

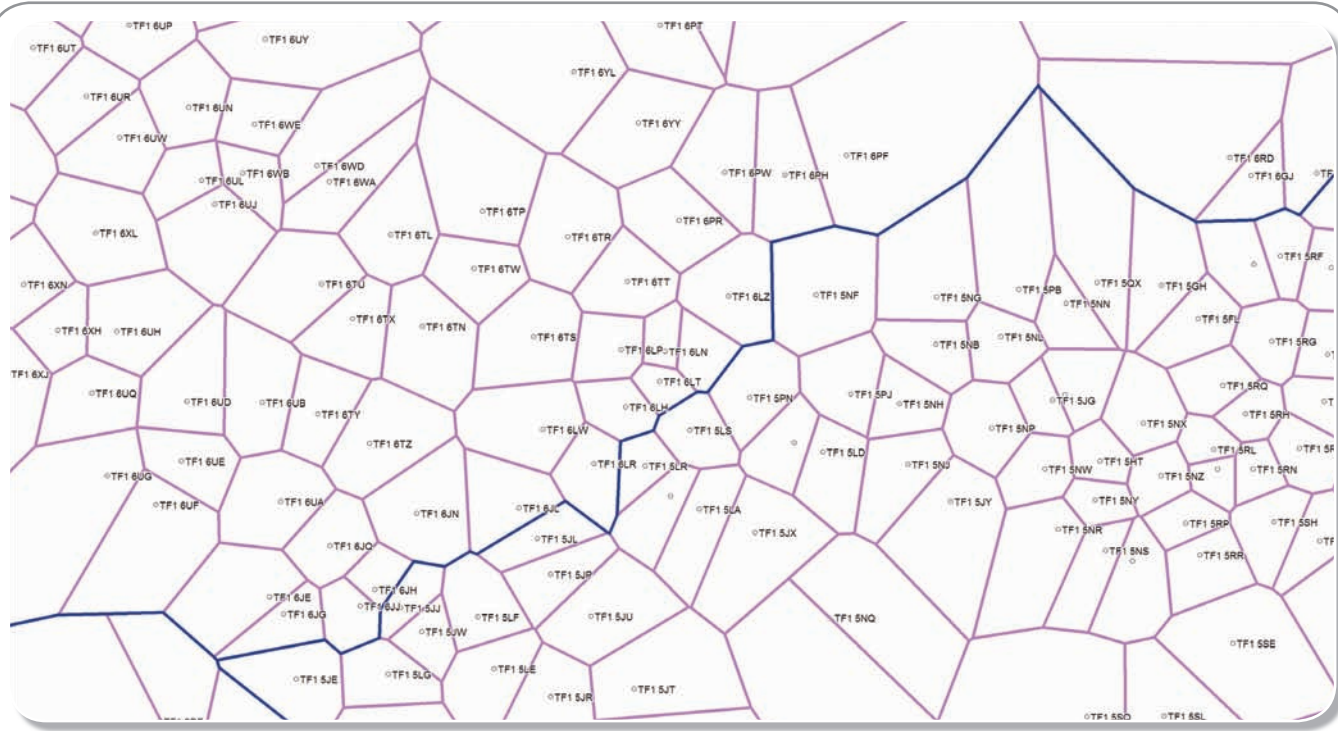


DOTTED EYES®



PGA Product Portfolio | Issued April 09

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MarkerMap (PGA)

MarkerMap is a specific postcode product based on the full Ordnance Survey Code-Point data set.

The information is made up of digital vector data and consists of separate points (MarkerMap Points) for over 1.7 million unit postcodes (e.g. SW1A 0AA) in the United Kingdom (UK).

The polygon regions (MarkerMap Regions) are the result of tessellating these points.

Higher-order boundaries (Area, District and Sector level) are aggregated using the postal hierarchy.

Suggested applications

- Market analysis and profiling;
- Statistical analysis;
- Crime pattern analysis;
- Resource allocation;
- Locating origins and destinations.

MarkerMap features & usage

- An economical planning or marketing tool for users not requiring individual addresses;
- Find or geocode addresses using full postcode (average 17 households or 2.6 organisations);
- Coincident points are dispersed by up to 5m to ensure they can all be seen on the map;
- Simple positional accuracy indicator, from A (within building) to Z (no coordinates);
- Number of households and organisations (delivery points) given for each postcode;
- Boundaries constructed as natural neighbourhoods around the points, supplied as polygon regions;
- Facility and resource location.

Product Technical Information

A workspace (for use in MapInfo Professional) or map document file (for use in ESRI ArcGIS) opens all the layers and sets zoom layer thresholds that determine when the layers are visible.

MarkerMap is suitable for scales on screen in the range 1:500,000 to 1:500. More layers become visible as you zoom in. The location of points uses a resolution of 1m.

The British National Grid co-ordinate system is used. The coastline is mean high water.

The storage space required is approximately 770MB for points and polygons for full UK coverage in MapInfo TAB format.

Main formats available: MapInfo TAB, ESRI SHP, AutoCAD DXF and others.

Added Value

In producing MarkerMap, Dotted Eyes adds value to the OS Code-Point product in a number of ways:

- Postcodes formatted consistently with a single space, ready for geocoding, as they would appear on an envelope;
- Supplied in a variety of formats "ready to go" for use with all common GIS software;
- Creation of Sector, District and Area tables to allow for a broader view of the data;
- Look-up table of obsolete postcodes allows the user to geocode outdated records;
- The clear display of postcode regions makes MarkerMap ideal for thematic mapping;
- Boundary files are small to store and fast to draw;
- Entire extent of the data set supplied in one layer, with no need to combine separate areas;
- Workspace/style files supplied to allow the user to open the datasets quickly and easily with logical portrayal of features and labels.

PGA Product Summary

New agreement offers a number of valuable benefits to customer organisations.

The Intra-governmental Group on Geographic Information (IGGI) has established the Pan-Government Agreement (PGA) to encourage central government's use of GI in policy, decision making and delivering information services for citizens.

The PGA offers members a portfolio of core GI data and has proved to be a catalyst for GI growth within government since its launch in 2003.

The key aims of the PGA are to:

- Meet government's requirements for core geographic information;
- Facilitate data sharing, both within the PGA community and with others, in order to effectively carry out government business; and
- Deliver value for money.

Planning Minister Baroness Andrews has said of the PGA: "Understanding geography is vital to many key government functions. This contract will extend the range of geographic data available at good value for money and under straightforward and flexible licensing arrangements.

The new arrangement will provide a strong platform to increase government's use of geographic information."

Contracts were awarded following a competitive tendering process. The new PGA includes a broader range of products including road routing and points of interest data and is provided at excellent value to the taxpayer. At the same time, licensing has been simplified.

PGA data supports a diverse range of applications, including land registration; monitoring agricultural payments; planning digital television switchover; estate management and habitat mapping.

Jamie Justham, Founder and Chairman, Dotted Eyes, said of the agreement: "We're delighted that the British Government has selected Dotted Eyes products as part of the Pan-Government Agreement. This decision cements our reputation for adding value to the high quality datasets produced by Ordnance Survey, a standing strengthened in 2008 by the award of a major agreement to supply digital maps to the NHS in England and Wales.

Our success is underpinned by our vision of a Unified Spatial Environment, in which geographic information is shared between users of GIS and CAD systems as well as a wider group of users who can benefit from location intelligence without prior experience of the management of spatial data."

Two Dotted Eyes products, MarkerMap and InterestMap, which formed part of a bid by Landmark Information Group, in conjunction with Dotted Eyes, have been selected for inclusion in the PGA.

This new agreement offers a number of valuable benefits to customer organisations, including the option to order just the product they want, as shown in this portfolio.

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