

Digital Map Products Partners with iFactor Consulting to bring Parcel Boundary Data to Utilities

(Irvine, CA – December 21, 2010) Digital Map Products (DMP), a leading provider of software-as-a-service spatial technology solutions, recently partnered with iFactor Consulting to offer the utility industry seamless access to nationwide parcel data through its Web Maps Connector product. As an authorized reseller of DMP's ParcelStream™ web service, iFactor makes it easy for GE Smallworld users to leverage parcel boundaries for improved efficiency and decisions in areas such as right of way management and transmission corridor planning.

The utility industry increasingly uses GIS technology and parcel boundary data to improve customer service, reduce costs and meet regulatory requirements. iFactor's Web Maps Connector product makes it easy to integrate geospatial data and aerial imagery into existing Smallworld-based applications by employing leading web services such as ParcelStream™. With Web Maps Connector and ParcelStream™ utility users can easily add a parcel boundary layer, retrieve detailed parcel information and access related data sets.

"The integration of ParcelStream™ with Web Maps Connector allows Smallworld users to increase the value of their data, reduce maintenance costs, and even leverage the investment in Smallworld with additional users in the enterprise," said Brad Sileo, Vice President of business development at iFactor Consulting. "This new offering with Digital Map Products helps us continue to expand our solution as we work to help utilities get out of the landbase data maintenance business."

Digital Map Products has one of the largest parcel boundary data collections in the US, with over 110 million parcels covering virtually all cities population 100,000 or greater. ParcelStream™ bundles access to this nationwide parcel boundary data with mapping display technologies so software developers and integrators can easily incorporate parcels into their applications. Through Digital Map Products' partner program companies can harness DMP's leading spatial technology and data to enhance their offerings and generate new revenue opportunities.

"The utility industry, like many other sectors, relies heavily on GIS technology and geospatial data to increase operational efficiency and strengthen organizational decision making," Digital Map Products CEO Jim Skurzynski said. "Parcel boundary data is a key component in this equation and we're excited to partner with iFactor to make this valuable data set more accessible to GE Smallworld users and the utility industry as a whole."

For more information about ParcelStream™ for the utility industry or Digital Map Products' partnering opportunities, visit: www.digmap.com/Info/ParcelStreamPartner.html

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About iFactor Consulting

iFactor Consulting develops software products and provides premier consulting services to the utility industry. Its web and mobile outage communications product suite includes: [Storm Center](#) for online and mobile outage status communications; [iCall](#) for online map-based trouble call taking and reporting; and [Notifi](#) for proactive employee and customer subscriptions and 2-way SMS messaging for outage

information. iFactor also offers [Web Maps Connector](#) to access premium data and aerial imagery in Smallworld-based applications, and [StreetLightOutages.com](#), a hosted solution for the management of outdoor light repair requests. iFactor Consulting has a proven track record delivering OMS and GIS solutions for large and small utilities throughout North America. To learn more, visit www.ifactorconsulting.com.

About Digital Map Products

Digital Map Products is a leading provider of web-enabled spatial solutions that bring the power of spatial technology to mainstream business, government and consumer applications. [SpatialStream™](#), the company's SaaS spatial development platform, enables the rapid development of spatial applications. Its [ParcelStream™](#) web service is powering national real estate websites with millions of hits per hour. [LandVision™](#) and [CityGIS™](#) are embedded GIS solutions for real estate and local government. To learn more, visit <http://www.digmap.com>.

For more Information

Digital Map Products Contact:

Mary Jo Draper

Draper Communications

office: 816.753.4429 | mobile: 816.516.2446

maryjo@drapercom.com

iFactor Consulting Contact:

Jamie Downing

iFactor Consulting

office: 800.631.9839

jamie@ifactorconsulting.com