

Microsoft Virtual Earth

Virtual Earth is a flexible and reliable platform for developing innovative, yet cost-effective location solutions with unique imagery, dynamic maps, step-by-step driving directions, various content layers and an intuitive user experience. With ongoing investment in innovation, the Virtual Earth platform continues to evolve, regularly offering new services, breakthrough visualization tools and content layers.

The Virtual Earth platform is Microsoft's next generation mapping and location service. It combines the MapPoint Web Service with exciting new innovations around bird's eye, satellite and aerial imagery, map styles and usability as well as enhanced local search. The Virtual Earth platform has become the best solution available on the market for businesses and government customers.

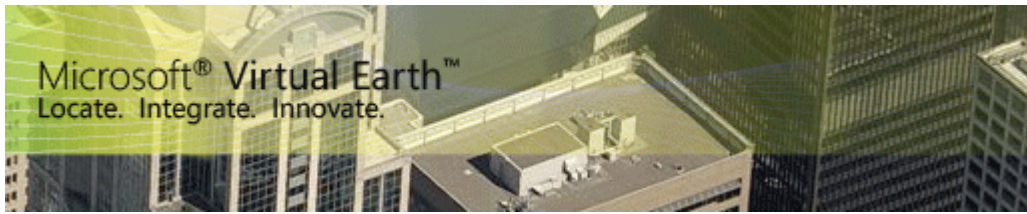
Virtual Earth enables solutions and breakthrough customer experiences. Add bird's eye imagery for real estate applications to show prospective clients, enhance your store locator with the dynamic, drag-and-drop maps, or provide your fleet drivers with highly-visual driving directions. The possibilities are endless.



The Virtual Earth platform powers a variety of consumer, enterprise and government applications that enable people to learn, discover and explore a specific location. Virtual Earth powers Windows Live Local, Microsoft's online local search and mapping web site, but this power can be in your hands too, for any kind of application.

With the Virtual Earth platform, companies can create an immersive experience that enables consumers to easily discover, search, and visualize business location data and locally relevant information. Take your websites and applications to the next level by integrating the Virtual Earth Platform to deliver the highly visual and locally relevant information consumers care about most.





Features

The Virtual Earth platform includes the following features:

- **Bird's-Eye Imagery.** Get unique views of the real world locations, providing real insight into "what it's like there."
- **Aerial and Satellite Imagery.** Enjoy high-resolution aerial and satellite images from the best of breed imagery providers.
- **Dynamic Maps.** Easy to read, accurate maps and hybrid imagery make finding locations and following directions easier than ever.
- **Intuitive User Experience.** Utilizing AJAX technology, drag and pan the map, zoom in and out with the scroll wheel and interact with the application like a rich client.
- **Specialty Static Maps.** Customize applications with over 30 specialty road map styles that are dynamically generated via the Web Service, such as line-drive maps or night-time driving maps.
- **Localization.** Expand your audience by localizing maps and driving directions into 13 languages (Available through the MapPoint Web Service API only).
- **Geocoding.** Get the most accurate locations around the world with the highest quality geo-coders, such as Group1 GeoStan geocoding engine in the U.S.
- **Driving Directions.** Provide optimized driving directions with step-by-step instructions. Travel long distances with worldwide city-to-city routing.
- **Proximity Search.** Return a list of POI based on the proximity to a selected location. Flexible ways to search for additional POI along a specified route.
- **Flexible, Standard APIs.** Utilize services-oriented architecture (SOA) best practices with multiple platform support through our SOAP and JScript interfaces.
- **Customer Services Site.** Manage your applications, store and batch process your data and generate flexible reports that can be combined with business intelligence applications.

Components

The Virtual Earth platform's service oriented architecture enables businesses to easily and cost-effectively integrate location into business processes without significant investment in complex GIS solutions. There is no need to build out expensive server infrastructure or license your own imagery, map data or content layers from individual providers.

The Virtual Earth platform delivers top performance as one of the leading web services available and backs that commitment with enterprise-class guarantees. Companies can use the Virtual Earth platform to take advantage of the following services:

- **Visualization Services:** Companies enable customers to visualize business or asset locations and surroundings via bird's eye imagery and find locally relevant information quickly and easily.
- **Spatial Services:** Companies can offer customers step-by-step driving direction, flexible geocoding and proximity searches.
- **Data Management Services:** The Virtual Earth platform provides storage and batch geocoding of customer's points of interests (POI) data. Databases can be tailored with hundreds of searchable attributes.

