

Innovation Unifying Theme at Digital Map Products' 2009 Customer Forum

Irvine, CA – July 8, 2009 – Digital Map Products (DMP), a leading provider of spatial technology solutions, addressed the need for organizational innovation and previewed its new SpatialStream™ SaaS spatial platform at its customer forum on June 9, 2009.

Presentations by DMP executives and thought leaders from real estate and local government emphasized how affordable and accessible spatial technology has become, and how it is a key enabler of collaboration and innovation in organizations.

“It’s an exciting time for us at Digital Map Products,” DMP’s CEO Jim Skurzynski told the crowd. “Our company was founded to take the power of spatial technology and make it easy for everyone to use. We aim to be the spatial technology expert for our clients, so they too can harness the power of this technology while we take care of the technical details.”

Ray Patchett, former city manager of Carlsbad, CA, and a frequent speaker on technical innovation, challenged the audience to push themselves to think in new ways. “In these increasingly fast-paced and competitive times, organizations have an imperative to make innovation part of their everyday priorities,” he said. “New spatial technologies such as Digital Map Products’, help organizations access, share, and analyze their data in new ways and thus foster much needed innovation.”

The Director of Information Technology for the City of Mission Viejo, CA, Jackie Alexander, agrees. “You can’t find anyone who isn’t using mapping tools today, from city residents to city staff.” Alexander said Mission Viejo residents use DMP’s CommunityView™ to find out what homeowners association they belong to; their scheduled trash or street-sweeping days; what utility or school district they fall under; and even to find out if their property is in a flood zone. Alexander expects the demand for more sophisticated spatial technology to increase as cities discover its multitude of uses.

Geoffrey Wade, DMP's Chief Technology Officer, identified the sheer volume of enterprise data and its location in silos as key challenges facing organizations today and in the future. Businesses are now using spatial technology, such as Google maps, Microsoft's Bing Maps for Enterprise, Oracle Spatial and SQL Server 2008 to extract greater value and insights from their data assets. Wade noted Software-as-a-Service and Cloud Computing as transformative technologies and catalysts for the wide-spread adoption of spatial technology to solve organizations' data integration, collaboration, and innovation challenges.

"The recent advances in spatial technology and cloud computing offer tremendous advances in organizational performance. Now all users, not just technical GIS experts, can access, visualize and analyze data, helping them to innovate in their jobs everyday," Wade said. "We believe organizations will extend their use of spatial technology as it becomes increasingly sophisticated yet, easier to deploy and use."

Digital Map Products is an established provider of SaaS spatial solutions; LandVision™ and CityGIS™ are embedded GIS applications for real estate and local government and ParcelStream™ is a parcel boundary web service for the online real estate industry. The company will launch its SaaS spatial platform, SpatialStream™, this summer. SpatialStream™ offers access to sophisticated, yet easy-to-use, spatial technology and spatial data sets and facilitates the streamlined development of embedded GIS applications.

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 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.digitalmapproducts.com>.

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