



## ***NEWS ANNOUNCEMENT***

### **FOR IMMEDIATE RELEASE**

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### **DIGITAL MAP PRODUCTS LAUNCHES LANDVISION™**

#### **New Subscription Mapping Software Arms Builders with Powerful Tools for Locating, Qualifying and Acquiring Most Desirable Land for Development**

**COSTA MESA, Calif., October 4, 2005** – Digital Map Products (DMP), a developer of high-performance web GIS software applications, today announced the availability of LandVision™, a customer-designed, all-in-one collaboration solution for land acquisition that combines mapping, access to detailed site and property information, customization and project management workflow with an elegant, easy to use web-based interface.

As the shortage of desirable land turns the acquisition process into a highly competitive drive to the finish line, DMP's subscription software service brings the power of interactive maps to the land acquisition and development process. Servicing over 50 percent of Southern California builder/developers, DMP designed LandVision to provide an efficient and economical way to identify, qualify and acquire prime locations for development.

Traditional methods for land acquisition – relying on local market knowledge, local real estate brokers, drive-bys, isolated data sources and specially-trained staff dedicated to assembling data – are becoming too time consuming and costly for builders. Using new, advanced technologies such as DMP's subscription services, builders can now arm themselves with interactive mapping tools that:

- Enhance and expedite land acquisition capabilities
- Facilitate team collaboration on acquisition strategies

- Reduce risks associated with land acquisition through early exposure to negative characteristics of property
- Improve margins by beating competitors and speculators to available land

Drawing upon input from hundreds of land acquisition and development professionals who currently use DMP's CityGIS5 application for these processes, DMP designed LandVision to provide subscribers with convenience, efficiency and a distinct competitive advantage. The product is ideally suited for businesses that are engaged in the land acquisition, development and investment process including home builders, land brokers, commercial and industrial developers, condo converters, commercial brokers and REITs.

"LandVision offers a unique opportunity for builders and developers to dramatically scale the productivity of their land acquisition teams," said Walt Stender, CEO of Digital Map Products. "We have spent thousands of hours with leading professionals in these markets and have crafted an application that directly meets their requirements. In addition to the product's innovative functionality, our subscription business model offers immediate and substantial benefits that have proven successful in over 120 deployments throughout the nation."

The Southern California Division of Beazer Homes (NYSE: BZH), one of the country's ten largest single-family homebuilders, is an early adopter of DMP's applications. The division's Vice President of Land Acquisition and Forward Planning, Tony Del Grippo said, "Our land acquisition and development team's performance has dramatically increased because DMP's applications give them the ability to quickly gain insight into property characteristics and make early informed decisions. We were pleased to provide DMP with constructive input that helped in the creation of LandVision. The new service meets our business requirements and is truly a valuable tool for our specific and fast paced information needs."

"LandVision's functionality is centered on the key components of the land acquisition process," added Stender. Using LandVision, development professionals and acquisition teams can visually navigate through maps to explore terrain, analyze land opportunities using segmentation data sources such as demographics and sub-market

boundaries, and search for properties that meet certain requirements such as parcel size, location, land use and value. Users can access their organizations' maps and data from where ever they have an internet connection – including from the field with a wireless connection.

LandVision enables users to identify specific target parcels to pursue for acquisition. New capabilities include the ability to save, refine, edit and sort this target list of properties. Builders can use the ThemeActive ParcelNotes function to track contact history with the landowners over time, and study what their competitors are building with the ThemeActive BuilderSites function. As users hone in on a specific set of properties to acquire, they use the presentation capabilities of LandVision including the new PlanOverlay™ feature, enabling builders to show proposed site plans and gain approval to complete the targeted acquisition.

LandVision is deployed from DMP's DigitalMapCentral mapping platform through robust and secure tier one co-location facilities and is accessed by subscribers through an Internet browser and a secure data connection. Subscribing clients to LandVision receive a complete solution from DMP including the application, data and professional services structured to deliver immediate benefit to the client. LandVision demonstration and pricing information is available at (888) 322-6277.

### **About Digital Map Products**

Headquartered in Costa Mesa, California, Digital Map Products, Inc. (DMP) is a privately held company founded in 2000 to provide web GIS software applications and next generation geospatial systems to a wide variety of industries including government, building, land development, real estate, public works and utilities. DMP services these markets by combining the power of geospatial technology with the accessibility and convenience of Internet access to create finished product solutions.

Serving more than 120 subscribing client organizations whose users are generating more than 250,000 user sessions per month, DMP's products are built on the DigitalMapCentral platform, a flexible high-performance mapping application development platform in a hosted environment. DMP's solution results in minimal overhead, rapid deployment, ease-of-use, and high performance. More information about DMP can be found at [www.digitalmapcentral.com](http://www.digitalmapcentral.com).

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