



Microsoft® MapPoint® 2004

Fact Sheet

September 2003

What Is MapPoint 2004?

Microsoft® MapPoint® 2004 business mapping software is a business mapping tool designed to enable all types of knowledge workers to analyze, visualize and communicate business information using maps and geographical information.

What Are the Benefits?

MapPoint 2004 combines powerful mapping and analysis tools with the simplicity of Microsoft Office. It provides users with a unique combination of high-quality maps, comprehensive and up-to-date demographic and consumer data, easy-to-use visualization tools, and intuitive wizards — all at an affordable price.

Information-rich maps are an effective way to analyze and communicate because they generate instant understanding by doing the following:

- Restoring clarity that can be lost when too many numbers are delivered in tabular formats
- Reinforcing data relationships that increase comprehension
- Providing a common geographic visual that spans functional or knowledge barriers

MapPoint is available in two editions: MapPoint 2004 North America and MapPoint 2004 European Edition.

Who Uses MapPoint 2004?

Microsoft MapPoint 2004 is directed toward business professionals, such as sales and marketing managers, information managers and business analysts, as well as independent software vendors that want to enhance their applications by integrating mapping functionality.

These individuals and teams come from a broad range of industries including retail, hospitality, transportation and logistics, real estate, and financial services.

MapPoint 2004 New and Improved Features

Visualizing Business Information

Enhanced! Demographic data and New! consumer profile data.

Microsoft MapPoint 2004 North America contains nearly twice the demographic data as the previous version, and a set of consumer purchase behavior data is available for the first time. Select variables are available for different periods such as 1990, 2000 and the current year, making it easy to analyze trends over time.

Enhanced! Maps and content. Microsoft MapPoint 2004 provides a complete and updated set of geographic data from the two premier map data providers, Geographic Data Technology (GDT) Inc. and Navigation Technologies (NAVTECH). The U.S. map contains more than 6.7 million miles of routable roads, with six geographic boundaries: state, county, metropolitan statistical area, three-digit ZIP code, full ZIP code and 2000 U.S. Census tract. In Canada, the map contains provinces, forward sortation areas (FSAs), census divisions and census subdivisions.

MapPoint 2004 European Edition includes more than 4.2 million kilometers of routable roads, in addition to street-level data for most of Western Europe and geographic boundary levels of the state or province, regional administrative area, municipality and postal district.

New/Enhanced! Business listings and points of interest. The number of points of interest in the North America version has been increased from 800,000 to 1.4 million. In the Europe Edition, the 400,000 points of interest will make it as convenient as ever to find a nearby restaurant, service station or ATM. Business listings and points of interest come from providers NAVTECH, GDT, Acxiom Corp. and Woodalls Publication Corp.

Enhanced! Custom and multisymbol pushpins. Users can create their own pushpin icons and use them on their data maps. Or they can choose from 316 symbols, including more than 60 new symbols, that best represent a series of data,.

Data Mapping Wizard. Users can create maps with their own data. Step-by-step instructions guide customers on how to apply their sales information and demographic variables to a variety of map types. They can define the data range, legend label and ramp color palette to give their maps the look they want.

Import/Link Data Wizard. Step-by-step instructions help users import or link information from Microsoft Excel, Microsoft Access and the Microsoft Outlook[®] messaging and collaboration client to a MapPoint-based map.

Custom territories. Users can create maps using customized boundaries, such as sales districts or delivery areas, and analyze,

visualize and communicate information about those regions.

Enhanced! GPS support. Three enhancements add further value to this feature in MapPoint 2004:

- Microsoft Pocket Streets, which ships with MapPoint 2004, now includes Global Positioning System (GPS) capabilities.
- MapPoint and Pocket Streets now check the GPS device for location information every second, giving users real-time GPS capabilities and the ability to find their exact location while on the road.
- Both MapPoint and Pocket Streets now work with a greater number of GPS devices, including any device running NMEA 2.0 or later on COM Port 20 or below.

New! One-way streets. Arrows show the direction of one-way streets, making it easy to find a good route by just looking at the map.

Enhanced! Driving directions. Detailed instructions take drivers more easily than ever through complicated sequences. Rapid successions of instructions, such as for turns that follow closely together, are placed together on one instruction line to help drivers avoid missing their turn.

Enhanced! Customized output. Customers can print route maps and carry them along on their travels. They can choose from five map styles: strip maps with directions, turn-by-turn maps, directions-only maps, map overviews and new full-page maps.

Updated! Pocket Streets. Shipping on the CD with MapPoint 2004, Pocket Streets now supports GPS devices so travelers can pinpoint their real-time location. (More information can be found in the section on GPS support.) MapPoint 2004 will run on Pocket PC 3.0 and higher, and has been updated to run on the next version of the Pocket PC software, Windows Mobile™ 2003, as well as Pocket PC Phone Edition-based devices.

**Communicating
Business Information
Effectively Using Maps**

Ability to save as Web page. Customers can make maps more accessible to co-workers who don't have MapPoint. More dynamic maps enable users to drill down into data and map regions.

Drawing tools. Customers can create maps that fit their needs and personalize them with circles, ovals, scribbles and free-form shapes.

Map annotations. Customers can add custom directions or highlight important areas on maps using the familiar tools on the drawing toolbar.

Output to Microsoft Word and PowerPoint® presentation graphics program. Customers can easily copy and paste maps into presentations and proposals.

Output to Microsoft Publisher. Customers can incorporate maps into custom brochures and marketing materials.

Integrating Maps Into Everyday Work With Microsoft Office XP

Office add-ins. Customers can open basic mapping functions such as data mapping or finding addresses through easy access points in Office applications.

Smart tags. Helpful cues in Excel and Word allow customers to enhance their business data with MapPoint.

Data source support. Customers can take advantage of the variety of data formats supported by MapPoint, including Microsoft Access, Excel and Outlook, as well as a Microsoft SQL Server™ database.

Inserting map objects/in-place editing. Customers can insert and link maps to other Office applications and easily make changes to maps in that application.

Exporting data to Excel. Customers can export map information directly into Excel spreadsheets.

Office XP user interface. Customers can get a head start with MapPoint using familiar tools from Microsoft Office such as personalized menus, toolbars, keyboard shortcuts and ToolTips.

Customization

MapPoint 2004 offers developers greater flexibility in creating custom MapPoint-based applications through support for automation, an extended object model and COM Add-ins.

Enhanced! ActiveX® Control. Developers can seamlessly embed subsets of MapPoint functionality into customized solutions, including the ability to export maps to Pocket Streets or customer relationship management solutions.

Enhanced! COM Add-ins. Developers can increase business operation efficiency by applying customized applets to MapPoint, making it an extensible platform for solution providers. Also **New!** Developers can register add-ins for all users of a machine at once.

Enhanced! Visual Studio® .NET 7 and 7.1 integration. MapPoint integrates better with Visual Studio .NET 7 and 7.1 for easier creation of MapPoint COM Add-ins.

Automation support. Developers can automate map capabilities in customer-created Office solutions; MapPoint 2004 supports a more robust object model based on the familiar Visual Basic® for Applications.

Pricing and Availability

The estimated retail price of the North American version of MapPoint 2004 is \$299 (U.S.). The product is scheduled to be available through Microsoft's standard reseller channels, volume-licensing programs and via <http://shop>

.microsoft.com/ in September 2003. European pricing will be comparable, but will vary per currency and is subject to currency exchange rate fluctuations. The ActiveX component may be licensed separately, with pricing to be released later this year.

Upgrade licenses also are available to organizations through the Open and Select License programs.

More details are available on the pricing and ordering Web page at <http://www.microsoft.com/mappoint/>.

Documentation

- Comprehensive HTML-based help system
- Tutorial

System Requirements

To use MapPoint 2004, users need the following:

- PC with Pentium II or higher processor; Pentium III recommended
- Microsoft Windows® 98, Windows 98 Second Edition, Windows Millennium Edition (Windows Me), Windows NT® 4.0 with Service Pack 6.0 or later, Windows 2000 Professional, Windows XP Home Edition, or Windows XP Professional or later operating system
- Microsoft Internet Explorer 5 browser software; Internet Explorer 6, Service Pack 1 included
- For Windows 98 and Windows 98 Second Edition:
 - 32 MB of RAM (64 MB recommended) for the operating system; other applications running simultaneously may require additional memory
- For Windows Me or Windows NT Server 4.0:
 - 64 MB of RAM for the operating system; other applications running simultaneously may require additional memory
- For Windows NT Workstation 4.0:
 - 64 MB of RAM (128 MB recommended) for the operating system; other applications running simultaneously may require additional memory
- For Windows 2000 Professional, Windows XP Home Edition, or Windows XP Professional:
 - 64 MB of RAM (256 MB recommended) for the operating system; other applications running simultaneously may require additional memory
- 1.1 GB of available hard disk space for standard installation (550 MB for minimum installation); a user without Windows 2000 or later, Windows Me, or Office 2000 SR-1 or later will require an extra 50 MB for System Files Update (hard disk usage will vary depending on configuration)
- 4x or faster CD-ROM drive
- Super VGA (800x600) or higher resolution monitor with 256

colors (a monitor with higher resolution and more colors recommended)

- Microsoft Mouse, Microsoft IntelliMouse® or compatible pointing device

Additional items or services required to use certain features:

- 128 or more MB of RAM recommended for optimal Territories performance
- Microsoft Visual Basic 6.0 or later or Microsoft Visual Studio .NET 2002 (using Windows Forms) or later required for MapPoint ActiveX Control
- Microsoft Exchange, Internet SMTP/POP3, IMAP4 or MAPI-compliant messaging software required to use Send To as Attachment; Microsoft Outlook 2000 or later required to use Send To as Picture
- GPS functionality requires a GPS device that supports NMEA 2.0 or later, configured to use COM Port 20 or below
- Some Internet functionality may require Internet access and payment of a separate fee to a service provider; local and/or long-distance telephone charges may apply
- 14.4Kbps or higher modem
- Microsoft ActiveSync® 3.1 required for installation of Pocket Streets
- Pocket Streets installable only on Pocket PCs running Microsoft Windows CE 3.0 or later

MapPoint Contact Information	Corporate Headquarters Microsoft Corp. One Microsoft Way Redmond, WA 98052-6399	Customer Service Technical support: (425) 454-2030 http://www.microsoft.com/mappoint/
-----------------------------------------	-------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------

#####

This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DOCUMENT.

© 2003 Microsoft Corp. All rights reserved.

Microsoft, the Office logo, MapPoint, Outlook, Windows Mobile, PowerPoint, ActiveX, Visual Studio, Visual Basic, Windows, Windows NT, IntelliMouse and ActiveSync are either registered trademarks or trademarks of Microsoft Corp. in the United States and/or other countries.

GDT and the GDT logo are trademarks of Geographic Data Technology Inc.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

For more information, press only:

Jamie Lee, Waggener Edstrom, (503) 443-7000, jamiel@wagged.com

Rapid Response Team, Waggener Edstrom, (503) 443-7070, rrt@wagged.com