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For Immediate Release

### **Dynamic routing in the vines guarantees a grape time. Now there's a free location based service for the wine industry**

MapData Sciences Pty Ltd (MDS) and VineFinders have just announced a joint initiative, providing a location based internet service for the wine industry. Over 5,000 locations have been visited and researched over seven years to produce a massive database of accurate information.

Vineyards, cellar doors, wineries, breweries and distilleries can be searched by name, or by town, or by postcode, or by one of 85 wine regions across Australia. Sites have been ground-truthed, recording their precise locations at the road entrances, contact details, and other site information such as grape varieties planted, their opening hours, and if a restaurant, function facilities and/or accommodation is available.

The database is hosted by MapData Sciences with VineFinders updating the information at regular intervals, ensuring the currency of information. MDS maintains and hosts the application that is visible to the public via [www.vinefinders.com.au](http://www.vinefinders.com.au).

Visitors are able to select criteria and search areas that are of interest to them and have dynamic content returned via MDS' latest online mapping technology. The search requests are received by MDS and checked against the database, responding with the nearest location results based on driving distances. More detail about each record is available along with door-to-door driving directions.

The site will be used by the public for the exploration of weekend visits or by the wine industry for planning and competitive information.

[www.vinefinders.com.au](http://www.vinefinders.com.au)

*MapData Sciences has been developing and hosting online digital mapping applications for over 11 years as well as supplying mapping data to other online mapping providers and for in-house GIS development projects.*

[mapds.com](http://mapds.com)

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