

## FOR IMMEDIATE RELEASE

### **DataMap Intelligence Surpasses Competing Geo-Mapping Platforms with the Latest New Street Location Data**

*Companies requiring up-to-date geo-mapping data for the newest residential real estate markets no longer have to settle for incomplete, outdated street location data. With five new advanced information-tracking applications, DataMap Intelligence ([www.DataMapIntel.com](http://www.DataMapIntel.com)) keeps up with each and every new emerging residential development across the United States and Canada.*

Howell, NJ January 16, 2009 – Incomplete geo-mapping information means that companies are missing out on core data vital to their businesses. DataMap Intelligence, ([www.DataMapintel.com](http://www.DataMapintel.com)), a data aggregator, is filling the information gap with complete tracking systems designed to provide the latest data on new streets and on up-and-coming real estate markets. DataMap is not only taking geo-mapping to the next level but it is changing the way people do business with its latest innovation—a five-product system.

With these new tracking products DataMap Intelligence clients have the ability to integrate the most current new and unlisted street information into their geographic datasets, providing an advantage over companies utilizing outdated or incomplete data. By collecting data directly from the source and updating the content regularly, DataMap has the exact location and street layout of every new residential development built throughout the United States and Canada.

Designed for companies associated with real estate, mapping technology, **Location Based Services (LBS)**, demographic prediction and the financial sector, DataMap Intelligence announces a new geo-mapping product to be released in mid-2009. The new product, **DataMap Maps**, will provide the most up-to-date, accurate digital representation of the detailed road network not available elsewhere. The digital maps will include virtually every street throughout North America.

The complete list of products from the five-product tracking system includes:

**DataMap Data** provides fresh, manipulatable, exclusive raw data of all new developments, useful to professionals in a variety of industries, guiding them in expansion goals, site selection and product marketability projections.

**DataMap Streets** is a real-time tracking solution that catches every new street as it comes into creation, allowing geographic data collectors to bypass the typical indexing lag inherent in other mapping technologies.

**DataMap Maps** provides the most up-to-date, accurate representation of the detailed road network across the United States and Canada. DataMap Maps digital map data offers accuracy and detail not available elsewhere, which will include virtually every street throughout North America.

**Datamap Analyst** tracks the exact movement of the top 25 US homebuilders allowing users to compare and analyze month vs. month, builder vs. builder, and location vs. location to understand market trends and predict future marketing demographics.

**DataMap Snapshot** is a unique application that allows the user to create customized comprehensive snapshots of the entire new housing market across the United States or in a user-customizable region, providing an accurate snapshot into the future using Microsoft Virtual Earth.

The company's newly enhanced website at [www.DataMapintel.com](http://www.DataMapintel.com) will guide clients as they maximize their business practices with the most current residential development data, according to Charlie Schwab, CEO of DataMap Intelligence.

"We understand that companies, whether they are in the real estate industry or social services sector, cannot rely on inaccurate and obsolete data," said Schwab. "With our innovative data collection solutions and applications, important business functions can now be based on science instead of guesswork, allowing our DataMap Intelligence users to be far ahead of the competition."

For more information about DataMap Intelligence, visit them on the Web at [www.DataMapintel.com](http://www.DataMapintel.com) or call at 732-534-5458.

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