

ESRI® Data

Ready-to-Use Datasets

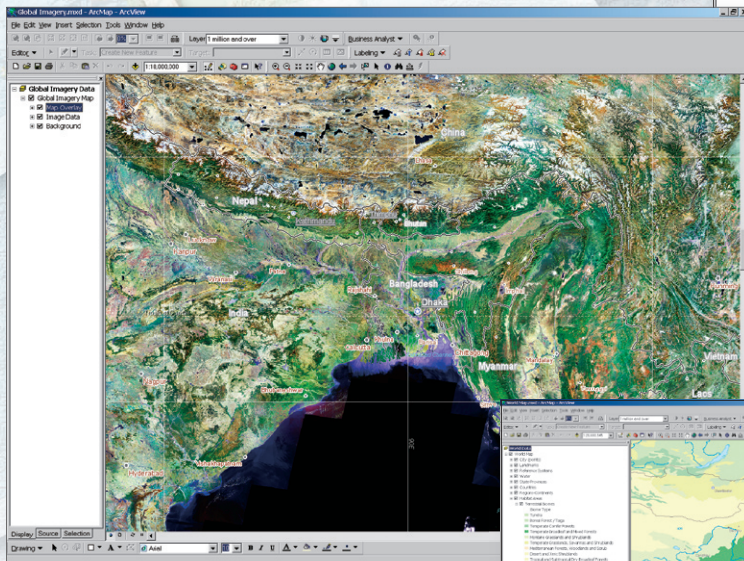
Access to the right data is key to intelligent geographic information system (GIS) analysis and decision making. ESRI offers the industry's most accurate geographic data, created by experts and designed to fit your business needs. ESRI® data is preconfigured to work with ESRI's software products and is also bundled with ESRI's solutions products such as ArcGIS® Business Analyst. Whether you need to create basemaps, conduct market analyses, or profile your customers, ESRI provides convenient access to accurate data to meet your needs.

ESRI Data & Maps Data to Start Your Applications

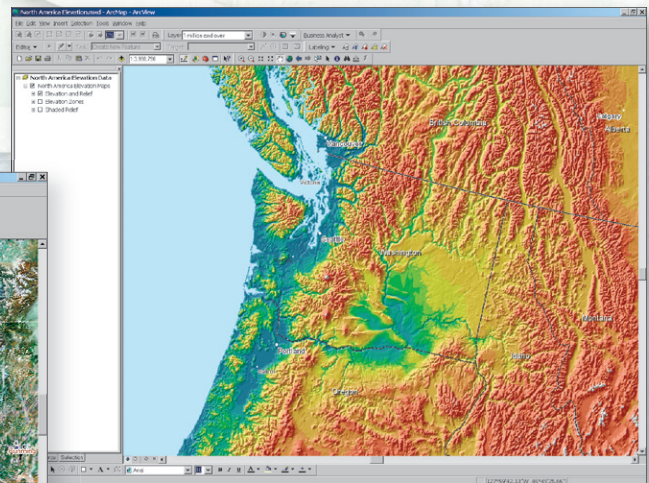
ESRI Data & Maps is an annual set of map data that is included at no additional cost with ArcGIS software and preconfigured to work with ArcGIS products. Composed of more than 15 GB of data, including 180 presymbolized data layers, it contains complete FGDC- and ISO-compliant metadata. Interactive map documents (MXDs) for basemaps and thematic maps are ready for use including features such as scale-dependent rendering and labeling and the ability to turn layers on and off. All vector data is provided in ESRI's compressed, direct-read, high-performance Spatial Data Compression (SDC) format. ESRI Data & Maps 2005 is delivered on three DVDs and five CDs.

ESRI Data & Maps includes

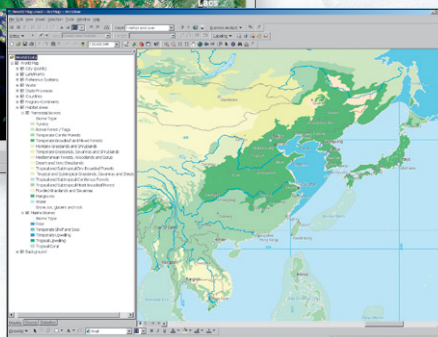
- Basemap and thematic MXDs for Canada, Europe, Mexico, and the United States
- Data from Tele Atlas, AND Mapping, DMTI Spatial, WorldSat, EarthSat, EuroGeographics, Michael Bauer Research, Country-Watch, SIGSA, and ESRI
- All levels of U.S. Census geography and ZIP Codes
- TIGER 2000-based StreetMap™ USA data
- Global natural view image



South Asia 1:10 million (Source: Earth Satellite Corp.)



North America elevation 1:4 million (Source: EROS Data Center, U.S. Geological Survey)



World Wildlife Fund Southeast Asia habitat 1:126 million (Source: World Wildlife Fund)

Arc
ESRI GIS™



StreetMap Data

Advanced Cartography, Routing, and Geocoding

StreetMap Pro

StreetMap Pro is Tele Atlas-based street data for the United States and Canada that is updated every two years. It contains more complete and current address information than StreetMap and is also positionally more accurate. One-way and turn restriction information ensures nationwide routing and driving directions are generated correctly.

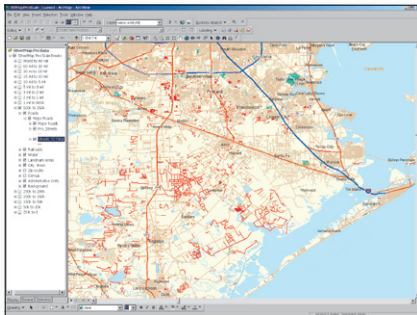
StreetMap Premium

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

Use StreetMap Pro and StreetMap Premium

- To geocode addresses and generate routes and driving directions
- As a cartographic display
- As a backdrop for plotting customer locations
- As a basemap

StreetMap Pro and StreetMap Premium are each delivered on a single DVD. Both include complete metadata files and are configured to work with the ArcGIS StreetMap toolbar and ArcGIS Network Analyst.



Comparison of StreetMap Pro and StreetMap Premium, Houston, Texas. StreetMap Premium updates in red.

ESRI Community Data

Geodemographic Data for Better Decisions

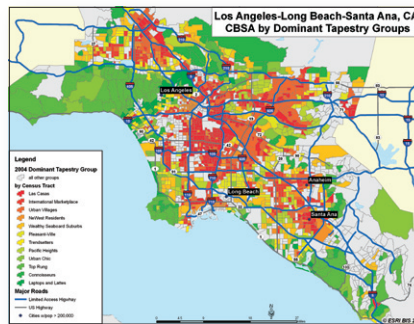
ESRI Community™ Data encompasses a variety of datasets that helps companies and organizations analyze markets, profile customers, evaluate competitors, and more. ESRI Community Data is available as part of ArcGIS Business Analyst, Business Analyst Online™, or individually.

ESRI Community Data includes

- Tapestry™ market segmentation data
- Current-year and five-year projections of demographic data
- Business, consumer expenditure, market potential, shopping center, and traffic data

Use ESRI Community Data to

- Analyze and describe your community or trade area.
- Identify new sites.
- Evaluate competitor sites.
- Profile customers and constituents.
- Forecast demand for products and services.



Source: ESRI Community Tapestry

ESRI CommunityInfo Data

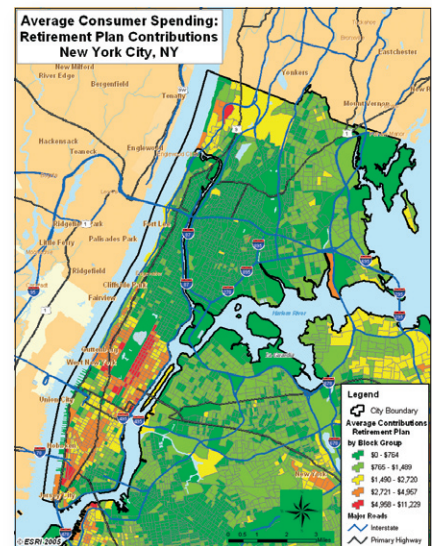
ESRI CommunityInfo™ is composed of industry-tailored datasets that include demographic data, business information, and spending data. ESRI CommunityInfo datasets are integrated to work seamlessly with ArcGIS products and updated annually to ensure the most current information is available.

ESRI CommunityInfo Data is available for

- Banking and financial services
- Census 2000
- Economic development
- Education
- Health and human services
- Homeland security
- Restaurants
- Retail
- Telecommunications

Use ESRI CommunityInfo to

- Define target areas and populations.
- Examine the competition.
- Anticipate future growth.
- Discover new opportunities in under-served markets.
- Evaluate existing site performance.
- Estimate potential demand.
- Profile neighborhoods of vulnerable populations.



Source: ESRI Community Tapestry



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