



## Services for Location-Based Solutions

The Bing Maps Platform brings location data to life by making it easier to visualize, understand, and analyze. The rich imagery, quality geospatial data, and leading-edge technology of Bing Maps is already being used by thousands of organizations, governments, and developers worldwide. Choose from a robust set of APIs to build innovative applications that allow you to better display data, excite end users, and improve business insight.

### Strengthen Customer Connections

Drive customer satisfaction by providing easy, intuitive access to location-based information including step-by-step driving directions, maps for mobile devices, enhanced geocoding, and proximity searches.

**Convert Web Site Visitors to Customers.** Help make your business locations more discoverable via Bing Maps store locators, detailed maps on the desktop and on mobile devices, bird's eye<sup>i</sup> imagery and hybrid imagery, 3D capabilities, walking directions<sup>i</sup> and driving directions based on traffic conditions. Enhanced geocoding helps ensure reliable experiences for your customers, featuring 71 million addresses. This represents 55 percent of all U.S. locations—more than in any other mapping solution.

**Increase Customer Loyalty and Retention.** Extend the customer experience through customized visualization tools with easily created content layers such as weather, traffic, inventory, shipping, and other data that can be visually presented. Add custom shapes and objects to further enhance the end user's experience.

**Improve Customer Satisfaction.** Localized maps enable your customers to find locally relevant information without leaving your site or application. Mini-maps provide easy orientation for customers by showing locations relative to larger map views.

**Build Community.** Using world-class GeoRSS technology, you can provide users the ability to subscribe to and publish location-based information. Localized directions are available in 15 languages, and localized maps are available in U.S. English, Spanish, French, German, and Italian in Western Europe.

### Improve Business Insight

Improve business performance with rich data integration capabilities to monitor, analyze, and forecast key metrics and customers' needs.

**Improve Insight.** Gain better insight into your company's performance by using maps to show key performance metrics, monitor demographic changes, and identify competitive information. Viewing data in the context of location enables you to view rollup data at a macro level, and then to drill into a specific location.

**Visualize Data.** Give geographic information more meaning by using GeoRSS feeds to view information from a wide range of data sources—from government to business groups. Businesses can use data visualization to help streamline processes, make more informed decisions, and identify new market potential.

**Optimize Business Performance.** Execute more effective responses to business changes using historical and real-time feeds of geospatial data. Identify and forecast potential new customers in untapped and underserved markets.

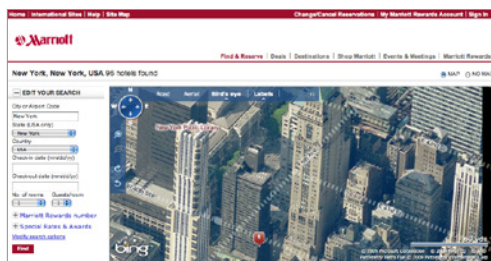
### Grow Through Innovation

Backed by a competitive service-level agreement (SLA), comprehensive support, and flexible licensing, businesses can be confident that Bing Maps is professional and reliable. Bing Maps can help grow your business by providing an innovative platform with:

**Rich Development Tools.** Exploit rich development offerings including the Bing Maps online interactive Software Developer Kit (SDK), professional support documentation, and online support content and forums. Bing Maps Web Services provides deep, broad support and functionality to the platform.

**Unparalleled Support Options.** Microsoft's business is centered on helping companies meet their enterprise needs and provide the best location services for their customers. This also means providing quality SLAs and flexible licensing packages with support plans that include professional assistance and developer forums.

**Long-Term Commitment.** Microsoft has been providing mapping solutions for more than 10 years. Microsoft's commitment is backed by its impressive investments in imagery, geospatial data, and new technologies to support its mapping and imagery capabilities.



Detailed geocoding and bird's eye<sup>i</sup> views help Marriott guests visualize their destinations.



## Features

The Bing Maps Platform delivers immersive experiences in which end users can easily discover, search, and visualize business location data and locally relevant information. The platform includes the following features:

**Multiple APIs.** Developers can now choose from a robust set of APIs, including Silverlight, to build innovative applications that better display data, excite end users, and improve business insight.

**Maps for Mobile Devices.** Develop mobile applications with rich imagery optimized specifically for mobile devices, including the iPhone. The new mobile-optimized features are supported in Bing Maps Web Services.

**Bird's Eye Views and Bird's Eye Hybrid.** Exclusive to Microsoft, these unique views of real-world locations provide insight into "what it's like there." Bird's eye hybrid adds street names to the bird's eye maps to provide end users better visual context and orientation.

**Aerial Imagery.** Leverage the impact of high-resolution aerial images from leading imagery providers.

**3D Imagery.** Create more realistic 3D views of buildings and landscapes, featuring denser city models.

**Photosynth.** Transform digital photos into a panoramic experience that displays the big picture, as well as its details.

**Geocoding and Reverse Geocoding.** Get the most accurate locations around the world through integration of multiple geocoders and datasets with MapView, Reverse IP, and Culture to provide the most relevant and accurate results. And find the closest street address based only on latitude and longitude coordinates from a GPS or other geospatial device.

**International Geocoding.** Your customers can now find international addresses with reverse geocoding, available anywhere Bing Maps has routing.

**Localized Directions.** Get localized driving or walking directions<sup>ii</sup> in 15 languages.

**Localized Maps.** Create better connections with your global customers. Provide localized maps in U.S. English, German, French, Spanish, and Italian in Western Europe.

**Extended International Parsing Capabilities.** Users will experience better match rates for addresses in Australia, New Zealand, Canada, France, Germany, United Kingdom, Spain, Italy, and Puerto Rico.

**Expanded Number of Rooftop Views.** Provide more detailed maps to help users find locations with rooftop accuracy. Bing Maps now offers 71 million unique addresses—55 percent of all rooftops in the U.S.

**Near-Matching Capabilities.** Your customers can now find locations using alternate and similar spellings, resulting in a more relevant search experience.

**Landmark Search.** Users can enter landmarks and common global places of interest to find their location on a map.

**Imagery Metadata.** Users can now find out the relative age of a given aerial image. This level of detail will help them assess if the imagery is relevant to their needs.

**Bing Maps Web Services.** Developers can now take advantage of the new Bing Maps Web Services API, which offers static map images (.gif, .jpeg, and .png), direct map tile access, one-box search functionality, geocoding, reverse geocoding, and routing.

**One-Click Directions.** From your Bing Maps Web application, allow your customers to get directions in one click, choosing from route options by shortest time, shortest distance, or traffic flow. With one-click directions, users instantly get directions without having to enter a starting address.

**Shapes and Shape Layers.** Customize and modify pushpins, polylines and polygons, line colors and widths, and transparencies of shapes, as well as add custom icons.

**Pushpin Clustering.** Provide customers the ability to zoom in on a map to better visualize a cluster of points. When many locations exist in a dense area, the pushpins can be clustered or hidden from view at smaller zoom levels.

**Landmark-Based Routing.** Provide customers in the U.S. and Canada with turn-by-turn maps that feature such familiar landmarks as gas stations and fast-food restaurants by name.

**Driving Directions with Traffic-Based Routing.** Provide optimized driving directions with step-by-step instructions.

**Walking Directions.** When traveling on foot, users can now find the most direct route to walk to their destination, ignoring one-way streets, medians, and other detours that pertain to motor vehicles.

**Multipoint Routing.** Optimize travel schedules and improve driver efficiency by implementing Bing Maps trip planner and multipoint routing.

**Traffic Reports.** Avoid time-consuming traffic jams by using traffic reports that overlay the map with color-coded traffic flow visuals above the roads that they correspond to. NOTE: These traffic overlays are available to licensed customers that implement the client token authentication infrastructure.

**GeoRSS Feeds.** Import shapes, pushpins, and polylines, with GeoRSS feeds, the de facto standard for geographically encoded objects.

### ► Learn More

For more information, please visit: [microsoft.com/maps](http://microsoft.com/maps)

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<sup>i</sup>Available in most U.S. metropolitan areas. Not available for government customers.

<sup>ii</sup>Available in select U.S. and Western European cities.