

WildTangent and ESRI Partner to Create Next-Generation Internet Mapping Applications

The companies promise to move mapping beyond current click-and-wait technology.

Redmond, WA, June 30, 2000 - WildTangent, Inc. and ESRI announced today an agreement to create a new breed of Internet mapping applications. ESRI, the leading developer of geographic information system (GIS) software, will provide the mapping data for WildTangent to integrate into an upcoming release of WildTangent's mapping program, Maptastic 1.0.

Maptastic 1.0 is an advanced mapping extension for ESRI's RouteMAP IMS that delivers maps in a Web browser faster and easier than any Internet-based solution on the market today. Using WildTangent's Web Driver™ technology, existing maps can be displayed online and accessed in an easy to use, smooth-scrolling environment, eliminating the tedious click-and-wait technology of current mapping programs. Additionally, Maptastic features smooth panning and zooming, animated 3D models for points of interest (POI) and integrated advertising.

"WildTangent's technology allows us to broaden our current range of mapping applications," said Bill McNeil, business products division manager at ESRI. "Now, consumers will be able to interface with ESRI's maps in a whole new way."

"Through our relationship with ESRI, WildTangent can continue to create leading-edge applications such as Maptastic," stated Alex St. John, CEO of WildTangent. "We plan to eliminate the frustration of current mapping technology. Instead of clicking and waiting for information, users will be able to control their own experience by smoothly scrolling in every direction, and zooming in and out depending on their needs."

WildTangent's Maptastic will create new marketing mediums for online advertisers and retailers. Consumers will be able to see animated 3D models of their favorite restaurants, hotels and shopping outlets. By providing this information within a mapping program, companies have a way of reaching out to consumer audiences with personalized information that doubles as informative advertising.

WildTangent plans to launch Maptastic 1.0 in early fall of 2000.