Mapping firm gets neighborhood data

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Digital Map Products Inc., a company that helps website developers, the real estate industry and government agencies visualize properties and other data on maps, will offer clients neighborhood boundaries developed by Maponics LLC.

Norwich, Vt.-based Maponics' neighborhood boundaries are used by Google and numerous property search sites including Realtor.com , Trulia and ZipRealty.

"This partnership reflects growing market demand for search and display by neighborhood areas in mapping applications," said Mark Friend, vice president of sales and marketing for Maponics, in a press release.

Irvine, Calif.-based Digital Map Products will offer clients Maponics' datasets, beginning with the company's North American neighborhood boundaries, which includes more than 100,000 neighborhoods in 2,200 cities across the U.S. and Canada.

Digital Map Products' clients will then be able to use the company's software-as-a-service (SaaS) spatial platform, SpatialStream, to integrate Maponics neighborhood data into their own applications.

SpatialStream, and subsidiary products ParcelStream and TaxLink, are a collection of application programming interfaces (APIs) and Web services that are designed to simplify the process of visualizing and mapping data in sophisticated ways.

"Because consumers think in neighborhoods, not ZIP codes, we see tremendous potential for neighborhood data to play an integral role in real estate mapping by powering search, data analysis, trend display, and more," said Jim Skurzynski, president and CEO of Digital Map Products, in a statement.

In May, Digital Map Products announced a multiyear agreement with property data aggregator MDA DataQuick, allowing MDA DataQuick to use SpatialStream to map its data for clients.

Digital Map Products also has a partnership with the Houston Association of Realtors, which operates a multiple listing service (MLS) and uses the company's ParcelStream Web service and interactive mapping features.

The mapping technology gives HAR members and consumers the ability to conduct more sophisticated analyses, understand market trends and identify better real estate opportunities, the companies said in a press release in May.

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