



## Microsoft Bing Maps Platform

With Microsoft Bing Maps, you can develop web mapping and online GIS applications allowing you to visualize geographic and location-based information by combining web mapping with your data. You gain a secure, hosted platform for web mapping from the world's leading software company you know and trust.

### Programmable Web Service

Access a hosted, programmable XML Web Service for building web based mapping applications. With the Bing Maps AJAX Control 7.0, Spatial Data

Services, and mobile SDKs, you can build simple or complex maps that render fast, feature stunning imagery, and are pinpoint accurate.

### Add Location Intelligence to Applications

Integrate high-quality online maps, driving directions, distance calculations, proximity searches

and other location intelligence into your applications, business processes and Web sites.

### Web Mapping with GIS Functions

Create custom Bing Maps web based GIS applications using SpatialPoint Atlas to add more robust web GIS capabilities to applications. With Atlas and Bing together you can integrate large data

sets, display hundreds of thousands of points, and manage complex polygons (territories, boundaries, etc.) to deploy an online GIS application that meets your business needs.

### Key Features of the Bing Maps Platform

- Vivid, photorealistic images with stunning features such as Streetside™ and bird's eye views that present data in context while simplifying orientation and navigation.
- The ability to easily overlay standard or custom data points and layers with different themes.
- Detailed, building-level geocoding for more than 70 million addresses in the United States alone.
- Developer support options available, including forums, trusted by thousands of organizations worldwide.
- Robust set of APIs, including Silverlight, available for developers to build innovative applications.