

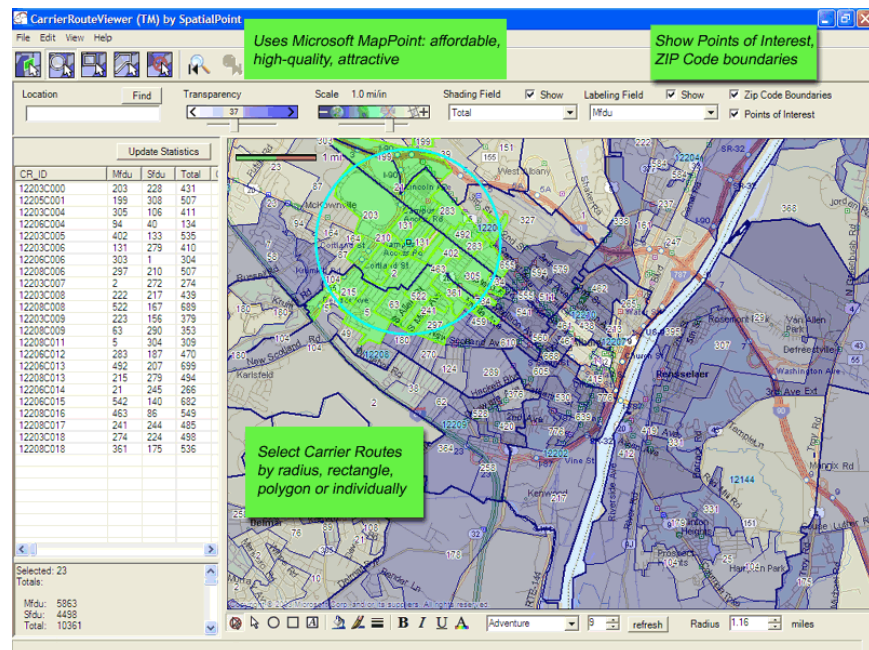


CarrierRouteViewer — Fast, Accurate Display and Selection of Carrier Routes on High-Quality Maps

- Precisely target neighborhoods in direct marketing and sales efforts
- Achieve maximum postal discounts
- Reduce marketing costs while increasing response rates

Choose SpatialPoint For:

- Demographics
- Online locators
- Web mapping solutions
- Mobility applications
- Microsoft MapPoint
National Training Center
- Custom application development
- Web application hosting
- Outstanding support and customer service



CR_ID	Mfdu	Sfdw	Total
12203C000	203	228	431
12205C001	199	308	507
12203C004	305	106	411
12206C004	94	40	134
12203C005	402	133	535
12203C006	131	279	410
12206C006	303	1	304
12208C006	297	210	507
12203C007	2	272	274
12203C008	222	217	439
12208C008	522	167	689
12203C009	223	156	379
12208C009	63	290	353
12208C011	5	304	309
12206C012	283	197	470
12206C013	452	207	699
12208C013	215	279	494
12206C014	21	245	266
12206C015	542	140	682
12208C016	463	86	549
12208C017	241	244	485
12203C018	274	224	498
12208C018	361	175	536

Easily select carrier routes from the map and produce reports showing the number of single dwelling and multiple dwelling postal drops.

CarrierRouteViewer is designed to help you target neighborhood sales and marketing efforts to control costs while achieving strong response rates.

Shade Carrier Route boundaries according to the number of addresses in each. You will be able to easily spot high-density areas at a much more precise level than ZIP Codes.

Make Selections Using Intuitive, Flexible Tools

Select Carrier Routes directly from the map using radius (see

example above), rectangle or polygon tools. Measure distances with a few simple clicks.

Numbers at Your Fingertips

Easily produce reports showing the number of single and multiple dwelling postal drops for each carrier route and totals for the entire area selected. Reports include the map and can be saved as HTML or spreadsheet files.



Selected SpatialPoint Customers:

- Alltel
- Chicago Tribune
- Choice Hotels
- FastBank ATM
- Honeywell
- Illinois Tollway
- Iron Mountain
- Key Bank
- Marriott
- M&T Bank
- Nextel
- Pharmacia
- Prudential Financial
- T-Mobile
- Verizon Wireless
- Wachovia

Find Any Address or Place

Find your area of interest quickly by typing in any address or place name. The map will re-center on that location, showing all carrier route boundaries and labels. Navigation tools allow you to zoom in and out and scroll along the map.

Shade Carrier Routes

Shade Carrier Route boundaries by the data behind them including the number of single and multiple dwelling units. Spot high-density regions quickly.

Make Large Maps

Generate large bitmaps up to 3500 x 3500 pixels (about 23" x 23" at 150dpi). Perfect for large displays or "war-rooms".

Show Points of Interest

Show Points of Interest (POI) from Microsoft MapPoint including landmarks, hotels, restaurants, hospitals and more.

View Aerial Photography

Aerial Photography and topographic maps from Microsoft TerraServer provide important detail and compelling backdrops (requires Internet connection).

Draw on Map

An extensive selection of easy-to-use tools allows you to draw on and annotate the map.

Reliable, Accurate Data Source

The Carrier Route boundary data source is from TeleAtlas™ and contains the SFDU and MFDU data. Data is updated quarterly.

Built on Microsoft MapPoint

CarrierRouteViewer is built on Microsoft MapPoint, a popular and affordable mapping program from the world's leading software company.

MapPoint provides detailed, accurate and visually appealing

street maps and ZIP Code boundaries for the entire US.

Options

- Purchase for a single state or the entire US
- Deploy on your desktop or via the Web
- Carrier Route data is updated quarterly

Affordable and Effective

Some industry solutions can be cost prohibitive and force you to learn complex software. In contrast, CarrierRouteViewer is affordable, easy to use and effective for fast and accurate display and selection of Carrier Routes.

About SpatialPoint:

Your MapPoint Specialists

SpatialPoint focuses on Microsoft MapPoint technology platforms. We help customers solve problems where location is critical and can provide competitive advantages.

SpatialPoint has built a successful, customer-focused business. We stay on the leading edge of technological developments and nurture a strong positive relationship with Microsoft and other vendors. We are a responsive and nimble organization that insists on providing superior customer service and support.

Please contact us today for more information.



Toll Free: 866.846.5900

www.spatialpoint.com