

## **Pitney Bowes Business Insight Unveils MapInfo MapXtreme® v7.0 at Annual AGI Conference, GeoCommunity '09**

*Allows .NET developers to quickly add location, mapping and analysis capabilities to desktop or smart-client applications*

GeoCommunity '09, AGI Conference, Stratford-upon-Avon, 23 September 2009 – [Pitney Bowes Business Insight](#) (PBBI), a global provider of location and communication intelligence software, data and services, today announces the release of MapInfo MapXtreme® v7.0, a feature-rich software development kit (SDK) that supports the development of map-centric and map-enabled applications for the desktop and the web.

Designed for use by Microsoft .NET developers, MapInfo MapXtreme v7.0 satisfies the need for a .NET mapping engine that is both scalable and easy to integrate with existing systems and applications.

MapInfo MapXtreme v7.0 supports industry standard data access systems and protocols such as Oracle and Microsoft SQL Server as well as supporting Open Geospatial Consortium WMS, WFS and GML capabilities. Applications developed in MapInfo MapXtreme v7.0 allow organisations to visualise and analyse data, enabling them to discover new relationships and trends not apparent when viewing data on spreadsheets and reports. The latest version of the developer tool is released at a time when organisations are increasing their need to incorporate location intelligence into existing business systems and applications in order to drive operational efficiencies.

“Organisations are increasingly realising the benefits of incorporating location intelligence as part of their day-to-day operational and analysis tools,” said Burchard Hillmann-Koester, Product Marketing Manager, Platforms and Tools for EMEA, Pitney Bowes Business Insight. “In fact, there are a growing number of location intelligent organisations using mapping and location-based systems to make better strategic decisions about where to market, sell, manage and protect physical assets, and to help transport products effectively. MapInfo MapXtreme v7.0 is the ideal tool for developers who recognise the value of incorporating location intelligence capabilities within existing systems and infrastructure.”

Key new features include:

- Enhanced data provider model enabling developers to access virtually any data source, and provide flexible spatial processing capabilities
- Advanced analytics and spatial capabilities through the provision of grid processing support
- Support for “M” (measurement) values to assist developers to deliver Linear Referencing Systems and similar capabilities
- Enhanced support of spatial databases with full read/write support for Microsoft SQL Server Spatial
- Improved support of international deployments through the MapInfo MapXtreme Localisation Kit, enabling developers to deliver localised applications in any language
- Tile handler API makes it easy to build tile-based mapping applications

Visitors to GeoCommunity '09 will have the opportunity to get 'up close' to MapInfo MapXtreme v7.0 at the PBBI *Inspiration Hub*, a drop-in style clinic where delegates can meet PBBI's technology experts to discuss PBBI's location intelligence solutions and tools in more detail through either hands-on demonstrations or one-to-one discussions. The PBBI Inspiration Hub is open to GeoCommunity '09 attendees from 1.00pm-5.00pm on Tuesday 22 September.

End.

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### **About Pitney Bowes Business Insight**

Pitney Bowes Business Insight (PBBI) is a division of Pitney Bowes Inc. (NYSE: PBI). PBBI provides a unique combination of location and communication intelligence software, data and services that enable organisations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximising the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers and citizens in today's global markets. Leading organisations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth.

**For more information visit – [www.pbinsight.com](http://www.pbinsight.com)**

### **About Pitney Bowes**

Pitney Bowes is a \$6.3 billion global technology leader whose products, services and solutions deliver value within the mailstream and beyond. Founded in 1920, our company's 35,000 employees deliver technology, service and innovation to more than two million customers worldwide.

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