

ATLAS CARTOGRAPHIC TECHNOLOGIES LTD. (ATLASCT)



# Dedicated Geo-Server

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Business Proposal



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# Dedicated Geo-Servers

## Introduction

AtlasCT is a global leader in developing technologies and providing solutions in the fields of maps, GIS and location-based services.

- ✓ More than 20 years in the field of printed maps and publishing
- ✓ More than 10 years in the field of digital maps and internet GIS servers
- ✓ Serving more than 1M users/month worldwide
- ✓ Hundreds of businesses customers including several Fortune 500 companies
- ✓ Years of Experience in processing and serving digital maps data from dozens of different providers worldwide
- ✓ Experience in delivering maps and GIS services for nearly every country worldwide including European, America, African, Asian and Pacific countries.
- ✓ Experience in dealing with different languages including Latin and non-Latin, Asian, right-to-left etc.
- ✓ Experience in providing servers and services for high capacity Internet usage (open for users worldwide) as well as Intranet/corporate usage
- ✓ Experience in mission-critical & security as well as leisure services



*AtlasCT promises and delivers the most up-to-date technology to help you implement your business goals*

## Dedicated Geo-Server Solution

AtlasCT's Geo-Servers provide the back-end services of your application. They contain the map data and perform the different geo-spatial queries on it such as address search and map display. In the Dedicated Server Solution Architecture the services will run on AtlasCT's server network that is 100% dedicated to the client. The servers are monitored 24/7 for maximum availability.

AtlasCT's Dedicated Geo-Server Includes 3 servers in-one:

- Atlas Maps™
- Atlas GIS™
- Atlas LBS™

Also included in that package:

- Atlas Web™ API
- Atlas Mobile™ iPhone API
- Atlas Mobile™ Java ME API
- Atlas Mobile™ HTTP Maps API

\* More details about the functionality of each server and API in the following pages.



*AtlasCT's Geo-Server delivers your geographical information to the web and mobile*

## Functionality

Packed with the latest technologies and richest functionality, the AtlasCT Geo-Server can help you implement any location-based functionality that you require for your business:

- Atlas Maps™
  - Street Map Tiles
  - Satellite & Imagery
  - Hybrid Maps
  - Cache & Availability
- Atlas GIS™
  - Geo-Coder (Address Search)
  - Reverse Geo-Coder (Nearest Address)
  - Local Search – Businesses & Points of Interest (POI's)
  - Atlas Search™ - Meta Search
  - ADAS™ - Road network for Off-board/On-board/Hybrid Navigation
- Atlas LBS™
  - Location Store
  - Social Network
  - Users Management
  - Geo-Fencing
  - Content Management and Geo-Tagging



*AtlasCT's 3-in-1 Geo-Server: Maps, GIS and LBS*

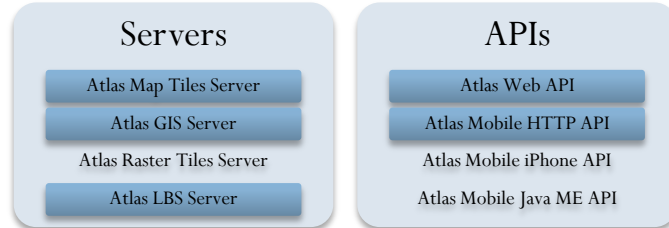
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## Usage examples



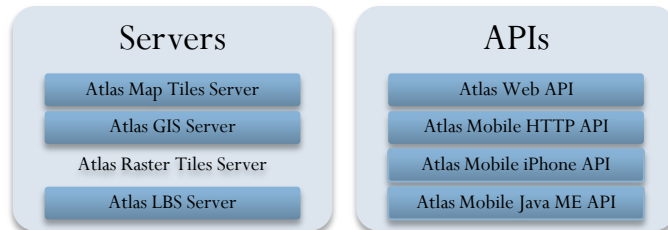
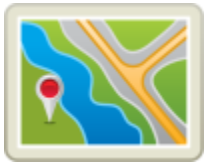
### “Tracking & Locating Solution” uses:

- ✓ “Atlas Map Tiles Server” - For enabling the visual streets map around the vehicle/person GPS position
- ✓ “Atlas GIS Server” (Reverse Geo-coder) – For finding the nearest address of the vehicle/person GPS position
- ✓ “Atlas LBS Server” – For storing the history of GPS position of the vehicle/person and generating alerts when entering/leaving pre-defined areas
- ✓ “Atlas Web API” – For creating the web interface of the product (the map website)
- ✓ “Atlas Mobile HTTP API” – For creating a basic mobile interface allowing a map display on a mobile internet (WAP) site or for sending via MMS



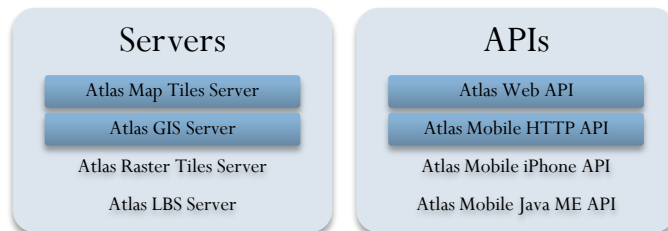
### “Mobile Content Geo-tagging App” uses:

- ✓ “Atlas Map Tiles Server” - For enabling the visual streets map around the geo-tagged content
- ✓ “Atlas GIS Server” (Full) – For enabling searching for an address, geo-tagging the content by an address and attaching an address to a GPS positioned content.
- ✓ “Atlas LBS Server” – For storing the content and its location
- ✓ “Atlas Web API” – For creating the web interface of the product (the map website)
- ✓ “Atlas Mobile HTTP API” – For creating a basic mobile interface allowing a map display on a mobile internet (WAP) site or for sending via MMS
- ✓ “Atlas Mobile Java ME API” – For creating a rich mobile app for Java phones to take photos, attach location from GPS and share with others
- ✓ “Atlas Mobile iPhone API” – For creating a rich mobile app for iPhone to take photos, attach location from GPS and share with others



### “Business Directory Solution” uses:

- ✓ “Atlas Map Tiles Server” - For enabling the visual streets map around the business
- ✓ “Atlas GIS Server” (Full) – For enabling searching for addresses, pinpointing the business position on the map only by taking its address and enabling route calculation and driving directions from any address to that business.
- ✓ “Atlas Web API” – For creating the web interface of the product (the map website)
- ✓ “Atlas Mobile HTTP API” – For creating a basic mobile interface allowing a map display on a mobile internet (WAP) site or for sending via MMS



## Included products in details

AtlasCT offers the license to use one or more servers and one or more API's.

### Servers

#### Atlas Maps™

Internet servers that deliver visual map images via HTTP for the mobile and Internet. Atlas Maps is composed of two modules:

- ✓ Map tiles – The “regular” streets & roads map.
- ✓ Raster tiles – Satellite/aerial imagery.
- ✓ Hybrid tiles - Satellite/aerial imagery with overlaid streets & roads map

#### Atlas GIS™

Internet servers that provides GIS services via HTTP for mobile and internet. Includes the following modules/functions:

- ✓ Geo-coder – Resolves a textual address to coordinates (Longitude/Latitude). The geo-coder can resolve addresses in free form (1-Line, e.g. “13 main ave, new york, ny”) or in separated fields (composed, e.g. House number: “13”, Street: “main ave”, City: “new york”, State: “ny”).
- ✓ Reverse geo-coder – Returns the nearest textual address to a give coordinates (Longitude/Latitude).
- ✓ Routing – Calculates an optimal route between two (or more) coordinates (Longitude/Latitude) or addresses.
- ✓ Auto suggest – Drop down list of possible completions to a given text in the fields of state, city and street.

#### Atlas LBS™

Internet servers that store and server several different services that are required for any location-based application:

- ✓ Location store – Stores the location of a vehicle/person/other and allows time-based queries of the historical location
- ✓ Users management – Manages user sign-up, sign-in, sign-out, user profile and permissions
- ✓ Messaging/IM – Enables sending and receiving messages between the users of the application
- ✓ Social Network – Manages the social connections between the users such as group memberships, friendships, follower-followed, etc.
- ✓ Multimedia & Users Generated Content – Enables submission of photos and videos, geo-tagging and delivery to both mobile and web clients
- ✓ Mash-up & Channels subscription – Gathers one or more geo-located content items into a channel for high-performance delivery to clients.
- ✓ Content Management – Enables easy yet powerful management of multimedia and other content

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## API's

The API's are the set of tools that assist the developer with building the application easily. By using AtlasCT's API's any developer can embed maps and location-based services into an existing or new application without having prior knowledge in the field. All the API's are documented in details and include code examples for quick and easy start.

### Atlas Web™ API

Maps API based on FUJAX (Flash Under JavaScript) providing a set of routines designed for web developers. The API manages the communication to the Atlas GIS, Atlas Maps and Atlas LBS servers. Compatible with all major web browsers (Internet Explorer, Firefox, Safari, Chrome, Opera and more). Atlas Web API is highly flexible for developing complicated applications such as fleet management, rich multimedia applications, mash-ups etc. The API is simple and easy for the developer with minimum knowledge of JavaScript. Atlas Web is bundled in several different basic and premium features:

- ✓ Address search (Geo-coder - Address to coordinates) in separated fields ("State", "City", "Street", "House number")
- ✓ Address search in free form (1-line – e.g. "12 main st., new york, ny")
- ✓ Reverse geo-coder (Coordinates to nearest address)
- ✓ Route search, including multi-route (several stops)
- ✓ Points of interest (POI's) layers per customer's request
- ✓ Dynamic layers that can be sourced from the customer's database, including smart clustering for better performance.
- ✓ Design and customization of the map view and the UI according to the customer
- ✓ Customized information pop-up on customer's points of interest which can contain images, videos, text and links
- ✓ Geo-fencing –Ability to search and filter custom layers by polygons or radius.
- ✓ Drop-down list and auto-suggest of the state, city and street fields.

### Atlas Mobile™ HTTP Maps API

Atlas Mobile HTTP Maps API is an advanced web service which can serve static maps and add markers on top of the map as requested. The service can place custom icons on top of the map that can represent:

- ✓ People
- ✓ Points of interest
- ✓ Routes
- ✓ Businesses
- ✓ More...

The service is most useful for:

- ✓ Mobile websites (WAP, xHTML, WebOS, etc.)
- ✓ MMS
- ✓ Other platforms that are either too simple or don't have a comprehensive maps API available



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### Atlas Mobile™ Java ME API

Off-board maps, navigation and LBS API for mobile development above Java™ ME. Implements the interfaces to the Atlas GIS, Atlas Maps and Atlas LBS servers. Optimized for high performance and low memory usage. Modular and open architecture with plug-ins and widgets functionality. 2D maps, 3D maps and satellite imagery support. Simple and easy for the developer with minimum knowledge of Java ME (J2ME). Compatible with ~92% mobile phones on 2G-3.5G including Nokia, Samsung, Motorola, Sony-Ericsson, LG and more. Atlas Mobile is bundled in several different packages:

- ✓ Basic package – Includes maps, geo-coder, reverse geo-coder, routing and layers.
- ✓ Location – Includes acquiring position from GPS, A-GPS and other location providers.
- ✓ Multimedia – Includes methods for taking photos and videos with the camera and attaching location to the content.
- ✓ Navigation – Includes turn-by-turn voice-guided GPS navigation functionality.

### Atlas Mobile™ iPhone API

Off-board maps and GIS API for development of iPhone/iPod/iPad applications. Implements the interfaces to the Atlas GIS and Atlas Maps servers allowing maps display, GPS position, address searching (Geo-coding), nearest address lookup (Reverse Geo-coding), routing and layers overlay. Optimized for high performance and low memory usage. Street maps and satellite imagery support. Simple and easy to use for any iPhone developer.



*Atlas Mobile™ API's enables your application to run on mobile devices all around the world*

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## Geo-Data Coverage

AtlasCT maintains one of the largest lists of covered countries all around the world to offer its customers with a quick plug-and-play experience. This includes tens of countries in North America, South America, West Europe, East Europe, North Africa, Middle East, Arabia, Asia and Pacific.

AtlasCT's technological advantage is sourcing data from several different data providers while exposing the same seamless interface to our customers, regardless of the source of that country's data. Nowadays AtlasCT sources its data from nearly a dozen of different data providers which creates an availability of nearly every country in the world.

AtlasCT also maintains regular updates to the data to keep it fresh and updates the offering with new countries whenever those are added. There are differences between the data providers in terms of coverage percentage, quality of the data, accuracy of the data, features of the data and the freshness of the data. Any proposal will take into consideration the existing countries and languages coverage that are already imported into AtlasCT's servers. A request for a new country, language or provider is priced separately according to the amount of investment required to prepare the data for commercial use. A data commercialization process is required whenever a new country or language is requested by the customer.

## Updates

AtlasCT maintains regular updates of the covered countries that we serve. For that we have partnered with the leading digital maps data providers worldwide. Our data providers provide us with update packs each quarter/half a year and we process the data and update the servers with the new processed data. This is done on a regular basis but in some cases we may choose to skip an update for a country in which the delta is not significant in order to reduce the general costs for our customers.

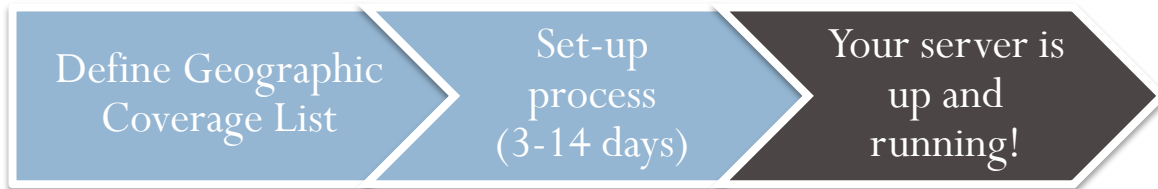
Any customer may choose to force an update at any time. The fees for a regular and an urgent update are stated below. Most are getting updates on a quarterly basis while unusual countries are more likely to skip updates from time to time. For applications in which the freshness of the maps is mission critical, the customer may choose to add a constant quarterly update into the service package. In any case we do not charge for an update unless the customer has specifically requested us to do so.



*AtlasCT delivers worldwide maps coverage to enable your global business*

## Setting up your server

We handle setting up your server after collecting the requirements for your business:



Once your server is up and running we provide you with:



Your authorized access key to your server



Software Development Kit (SDK) for your applications



Full documentation of all the API's available for you on your server



Our support team is available for all your questions



24/7 real-time monitoring alerts of your server by SMS to your phone

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**Get your own Geo-Server Today!**



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