

**Digital Map Products Launches SpatialStream™ SaaS Platform:  
Spatial Technology Becomes More Sophisticated, Easier to Implement, and  
User-Friendly**

Irvine, CA – Jan. 12, 2010 – Digital Map Products (DMP), a leading provider of spatial technology solutions, today launched its new SpatialStream™ SaaS spatial development platform. SpatialStream™ offers access to sophisticated yet easy-to-use spatial technology and spatial data sets, and facilitates the streamlined development of embedded GIS applications.

**Part of More Sophisticated Spatial Technology Trend**

Cloud computing, SaaS and location based services are converging to create rapidly escalating market demand for user-friendly but powerful mapping tools. The revolution began with Google Maps™ and Microsoft's Bing Maps™, which made it possible to embed a map in virtually any web application. These consumer tools allowed the average person to see the value of data visualized on a map, and the power of manipulating and analyzing data from a spatial perspective. Mashups have gone a long way towards raising the awareness of spatial technology, but getting points onto a map is only the beginning of the spatial technology revolution.

The success of DMPs' CityGIS™ and LandVision™ products manifested an unmet need in the market. Businesses needed the ability to develop unique, robust spatial applications without relying on complex tools or niche GIS expertise. DMP's response was ParcelStream™ which allows developers to acquire, display, and integrate parcel boundary data into online mapping applications. The success of ParcelStream™ validated the need for a complete spatial development platform to allow developers to incorporate sophisticated spatial technology into mapping applications with ease. SpatialStream™ represents the next step forward in more sophisticated spatial technology for businesses.

**Businesses Demand Spatial Technology**

As consumers embrace spatial technology, businesses and developers need new ways to combine disparate spatial data sets in one place and provide users with tools to edit, create, and share new spatial data. SpatialStream™ represents the next wave in spatial technology: sophisticated, comprehensive, enterprise-wide spatial applications that are intuitive for both company employees and end users.

Marty Frame, President of Realtors Property Resource, LLC, has been a long-time partner of Digital Map Products and an early adopter of consumer facing spatial technology. “With ParcelStream™, Digital Map Products transformed online real estate search by making it easy to both reference parcel data and to display and integrate it with other data and spatial technology,” says Frame. “Now SpatialStream™ goes even further, allowing adopters to greatly expand the breadth and sophistication of spatial technology in their applications.”

“We at Digital Map Products think the launch of SpatialStream™ is a giant leap forward for end users,” CEO Jim Skurzynski said. “It’s always been our goal as a company to make spatial technology available to everyone in an enterprise. Finally, the business world is catching on to the advantages of visualizing data and with SpatialStream™, we can empower them to spatially enable their applications in record time.”

### **Cloud Computing Offers Affordable, Streamlined Development**

SpatialStream™ takes advantage of another powerful trend, cloud computing. With no upfront capital expenditures or unpredictable expense hikes, customers of SpatialStream™ gain immediate access to sophisticated functionality, best-in-class reliability, and global accessibility. DMP’s spatial platform lets businesses spatially enable their applications in a fraction of the time it would take with traditional methods and technology.

“The platform facilitates the streamlined development of embedded GIS applications,” Geoffrey Wade, DMP’s Chief Technology Officer, said. “It frees up developers so they can focus on developing workflow solutions and integrating organizational data sets. Digital Map Products has years of experience in spatial technology. You can outsource that part of your business to us, and have more time to focus on your core business.”

### **Developers Can Download Free Trial**

For developers, SpatialStream™ provides a spatial platform comprised of APIs and web services. SpatialStream™ utilizes minimal lines of code and bundles relevant data and services with end-user friendly spatial technology.

Digital Map Products has made various components of its spatial platform available for trial. To learn more about SpatialStream™ and see how it revolutionizes the creation of spatial applications visit: [www.spatialstream.com/microsite/SSLaunchRelease.html](http://www.spatialstream.com/microsite/SSLaunchRelease.html).

**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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