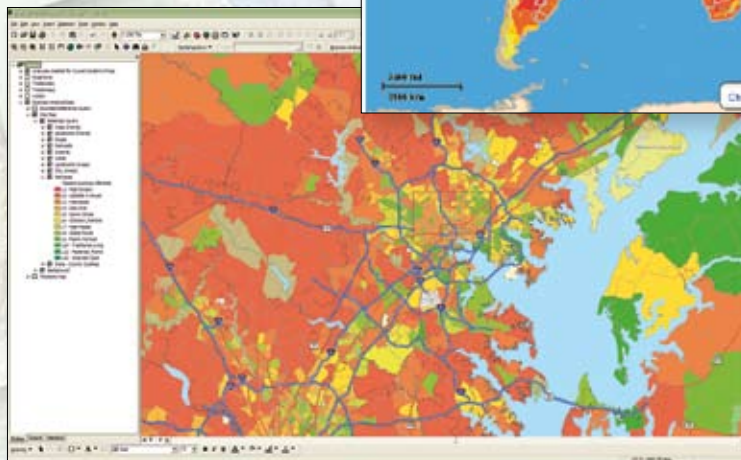
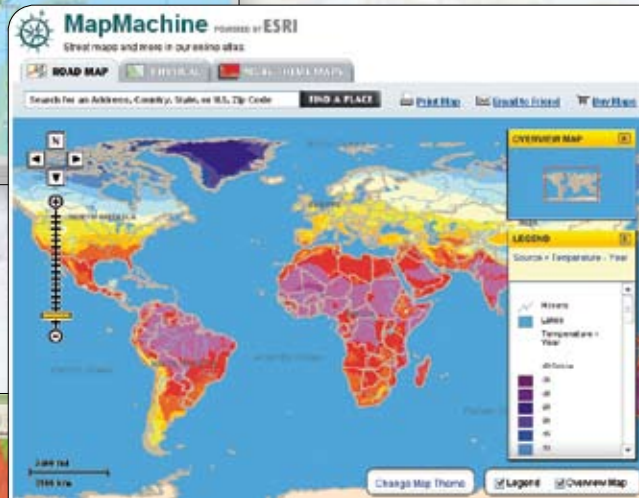
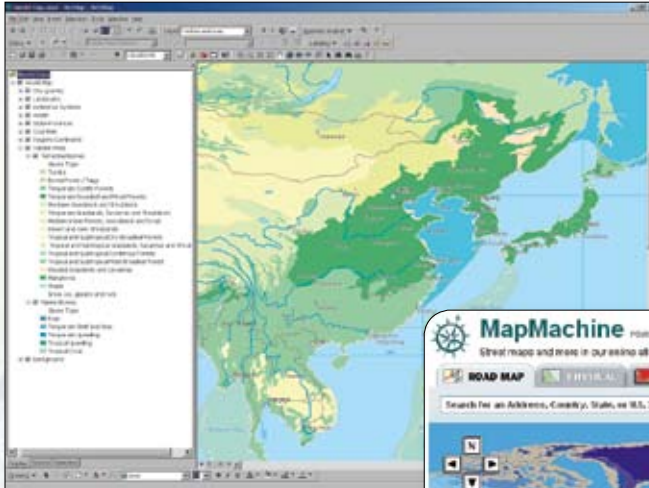


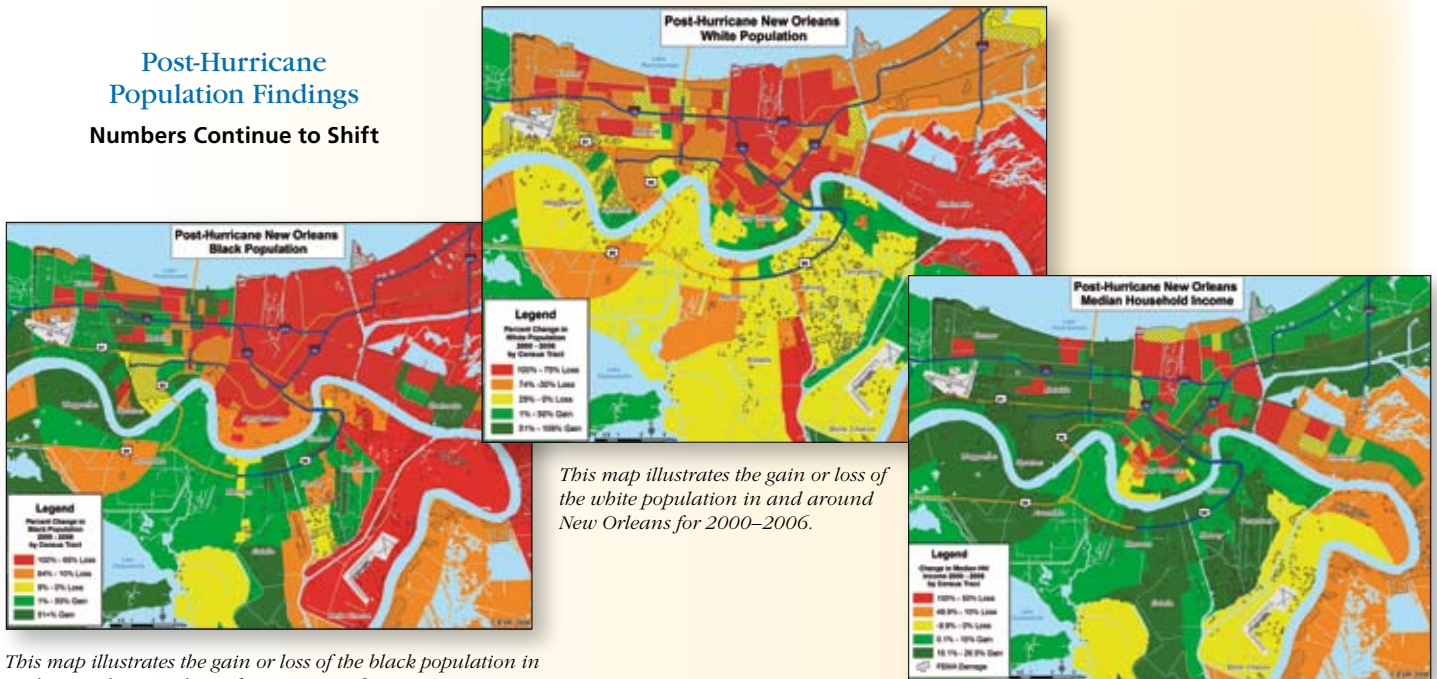
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Post-Hurricane Population Findings Numbers Continue to Shift

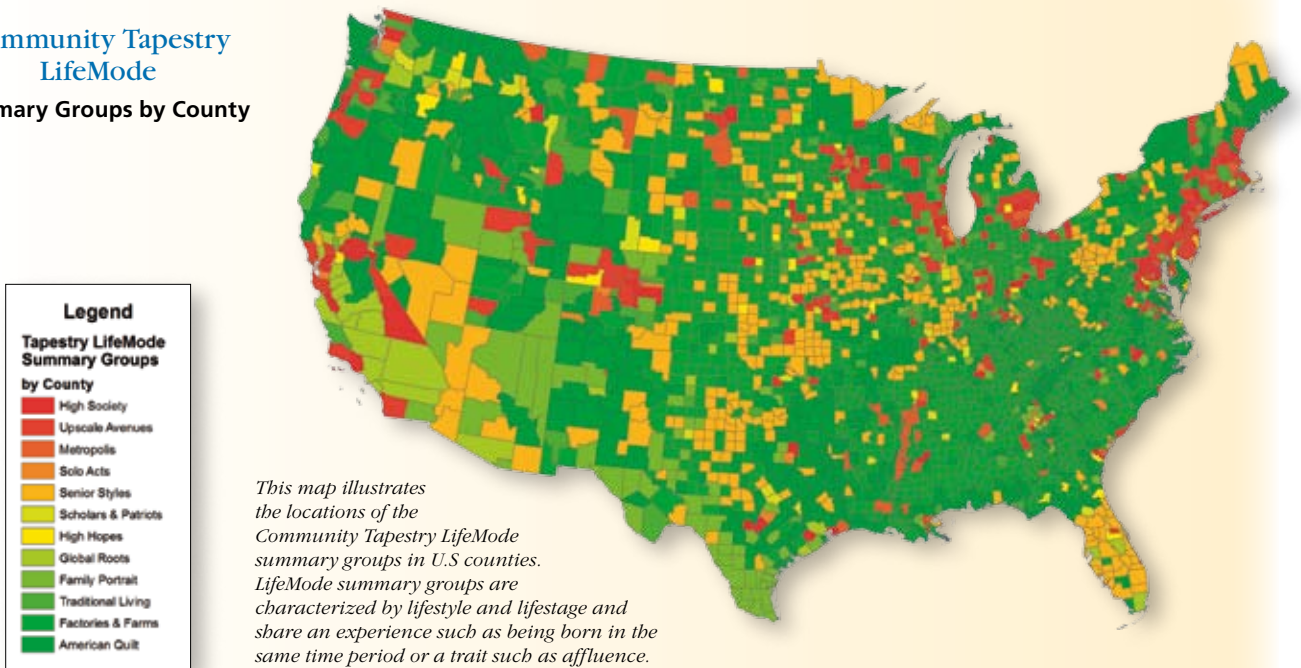


This map illustrates the gain or loss of the white population in and around New Orleans for 2000–2006.

This map illustrates the gain or loss of the black population in and around New Orleans for 2000–2006.

This map illustrates the gain or loss of median household income in and around New Orleans for 2000–2006.

Community Tapestry LifeMode Summary Groups by County



This map illustrates the locations of the Community Tapestry LifeMode summary groups in U.S. counties. LifeMode summary groups are characterized by lifestyle and lifestage and share an experience such as being born in the same time period or a trait such as affluence.

ty of Geographies and Formats in Software, and Web Services

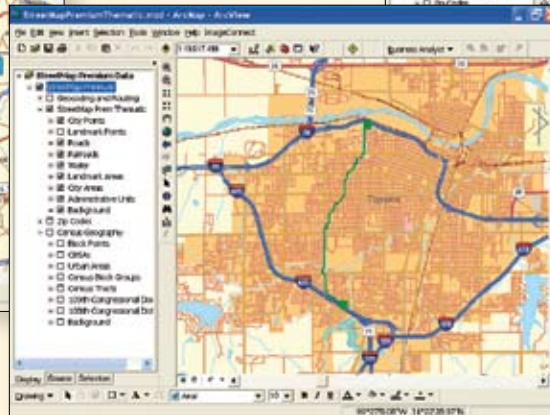
StreetMap Pro and StreetMap Premium Advanced Routing, Geocoding, and Cartography



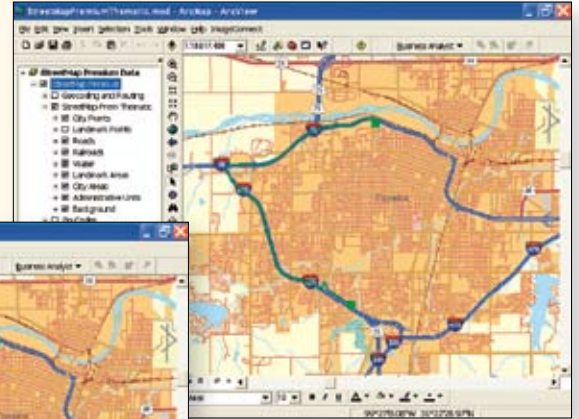
*Quickest Route
or Shortest Route
preferences*



Best route along a road network with sequenced stops (traveling salesman)



Shortest driving route between two points



Quickest route between two points



*Data & Maps 2006 Global Shuttle Radar
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Data & Maps 2006 Europe 1:500,000 Elevation/Hillsshade



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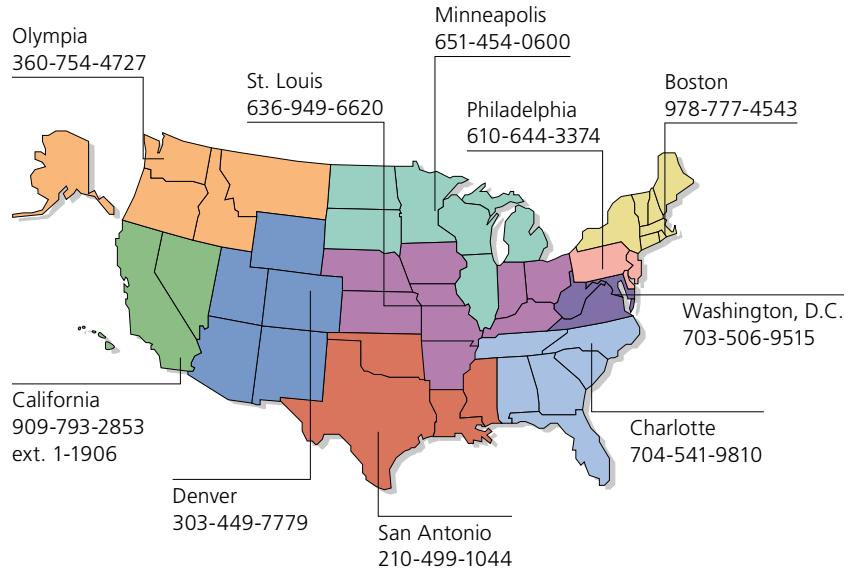
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- Use Community™ data to analyze markets, profile customers, and evaluate and conduct site selection.
- It includes current-year updates and five-year projections of demographic data and updates to business, consumer expenditure, market potential, shopping center, traffic, and Community Tapestry™ market segmentation data.
- Data is available individually or as part of ArcGIS® Business Analyst, Business Analyst Online™, ArcGIS Business Analyst Segmentation Module, and ArcWeb™ Services.
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forecasting

cartography

ESRI Community Data

Geographic Data for Better Decisions

Baltimore, MD, area map by Community Tapestry Life Mode Summary Group

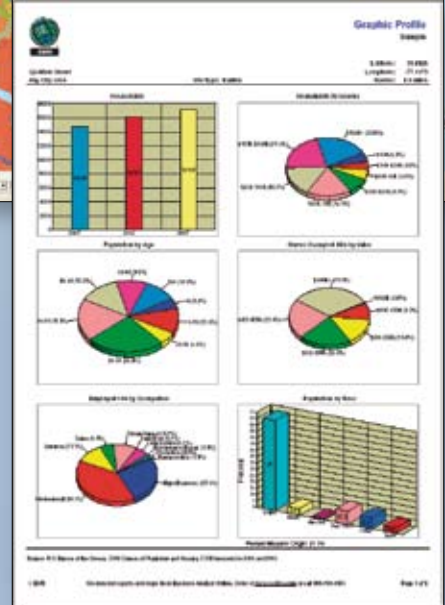
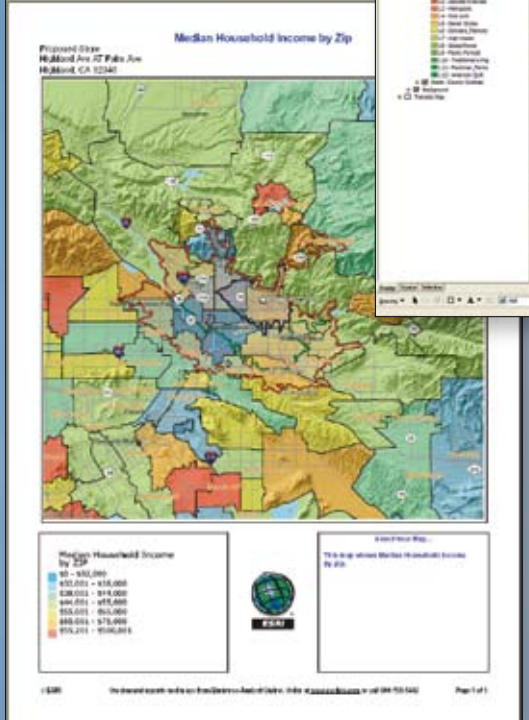
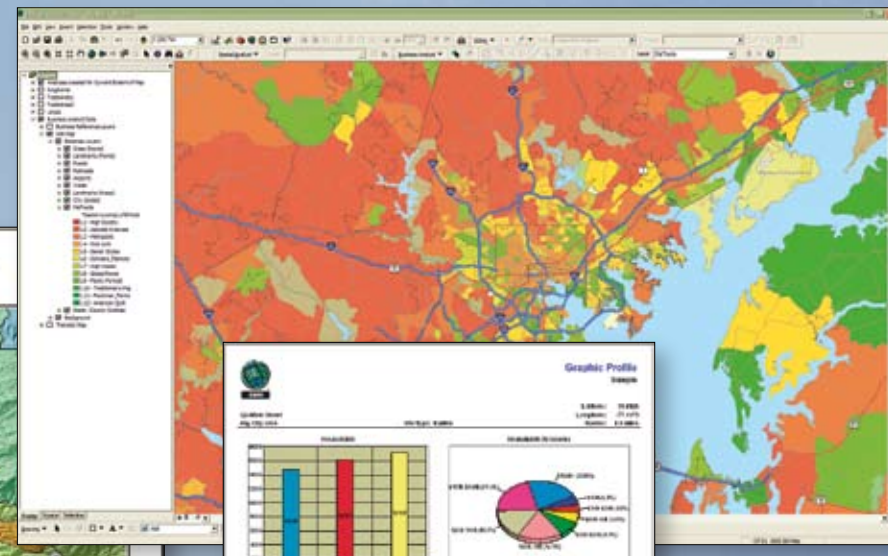


Illustration of Geographic Profile Report generated by Business Analyst Online

Median Household Income by ZIP Code enhanced thematic map for Highland, CA, generated with Business Analyst Online.

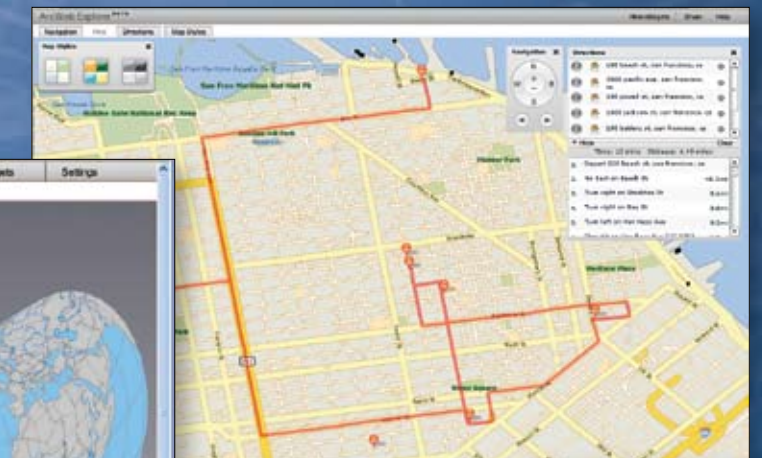
ArcWeb Services

- Geographic data and GIS functionality are available through on-demand developer APIs and viewer applications.
- Geographic data from more than 20 commercial data providers includes streets, imagery, aerial photos, thematic, demographic, and segmentation data.
- Choose from multiple map image output formats: SWF, SVG, PNG, PNG8, JPG, GIF.
- Output print-quality demographic or thematic reports in PDF, Excel®, or XML.
- Reduce your IT costs because ESRI hosts the data and the APIs.
- Integrate data easily into Internet-enabled desktop, client/server, or mobile applications.

ArcWeb Services

On-Demand Mapping and GIS

ArcWeb Services SVG Map Viewer showing layers, projections, and world data Sources: ESRI, AND, and Tele Atlas



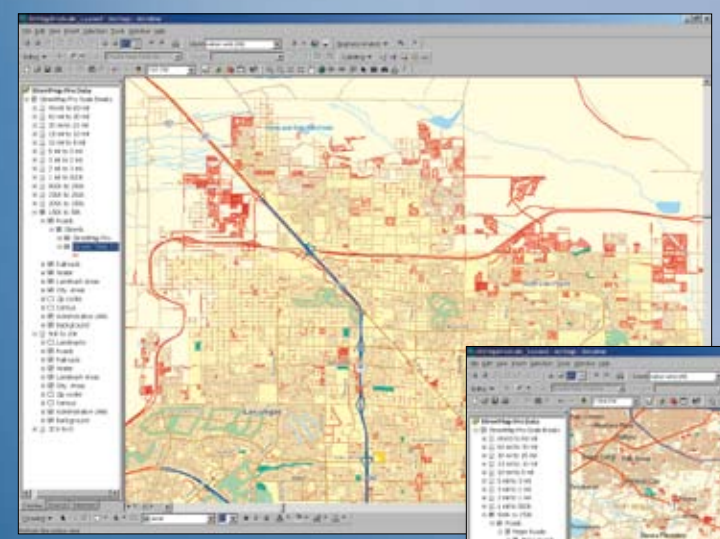
ArcWeb Services Explorer showing streets, multipoint routing, and geocoding Sources: ESRI and Tele Atlas

StreetMap Data

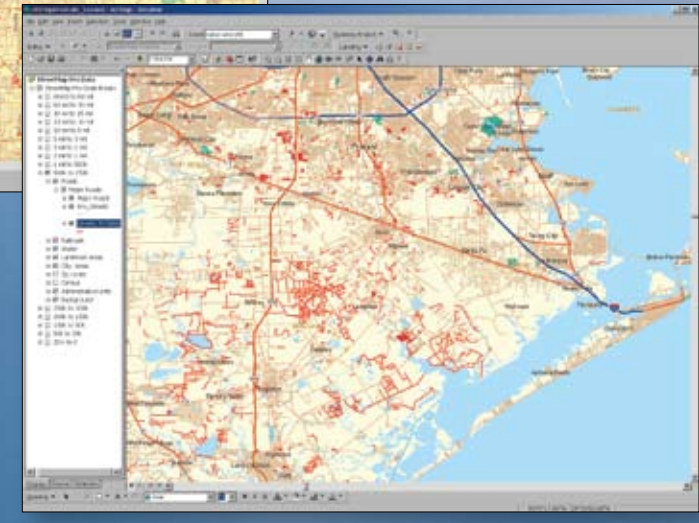
- **StreetMap Pro**
 - Tele Atlas-based street data for USA and Canada
 - More complete and current address information and positionally more accurate than StreetMap™
 - Supports nationwide routing, geocoding, and driving directions
 - Includes one-way and turn restriction information
 - Multiscale StreetMap quick-start map document (MXD) included
- **StreetMap Premium**
 - Most current commercial street data from Tele Atlas or NAVTEQ (USA, Canada, and Europe only)
 - Highest geocoding match rates
 - Best routing quality and performance

StreetMap Data

Advanced Cartography, Routing, and Geocoding



Comparison of StreetMap Pro and StreetMap Premium, North Las Vegas, Nevada



Comparison of StreetMap Pro and StreetMap Premium, Houston, Texas

ESRI Data & Maps

- Data & Maps media kit (with more than 14 GB of data) included with ArcGIS at no additional cost
- Composed of more than 180 presymbolized data layers
- Contains complete FGDC and ISO compliant metadata
- Interactive map documents (MXDs) for basemaps and thematic maps included for Canada, Europe, Mexico, the United States, and the world
- Includes TIGER 2000-based StreetMap USA data for geocoding and routing with driving directions
- Includes all levels of U.S. Census geography and ZIP Codes
- Commercial data from Tele Atlas, DMTI Spatial, SIGSA, AND Mapping, EuroGeographics, Michael Bauer Research, CountryWatch, WorldSat, EarthSat, DigitalGlobe, and ESRI
- All vector data provided in ESRI's compressed, direct-read, high performance Smart Data Compression (SDC) format
- Includes void filled SRTM 90-meter resolution elevation data

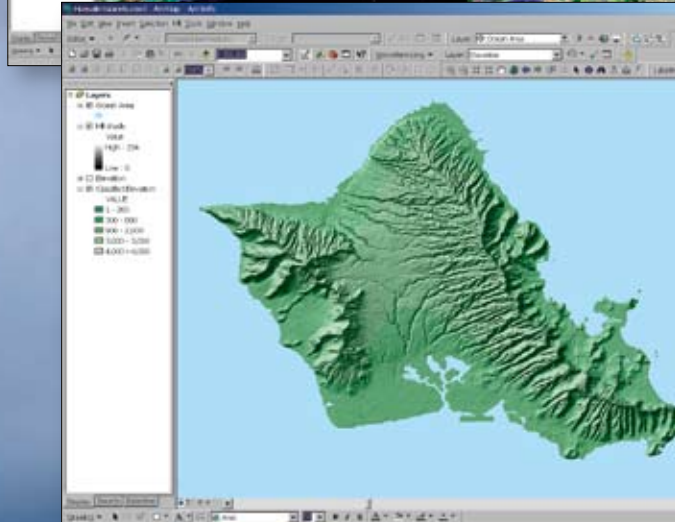
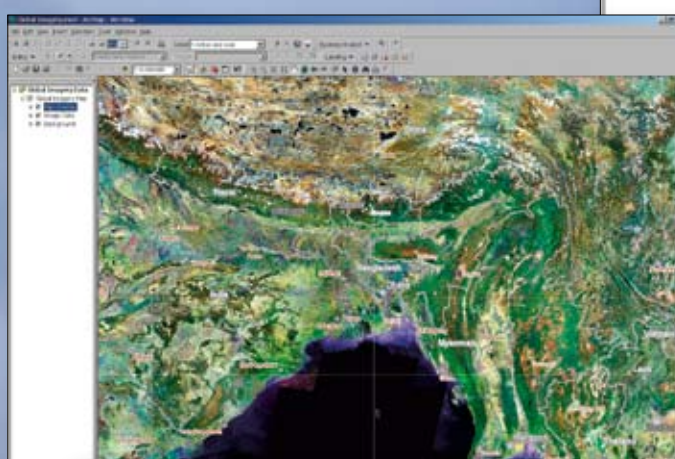
Data

analysis

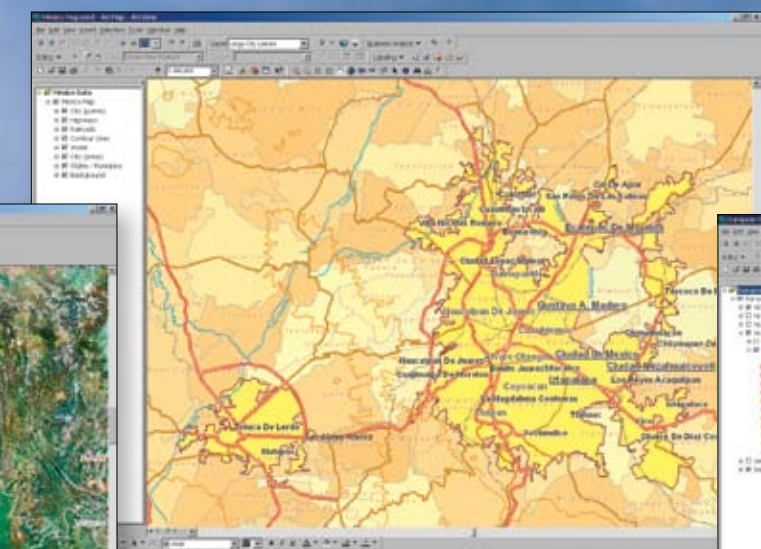
ESRI Data & Maps

Data to Start Your Applications

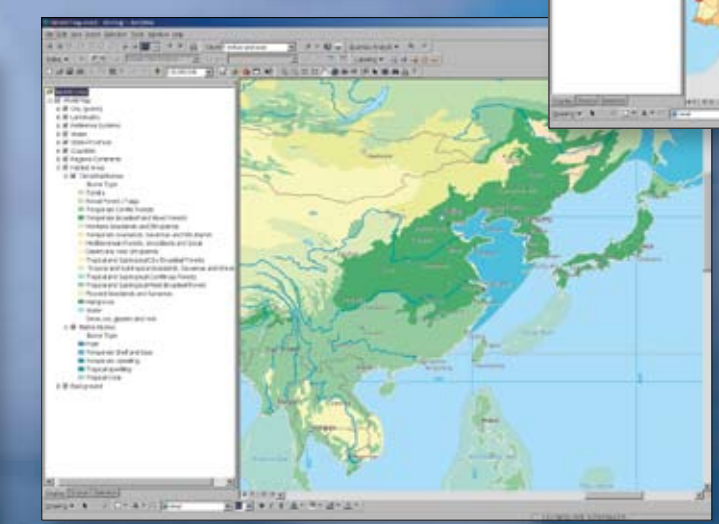
South Asia Scale 1:10 million Source: Earth Satellite Corp.



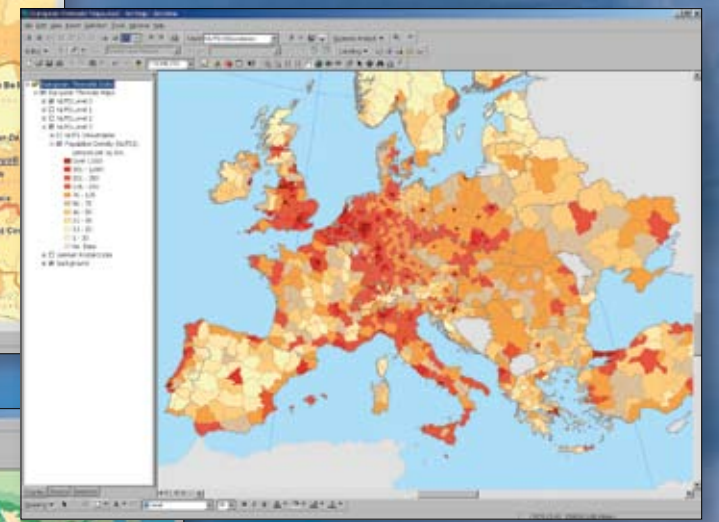
Oahu, Hawaii, 90-Meter Elevation Scale 1: 350,000 Sources: NASA, NGA, and USGS



Mexico City Scale 1:400,000 Source: Sistemas de Información Geográfica, S.A. de C.V.



World Wildlife Fund Southeast Asia Habitat Scale 1:126 million Source: World Wildlife Fund



Europe Population Density Scale 1:15 million Sources: Michael Bauer Research, GmbH; EuroGeographics; and AND Data Solutions B.V.



Lincoln Memorial Source: GlobeExplorer® Premium Aerial and Satellite Imagery



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