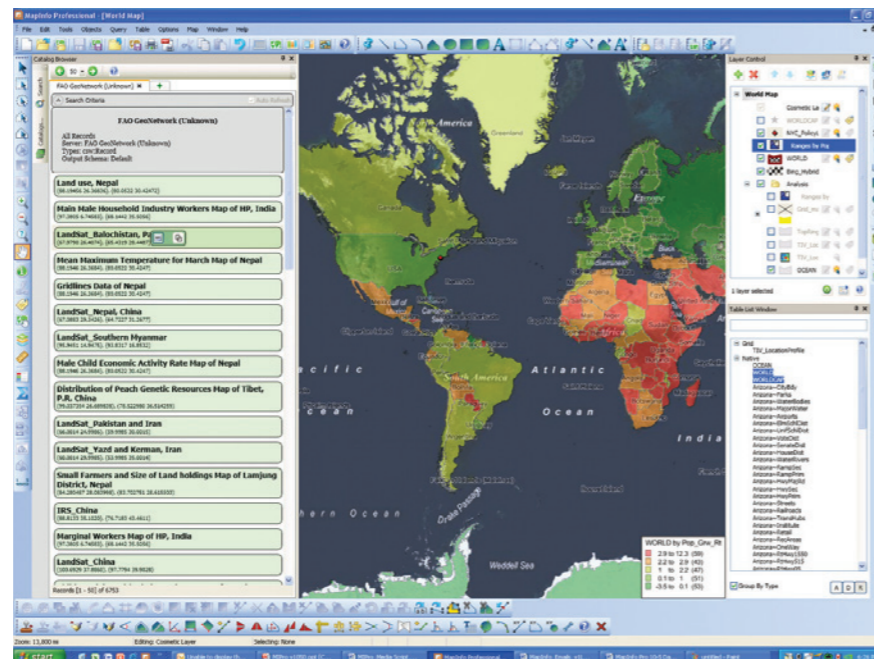
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ACCESSING MAP DATA THROUGH TILE SERVER TECHNOLOGY MAKES CONTENT SHARING MUCH FASTER AND EASIER.



Now you can share maps as Geo registered PDF—Associate geographic location and tabular data to geography right in the PDF.

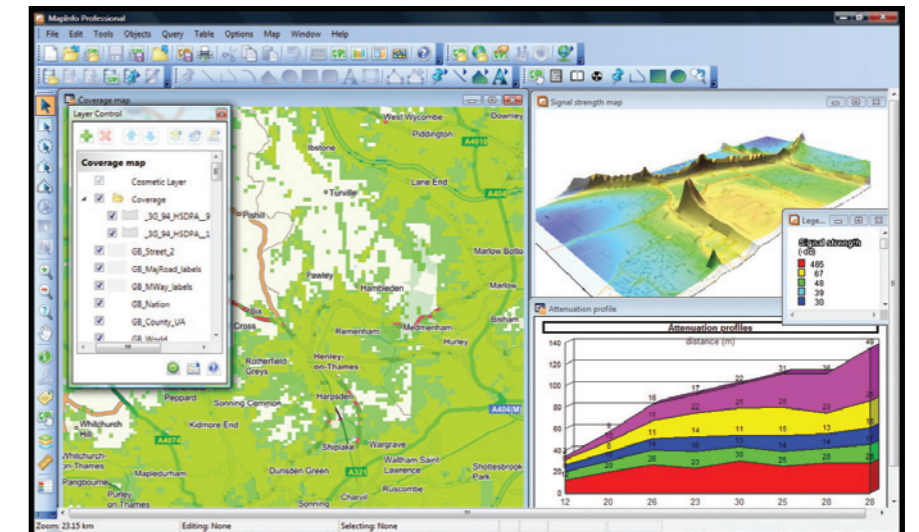


An easy-to-use Metadata Browser provides an integrated Geodata search interface to quickly find and add data to your maps.

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NEW CAPABILITIES HELP USERS SEARCH FOR DATA WITHIN AN ORGANIZATION OR AROUND THE WORLD.



Overlay coverage regions, signal strength and other data sets to perform analysis such as network optimization. Screenshot data © 2008 Teletlas N.V.

## THE MANY USES OF MAPINFO PROFESSIONAL IN COMMUNICATIONS AND UTILITIES

### CABLE INDUSTRY EXPERTS USE IT FOR...

Planning, network visualization, access management, as well as market, customer and competitive analysis. With the ability to open over 150 different GIS and tabular data formats, MapInfo Professional is a robust application used by cable providers to answer key questions in analyzing network expansion to customer spending habits.

### WIRELESS INDUSTRY EXPERTS USE IT FOR...

Applications and analysis ranging from real estate investment (i.e., tower placement) to network optimization (i.e., coverage maps) to calling plan options (customer and competitive analysis). Pairing MapInfo Professional with Vertical Mapper™ and telecommunications data sets, tower location data, coverage maps and customer data can create dynamic analytical insight that may be used throughout the organization to answer questions in real time.

### WIREFINE PROVIDERS USE IT TO...

Assist in a range of activities such as business development analysis and asset management. Business development analysis includes determining where the competition's presence forms a threat, identifying where an under-served market presents an opportunity and analyzing market-specific competitive scenarios for regulatory justification.

### UTILITY PROVIDERS USE IT TO...

Respond to market demands, giving a competitive edge in a dynamic and growing industry. Taking into account customer demographics, competitive information and other in-house data sets, such as customer data, rate centers and central office locations, MapInfo Professional allows utility companies to identify the geographies that have the greatest potential return-oninvestment when expanding infrastructure and offerings.

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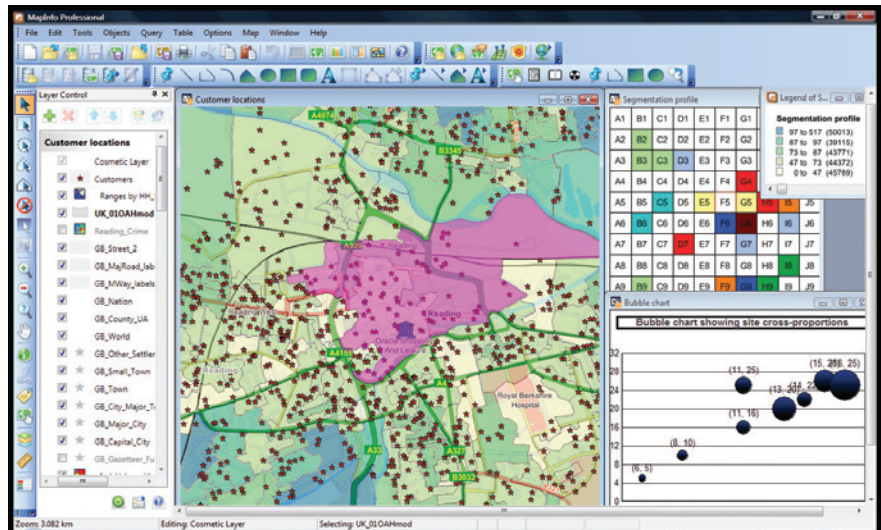
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Overlay coverage regions with customer data to create competitive marketing campaigns.

Benefits include:

- Provides fast data delivery
- Eliminates client-side data maintenance
- Makes content sharing easier, including aerial imagery and more!

MapInfo Professional v10.5 supports a number of Tile Server technologies including MapInfo MapXtreme, MapInfo Developer, MapInfo Stratus, as well as publicly available tile servers following industry-accepted standards.

### Search and Discover Data

New capabilities help users and organizations search for data within an organization or around the world. Metadata (i.e., data about data) is easily collected and shared with industry-standard data catalogs available from PBBI or other vendors. This includes the Open Geospatial Consortium's (OGC) Catalog Services WEB (CSW) standard, which is required for meeting INSPIRE data sharing requirements.

One or more catalogs can be searched at a time to find data that you need. These data

catalogs might reference an organization's own internal data or they could be catalogs of data offered by other organizations that are on the Internet. Users will also be able to do some light editing on a single table. Another powerful capability is the ability to instantly view the actual data in MapInfo Professional. This is available when data is exposed as a File, such as MapInfo files, or as a Web service such as Web Mapping Service (WMS), Web Feature Service (WFS), or Tile Server links.

### Get More from Your Maps Today!

We understand your need to make important decisions every day to positively impact your business and your customers. Becoming more location intelligent, efficient, and effective with MapInfo Professional v10.5 is critical to your network planning, customer service, business development, and marketing campaign success. Can you really afford not to implement MapInfo Professional v10.5?

GET MORE FROM YOUR MAPS WITH FASTER, EASIER CREATION, SHARING AND USE. FOR MORE INFORMATION VISIT [GO.PBINSIGHT.COM/MORE](http://GO.PBINSIGHT.COM/MORE).

### SPECIFICATIONS

#### Supported Operating Systems

- Windows® 7, Windows® Vista, Windows® XP, Windows® 2008 Server, Windows® 2008 Server with XenServer (Citrix MetaFrame)