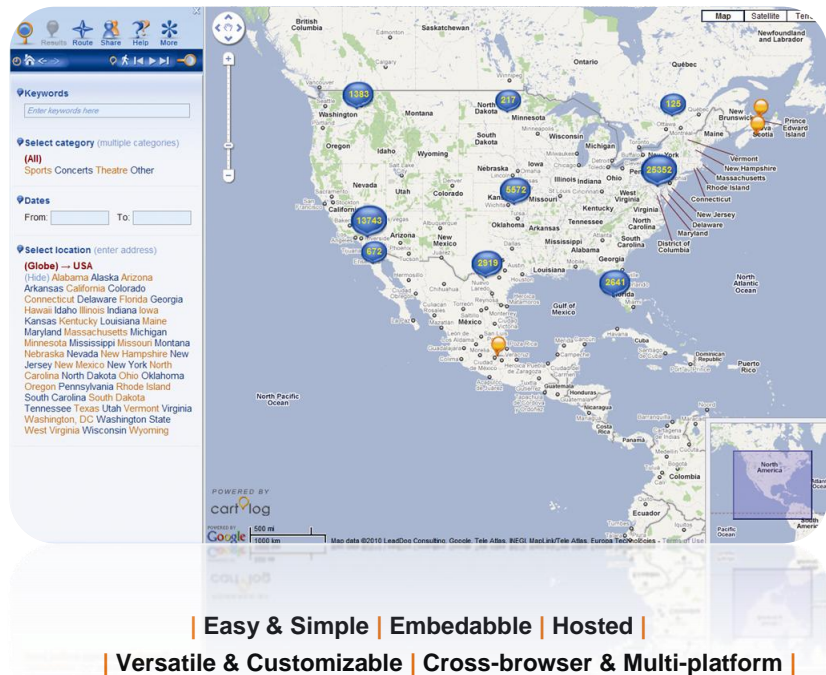


Cartolog MapApp™ Map Application Product Specifications

A MAP APPLICATION

A map application is an independent application that offers a complete solution to managing geo-tagged data such as database services, searching and sharing, map display, performance monitoring, scalability and data optimization, along with strong data presentation capabilities such as server-side clustering, overlap disambiguation, layout and graphical add-ons, style sheets, and branding.

A simple online map (such as Google maps for example) only allows the user to view the data on a map.



Cartolog MapApp map application extends and enhances the capabilities of online map providers (such as Google maps) by providing advanced features that enable users to display, manage, search, sort and share their data via a simple yet powerful public API. As a programmer needing to manage and display geo-tagged data into your website or application, you can use Cartolog MapApp to easily integrate map functionality and build sites and applications that use rich map-based user interfaces. Cartolog Platform has the essential set of technologies, tools and resources that developers and designers need to create and deploy expressive and powerful geo-tagged content across multiple platforms and devices.

Cartolog enables web site developers and site owners to embed interactive geographical applications that display geo-tagged content visually on a map. This way, your users will be able to browse your geo-tagged content without ever leaving your website. Cartolog MapApp exposes a RESTful API and a set of server-side straight-forward libraries for C#, PHP and JAVA to manage both the data and the display. Behind the scenes, Cartolog Platform manages the interaction with the map providers (e.g. Google), provides JavaScript and AJAX interfaces for rich client experience, offers an optimized built-in database for data storage and retrieval, and supplies web services and white-labeling (using CSS) for page design without modifying your database architecture or loading your servers.

**THE UNIQUE VALUE OF
Cartolog MapApp**

**Map Application
Solution**

Cartolog MapApp is a hosted service, so there are no downloads, installations, upgrades, and updates. Subscribe to the service and you're up and running. You'll never have to worry about data storage or management, geo-coding, server capacity, scalability, adding new features or service availability. Cartolog MapApp gets you to your customers faster with less work.

For All Screens

Cartolog MapApp provides a unified development and deployment model for building rich client applications that can run across browsers, desktops, and mobile devices (such as iPhone, Android and Windows Mobile)

Fully Customizable

Cartolog MapApp's front end can be fully customizable to fit even the toughest customer requirements and style guidelines. Cartolog MapApp is provided as a white label service to be rebranded by our customers, and will display only the customer's data without third party data overlays.



Join Cartolog



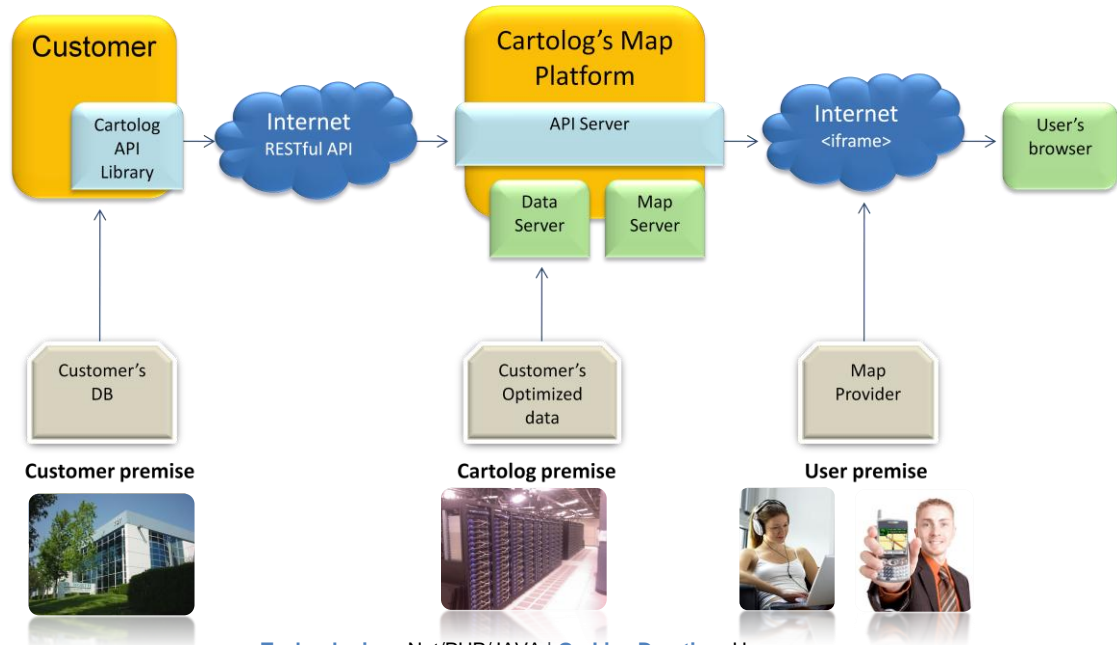
Email: info@Cartolog.com
Web: www.cartolog.com

Benefits of Using Cartolog MapApp

Cartolog MapApp offers our customers significant benefits resulting from an extended powerful feature set.

Go-live	• Faster go-live with shorter time-to-value interval
Improve	• Improve your conversion, increase number of visitors, exposes them to more data and prolong their visit.
Eliminate	• Eliminate development effort and risk
Reduce	• Reduce hardware and software expenses (servers, storage, licenses, payroll)
Get more	• Get more from a field-tested, robust, feature full map application right from the get-go
Focus	• Focus on your core business

High Level System Diagram



Technologies: .Net/PHP/JAVA | Go-Live Duration: Hours

Cartolog MapApp Process Flow



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