



SpatialMedia

Internet Map Service Hosting at maphost.co.nz

Hosting internet mapping services is the obvious solution for sites who have their web site hosted by an ISP/IPP.

Getting online can be as simple as sending us a CD of map data.

At the other end of the scale, no one does complex implementations against multiple platforms and distributed services like SpatialMedia. We can supply hosting as part of a complete package that covers intranet, extranet, standalone field solutions, and public internet access.

This document outlines some common strategies, but we really do want to talk over your ideas.

Why hosting?

We believe hosting offers several advantages over running a mapserver locally:

- Quick and easy to set up. If required, zero to online in a day.
- Low cost of entry. Getting on the net is not a capital project.
- Security. The internet is a dangerous place. We aren't scaremongering -it just means a bit more work is required than for serving maps on your inTRANet. This is probably hassle you don't need.
- Great sites. You won't find anyone with more experience at this than us, we have brilliant authoring and development technology and high standards.
- Much lower overall costs. Your monthly hosting fees probably wouldn't cover depreciation on the hardware you would need to host an internet map site.
- We do the boring bits. You can be as involved or uninvolved as you like.
- Learn. Hosting may be a stepping stone to running your own internet or intranet map server. Hosting provides an opportunity to learn what works and what doesn't.

More than meets the eye



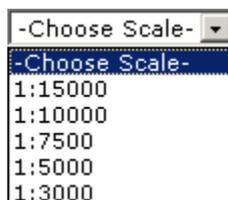
This is simply one example, and all the elements in the screenshot can be changed to achieve any look feel and functionality you require.

In this example, the text data is a floating map tip that has popped up as the user hovered the mouse over a map feature. The user didn't need to go through several steps, she just pointed at things on the map. Text on the maptip can be a clickable hotlink to open another document on your site.

Our "find" functions can also search multiple layers and fields at once. Your app can provide per layer control over map rendering however the automatically generated tabs above the map enable the user to pick from predefined maps (sets of active map layers).

Dragged pans and rubber band zooms are indispensable to regular users, but a novice user can navigate using the tools around the map.

Small maps like this are very fast to service on slow connections, but if preferred the map can automatically size to match the users screen resolution.

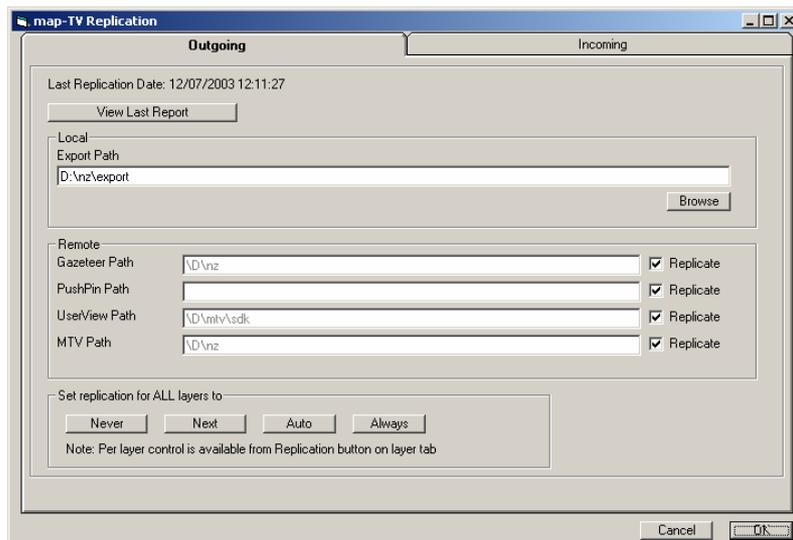
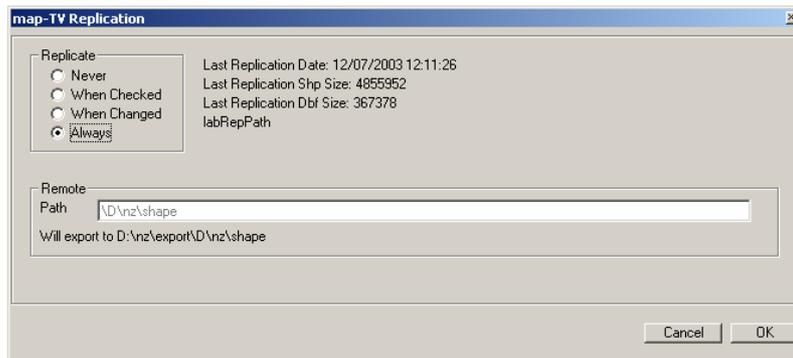


There is more to choosing scale than meets the eye too! We have seen applications that misrepresented scale by 50% and we simply don't want to think about potential consequences. We offer this function, and do it safely -just one example of our extra care and experience.

What about updating data?

Our standard plan allows for a data update CD to be supplied weekly. If you require online, and/or more frequent updates we will be happy to oblige, but we recommend you start with a CD based solution.

Our more complex solutions are based on replication technology and web services. It may make sense to host part of the site and request some services from your site live, without requiring you to accept public connections.



Sites can choose to use map-TV server internally for map design, and to automate replication of map data to the web site.

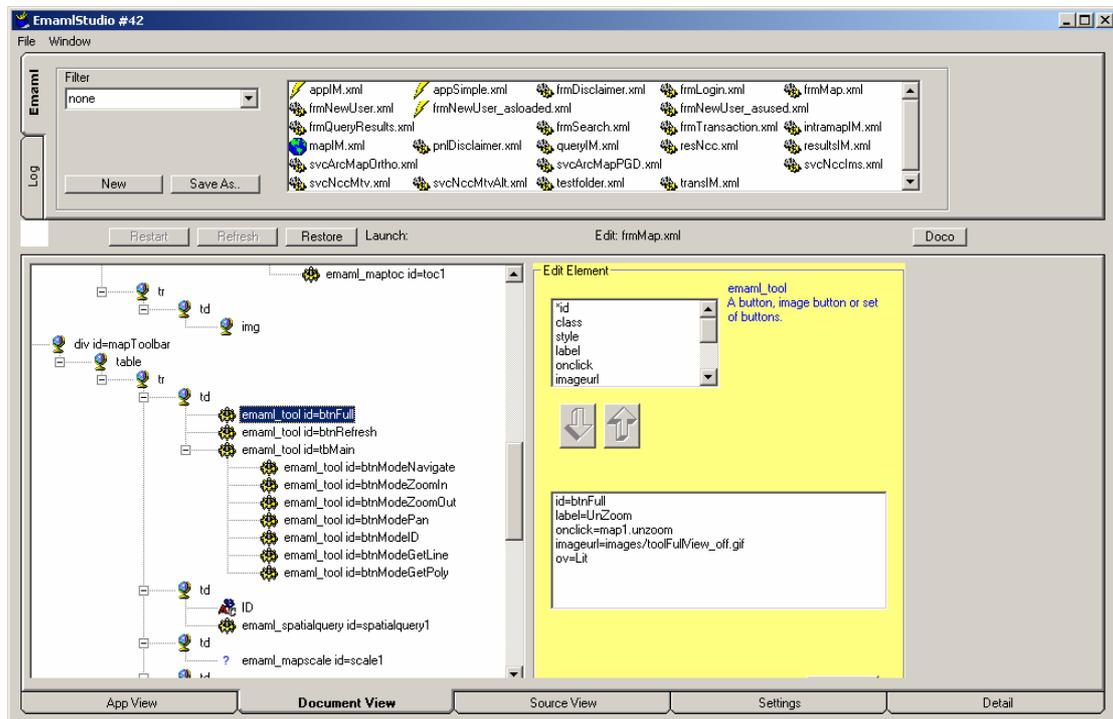
Can I build my site myself?

Absolutely! You can't beat ownership. There are two broad kinds of configuration:

1. Map Symbology. You understand your data better than us. The best way for you to tune the maps (and query options) delivered to users is for you to maintain your own map-TV project, and send it to us along with data updates. Map-TV is our simple to use map server, and can be downloaded for free from our site. Map-TV allows the same kind of GUI based control over map content that you would expect from a desktop GIS such as Arcview™ or MapInfo™. The only restriction on map setup is

that any map can be produced by our server, under no load, in under 2 seconds (we usually aim for 1 second, which is very achievable with map-TV).

2. User Interface. Map-TV has a simple user interface built in, which can be configured as part of the map-TV project. This interface is more suited to inTRANet use than internet use however, so we have a second, more flexible solution for internet user interfaces. This is called EMAML (for extensible map application meta language). For a web user, EMAML extends HTML by providing a set of tags for mapping functions. In practice this allows us to combine great web design (from your designer or ours -or- from existing templates) with sophisticated map functionality. Want to define exactly what happens when the user click on the map (zoom in, zoom out, ID etc)? Do this with EMAML. Want to change any aspect of presentation using HTML, CSS etc? Do this with EMAML.



EMAML Studio. SpatialMedia's remarkable map application authoring system.

I want to be hands off.

No problem. We will be delighted to all the setup for you. We can implement an automated update system or you can simply send us data when it suits. If you want a unique look and feel we can work with your designer or ours.

I want to charge for access.

The EMAML technology we use to hosts sites supports user authentication and several options exist for charging.

How does it integrate with the rest of my website?

We can host your entire site, but often, the map application runs in a frame. This means that some of the content the user sees comes from your regular web site, and the mapping application from our server. The user simply sees an integrated set of pages. They would need to view page properties to be able to tell that the content came from two sources.

Note that unlike some providers we don't use frames as an application development fudge so this means of combining content from you main site and ours will work cleanly and effectively.

We can also provide dynamic hotlinks so users can link from maps to other content on your site, and vice-versa.

What does it cost?

Implementations costs range from nothing, up to similar costs to custom intranet solutions. For monthly charges we offer the following standard plan

- \$250 (+GST) per month.
- Includes 250MB of traffic.
- Additional traffic \$22.50 (+GST) per 50MB or part thereof.
- FTP Traffic (for optional online uploads of new data) \$5 per 50MB or part thereof.
- One CD/DVD based update per week.
- Includes setup based on a standard (EMAML based) user interface .
- The interface can be customised to match your requirements, and the look of your site. This work is charged on a time and materials basis.

Where to from here?

Just send an email to pfraser@spatialmedia.com and suggest a convenient time for us to call and discuss your requirements.