

## **MAPDATA SCIENCES TO SUPPLY AUSTRALIAN MAPPING DATA FOR MICROSOFT MAPPOINT WEB SERVICE CUSTOMERS**

For immediate release: 25 August 2004

Sydney headquartered MapData Sciences Pty Ltd (MDS) is to supply Australian mapping data to Microsoft Corporation for use with Microsoft's mapping solution, MapPoint Web Service 3.5 (MWS).

This announcement follows the recent launch of MWS at Microsoft's premier technical conference, Tech•Ed 2004 in Canberra.

"We're very excited to expand the MapPoint Web Service to Australia as it provides businesses, partners and developers an easy and cost-effective way to effectively deploy location-based solutions and applications that incorporate Australian mapping and location data," said Tom Bailey, director of marketing for the MapPoint Business Unit at Microsoft Corp. "We chose MapData Sciences as our data provider because it provides reliable data that meets the high standards customers of MapPoint Web Service have come to expect."

The MDS data products include RoadNet Comprehensive, RoadNet Routing, Australian Points of Interest, Australian Suburbs and Post Code Boundaries.

They will be supplied under a 3-year contract with annual extensions.

MapData Sciences managing director, Laurie Edwards said, "Microsoft is a prestigious account and this contract should underpin our credibility, particularly when selling data to other organisations around the country or around the world.

"MapPoint Web Service enables enterprises and developers to create location-based services and applications without having to maintain GIS databases, acquire and maintain cartographic data, or invest in their own hosting infrastructure. MapData Sciences has enabled Microsoft to extend the MapPoint Web Service offering to Australia by providing the high-quality map data that Microsoft customers expect."

The contract followed from Microsoft's acquisition of the US company Vicinity. MDS had previously supplied Australian data to Vicinity.

MDS supplies Australian data to many other software companies and commercial organisations as well as government clients, both locally and internationally.

MWS is an XML-based Web service that allows developers to integrate location-based services, such as maps, driving directions, and proximity searches, into their applications and business processes. MWS also provides an extensive set of mapping-related content, such as business listings, points-of-interest (POI), and other types of data that can be used within applications.

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