

# StreetMap™ Pro and StreetMap Premium

## Advanced Routing, Geocoding, and Cartography

### Enhanced Street Data

StreetMap™ Pro and StreetMap Premium are enhanced street datasets that provide routing, geocoding, and high-quality cartographic display for the entire United States and Canada through ArcGIS® Desktop's StreetMap Find Route toolbar. You can use StreetMap Pro and StreetMap Premium to

- Generate optimal routes for multistop itineraries.
- Find and batch geocode addresses.
- Create multiscale, high-quality cartographic basemaps.

Both StreetMap Pro and StreetMap Premium are optimized to work with the ArcGIS Desktop StreetMap Find Route toolbar and the ArcGIS Network Analyst extension.

**Routing**—Use StreetMap Pro and StreetMap Premium to generate routes and driving directions for shortest or fastest distance routes or point-to-point or multistop routes (traveling salesman problem). StreetMap Pro and StreetMap Premium take one-way and turn restriction information into consideration, ensuring that you generate accurate nationwide routes and driving directions.

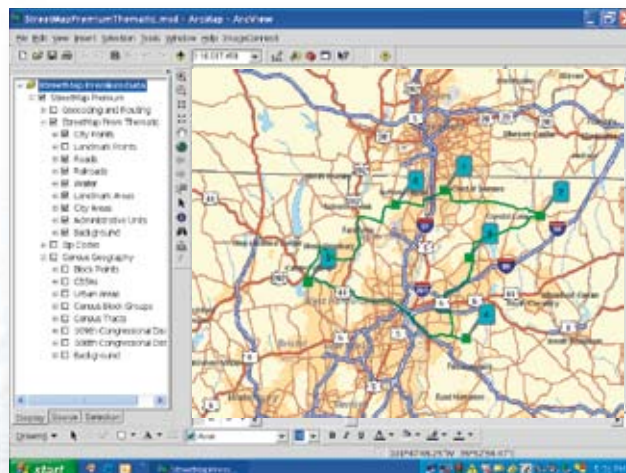
**Geocoding**—With StreetMap Pro and StreetMap Premium you have the ability to geocode addresses in the United States and Canada. You can find addresses and geocode them individually or in batch mode. These addresses can then be added as stops along a route.

**Cartographic Display**—StreetMap Pro and StreetMap Premium are ideal for high-quality basemaps and cartographic output. Street levels, landmarks, county lines, water bodies, and more are presymbolized. Scale-dependent features, labels, and themes automatically turn on or off according to the zoom level you select.

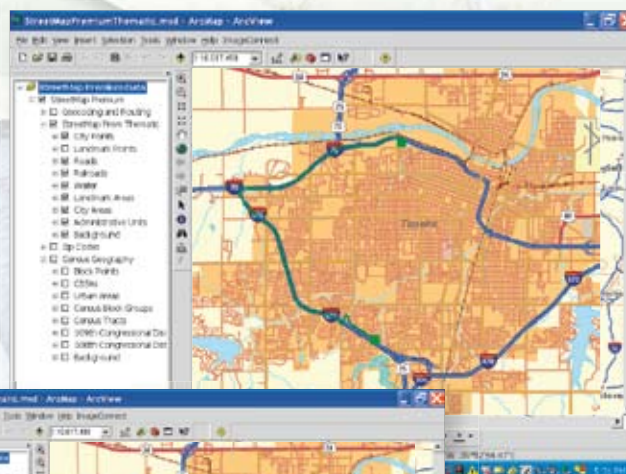
### Smart Data Compression

The optimized data structure of StreetMap Pro and StreetMap Premium enables routing and high-performance geocoding as well as a superior cartographic display. This optimization is achieved through ESRI's Smart Data Compression format, which reduces the size of the source data significantly. Additional advantages include the following:

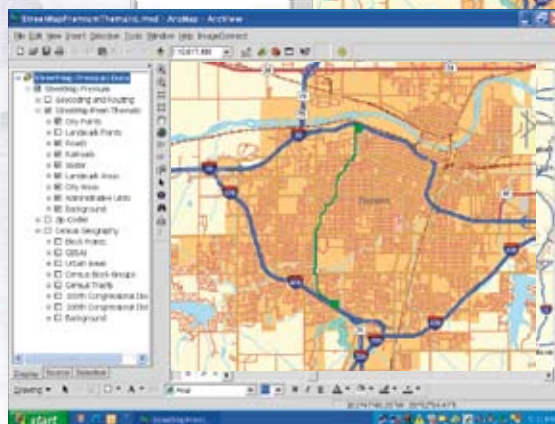
- Draw performance and rendering are much faster than other file-based data sources.
- The data structure has the ability to direct-read StreetMap data without first decompressing it.
- StreetMap data is directly accessible within ArcGIS Desktop.



*Perform a traveling salesman best route along the road network.*



*Display the quickest route between stops.*



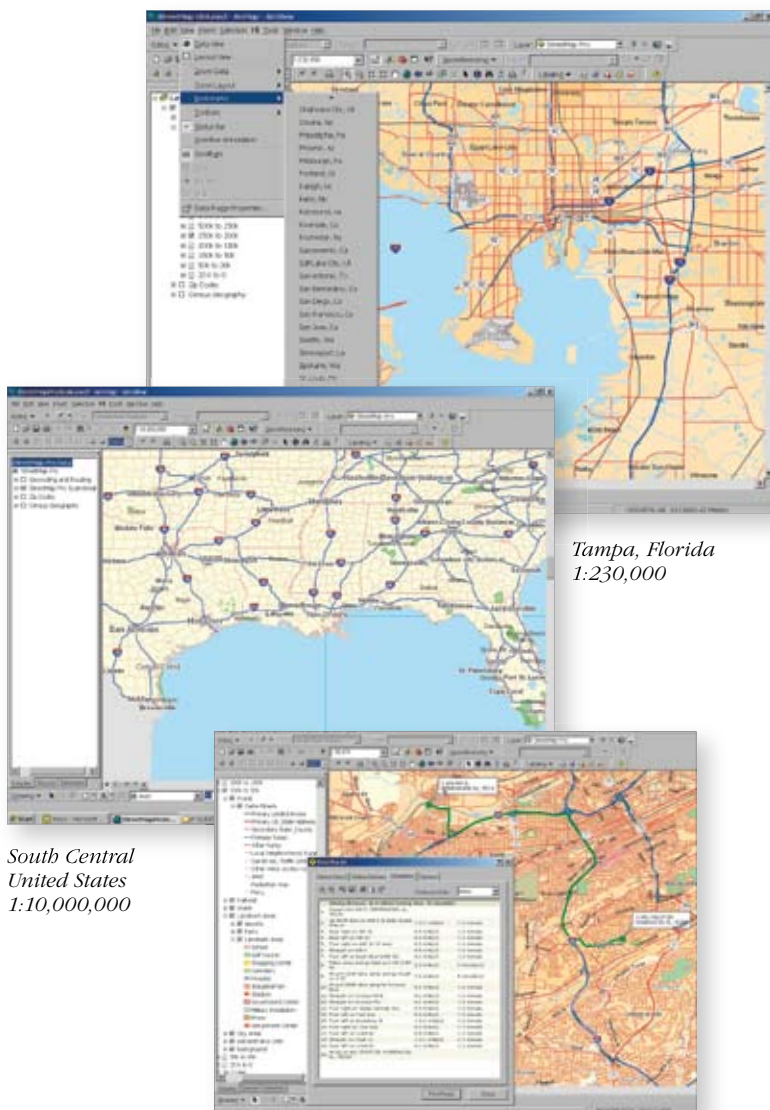
*Display the shortest route between stops.*



## What Is the Difference between StreetMap Pro and StreetMap Premium?

**StreetMap Pro** is a Tele Atlas-based street dataset for the United States and Canada that is updated every two years. It contains more complete and current address information than the *ESRI® Data & Maps* StreetMap USA data and is also positionally more accurate.

**StreetMap Premium** is the most recent quarterly commercial street data from Tele Atlas or NAVTEQ for the United States and Canada. Because StreetMap Premium consists of the most recent street data, you can achieve the highest address geocoding match rates and generate the best routes and driving directions.



*South Central  
United States  
1:10,000,000*

*Tampa, Florida  
1:230,000*

*StreetMap Pro Driving Directions*



*New Orleans  
1:10,000*



*New Orleans  
1:20,000*



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