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For Immediate Release

### MDS Foundation Map provides the perfect background

**MapData Sciences Pty Ltd (MDS)** announced today the release of the **MDS Foundation Map**, a mapping backdrop capable of being used within most Geographic Information Systems (GIS) environments to seriously enrich the visual experience and significantly increasing the speed to market for displaying geographically based information **via a webpage or desktop application**.

The MDS Foundation Map leverages MDS' 12 years in providing online geo-enabled applications and services, while removing the need for GIS professionals to re-create a mapping background. This allows organisations to share geographic information and understand a variety of business information through a high quality and spatially accurate background map.

GIS professionals using software from vendors such as ESRI, MapInfo and others **no longer need to focus on cartographic principles, techniques and continual data maintenance**. The MDS Foundation Map provides a professional standard display of current data sourced from PSMA in Australia and LINZ in New Zealand, allowing GIS professionals to focus on analysing key information in a spatial context.

The core map data, managed by MDS, is **updated at least 4 times a year**, ensuring the MDS Foundation Map is the **most current mapping platform available** in Australia and New Zealand. The background tiles have been pre-built with multiple zoom levels, enhancing web pages and desktop applications with the assurance of MDS' SLA.

The geo-enabled applications that MDS has been developing for over 12 years, such as "find the nearest" or "trip planner" services, deliver filtered information and route results over this background map. MDS is now providing access to these tiles for the benefit of the GIS professional user community and geo-aware web developers.

<http://mapds.com.au/Products/MDSFoundationMap/tabid/183/Default.aspx>

### A picture paints a thousand words but a map tells you the whole story

*MapData Sciences Pty Ltd (MDS) ([www.mapds.com.au](http://www.mapds.com.au)), a subsidiary of ESRI Australia (ESRI) ([www.esriaustralia.com.au](http://www.esriaustralia.com.au)), have been developing geospatial databases and hosting online map-based applications since 1998. MDS has built an enviable reputation as a specialist in developing and using geographic information systems (GIS) and related data to solve real-world business problems. MDS designs and builds geo-applications and can host GIS applications on your behalf. MDS' data and services are employed by some of Australia's largest blue chip companies and in multiple Government departments. Clients include Medicare, Australia Post, Woolworths, News Limited amongst many others. MDS supplied data also powers popular internet mapping systems such as Google Maps, Google Earth and Microsoft Bing Maps.*

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