

WildTangent Puts a New Face on Internet Mapping

MapStream interface brings a new level of interactivity to Internet-based GIS.

Redmond, WA, February 20, 2001 - WildTangent announced today the introduction of an innovative approach to Web-based GIS mapping interfaces, called MapStream. The MapStream interface resides within a Web page, and was developed to retrieve mapping data over a narrow bandwidth connection with minimal wait. The MapStream Web site demonstration located at <http://www.MapStream.com> combines WildTangent's powerful Web Driver™ technology with industry leading GIS information to create a highly interactive mapping experience, which makes panning and zooming faster and more intuitive than ever. The greatest benefit of this new approach is eliminating the tedious screen refresh while waiting for online mapping results.

The MapStream interface incorporates a wide range of unique features, including searching for points of interest (POI) such as restaurants, hotels, banks and other destinations, which are displayed as 3D icons for customized brand identity. Once users mouse over POI icons, visually enhanced information such as business names and addresses are displayed. A mini-map option is available for rapid navigation of larger geographical areas. MapStream works with existing map data sources for the United States, Europe, Canada and more.

"MapStream is a great example of using Web Driver technology to deliver a whole new user experience for an existing source of critical information we've all come to depend on everyday," said Mike Pell, senior director of enterprise development. "Now we're looking for partners in the GIS community to enhance the work we've begun with MapStream to deliver a more informative and satisfying experience to their customers."

WildTangent's MapStream creates new marketing opportunities for online advertisers and retailers. Consumers will be able to see animated 3D models of their favorite restaurants, hotels and shopping outlets on the map itself. By providing this information within a Web mapping application, companies now have a way of reaching out to consumer audiences with personalized information that doubles as informative advertising.