

Digital Map Products Says Record Sales and Retention Indicate Big Year Ahead for Mapping

(Irvine, CA – December 29, 2010) As Digital Map Products (DMP) concludes its 10th year, CEO Jim Skurzynski predicts 2011 will be the year spatial technology goes mainstream. DMP, a leading provider of software-as-a-service spatial technology solutions, is experiencing record sales as mapping and cloud computing converge. Skurzynski expects the melding of these two powerful technologies to continue and for additional markets to open up as more sectors continue to discover uses for advanced spatial display and analysis.

Beginning with the popularization of Google Maps and Bing Maps, consumers have embraced location technology and incorporated it into their everyday lives. They now expect their employers and the businesses that serve them to offer mapping tools and geo-referenced data. “Businesses, like many people, have seen the power of working with information on a map rather than in a spreadsheet,” Skurzynski says. “This represents a great start. As 2011 begins, we challenge businesses to take the next step, to go beyond basic mapping, or simply putting points on a map, and take full advantage of the affordable, intuitive spatial tools that are now readily available.”

In fact, Skurzynski says, expanding awareness of spatial technology’s benefits and putting it in the hands of non-expert users has been the mission of Digital Map Products since it opened its doors in 2000. Its founders saw the tremendous advantage large companies possessed with their sophisticated GIS departments, and began DMP to make this technology available and affordable to “the masses” of small and mid-sized businesses.

Digital Map’s Record Year: Sales and Customer Retention

Over its ten-year history, Digital Map Products has established itself as a leader in web-based spatial solutions for businesses, governments and consumers. Most of the major online real estate sites leverage its mapping web services and the company now has one of the largest collections of parcel boundary data in the US. Its software helps local governments deliver easy-to-use GIS to both city staff and residents, and helps builders, developers and commercial brokers spatially enable their real estate research and analysis.

DMP’s CEO recently reported another record year of sales for its spatial solutions, even in this economy where many municipalities and real estate firms are suffering. Not only has Digital Map Products found a steady supply of converts to its spatial technology made easy philosophy, but it’s keeping them, with a customer retention rate of nearly 100% in 2010. “Clearly spatial technology is not a flash in the pan. It’s now as fundamental to most companies as word processing, and we continue to do our best to make it just as easy, Skurzynski stated.”

Even in recession, geospatial future is bright

Skurzynski predicts more industries will begin to make use of the power of spatial technology in 2011. Local governments and real estate firms continue to expand their use of GIS to operate more efficiently and enhance their decision making. DMP has already seen increased interest from medium to large cities that need to scale back but still deliver the spatial services their residents demand. Also, in 2010, several of the major real estate multiple listing services (MLS's) unveiled advanced mapping in their public and member facing sites, turning to companies like DMP to power their mapping technology and provide spatial expertise. Looking forward to who will next embrace spatial technology, Skurzynski sees opportunities in industries ranging from utilities to insurance to media.

To learn more about Digital Map Products and how it's revolutionizing spatial technology visit: www.digmap.com/Info/SpatialTechnologyMadeEasy.html

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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 development 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.digmap.com>.

For more Information

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