

For immediate release

Digital Map Products' Applications Benefit from SQL Server 2008's Spatial Enhancements

Santa Ana, CA – October 1, 2008 – Digital Map Products (DMP) today announced its current and future products fully support the spatial technology enhancements in Microsoft SQL Server 2008. DMP said the support of spatial data in SQL Server 2008 will be a key enabler to bringing GIS technology to the entire organization.

“Our mission has always been to bring GIS to the entire organization we serve, not just GIS experts but also end users,” Geoff Wade, chief technology officer at Digital Map Products, said. “We’ve long used SQL Server to store our spatial data, but previously had to embed proprietary components which limited the accessibility of our spatial platform and corresponding data.”

That all changes with SQL Server 2008, Wade said. “Our spatial applications such as LandVision™ and CityGIS™ can readily integrate with other applications, melding myriad spatial data sets and putting the power of spatial data in the hands of end users, who can best exploit it.”

SQL Server 2008 puts spatial data in hands of the non-technical end user

For the past eight years, Digital Map Products has been developing a robust spatial platform on top of SQL Server that enables drawing, editing, query, and visual analysis of spatial data. “Now companies that want to take advantage of our platform don’t require our proprietary API to reach their organization’s spatial data,” Wade said. “SQL Server 2008 bridges the gap between SaaS GIS solutions and traditional enterprise GIS solutions.”

For DMP end users, that means data is more easily shared and DMP applications can

access spatial data from other systems more easily than in the past. Ultimately, that allows DMP customers to tailor the software to their unique needs, enhance productivity and make better decisions, Wade said.

DMP Customers Benefit from Partnership with Microsoft

“Digital Map Products has been one of the pioneers in creating spatial applications,” Ed Katibah, Spatial Program Manager for SQL Server at Microsoft Corp. said. “The combination of SQL Server 2008 and DMP’s spatial platform will help meet the needs of many customers who have been challenged with how to take advantage of spatial data across their organization.”

DMP CEO Jim Skurzynski said the new spatial technology in Microsoft’s SQL Server 2008 is just another indication of a “spatial revolution” in the business world. Skurzynski said government, real estate and a host of other businesses have gotten a taste of the power of visualizing their data and are demanding more.

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About Digital Map Products

Digital Map Products, Inc. was the first provider of subscription web applications that embed Geographic Information Systems (GIS) technology to enhance workflow productivity. Based in Orange County, California, the company’s SaaS spatial platform enables the streamlined development of applications leveraging embedded GIS capabilities and data. Its ParcelStream™ web application is powering national real estate websites with millions of hits per hour. Products include online applications such as LandVision™ for the research, acquisition and management of land assets, and CityGIS™ and CommunityView™ for local government. To learn more, visit <http://www.digitalmapproducts.com>.

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