

Viz World Maps Data Types

1 2 3 data

Viz World Maps supports three different types of data to represent unique map styles. Each type is used in a specific role in the creation of the story the map is telling.

Giving the world a new face

1. Vector data

Vector data is used to add supplemental information to a map. This can be roads, boundaries and borders, or so called “points of interest” (POI). Vector based maps have two main advantages: In contrast to bitmaps, vectors can be zoomed in almost indefinitely. In addition, the use of vectors allows designers to create stylized maps. The lack of realism compared to satellite imagery, is compensated by the possibility to brand maps with distinctive styles and looks.



Vector based street maps are available for most parts of the world. We provide this data in a special format for use in Curious and Vizrt mapping tools.



All map products include a comprehensive worldwide database that contains the names of all of countries with their borders, internal boundaries for regions or states, and in some cases boundaries for other “features” like National Parks, etc.

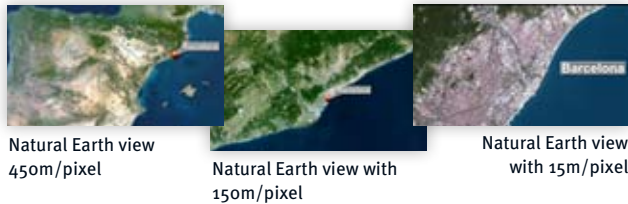
Customers may also import their own vector data (in “shape” file format). This allows them to add information that is not included in the system, like contested borders, or boundaries within the regional database. Additional data sets are available e.g. from the public domain, like the United States Geological Survey (USGS) and other governmental agencies.

“Points of interest” represent single points on the map. The POI can be cities, mountains, landmarks, tourist attractions, etc. The extensive Vizrt database is updated and extended every year. Customers with an active maintenance contract will therefore automatically get the latest revision.



2. Satellite imagery data

Satellite imagery data provides the most realistic looking maps. Vizrt offers two different data sets that cover the entire globe and differ in the resolution they provide: The “Natural Earth” data is included in every standard installation and features a resolution of 1 km/pixel.



Customers can upgrade their map data to a 450 m/pixel resolution. The “Enhanced Natural Earth” offers even more detailed maps with a resolution of 150m/pixel. This set is also available with a resolution of 15 m/pixel.

For many areas, especially in the US, Vizrt also offers aerial photography. These images are shot from a height of around 1,500



meters and are generally free of atmospheric interferences like clouds, haze, etc. Vizrt provides tools that allow customers to convert third-party files into a compressed proprietary format that is used by all Vizrt systems.

The Vizrt solution integrates with Microsoft Virtual Earth. This allows the customer to download images (not the 3D models) from the Microsoft Virtual Earth service. Microsoft provides an exclusive additional data type which we call “Bird’s Eye” imagery. It is known as “oblique” imagery and is shot from an airplane at low altitudes and at an oblique angle. These images give an impression of perspective, in contrast to the satellite imagery, which is always shot straight from above). www.local.live.com lists the regions that are covered by this service.

3. Vector based topography data

The topography of a map can be represented by “Digital Elevation Models” (DEM). Vizrt systems come with a worldwide DEM data set that provides a 1km/pixel resolution. This is enough for continents, regions or even state maps. Customers that need a higher



resolution can benefit from the “Enhanced Topography” option. Enhanced Topography provides a resolution of 90 meters/pixel which is available for the entire globe, and can dramatically improve areas where topography is an important map feature.

All our DEM files are based on vectors, meaning customers can create specific map styles using Vizrt’s “Styles Editor” tools.

Imagery on Demand

For all data types a prepaid subscription plan is available, giving customers full flexibility. The “Imagery on Demand” plan allows customer to purchase high resolution imagery that can be downloaded from the Internet and be used without the need for attribution. Maps are paid for on a per pixel basis so that customers only have to pay for what they really need and use.





www.vizrt.com

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