



Press Release

Cartographica for Mac OS X + Avenza's MAPublisher 8.4 = Fast, Beautiful Maps

FOR IMMEDIATE RELEASE

Reston, VA – March 7, 2011–ClueTrust is pleased to announce support for information-rich exports from Cartographica to Avenza's newly-released MAPublisher 8.4 for use with Adobe Illustrator. Cartographica 1.2.2, the Geographic Information System (GIS) for Mac OS X, provides a complete set of tools which enable the user to explore, analyze, and present geospatial data. The solution combines Cartographica's ease of use for data import, transformation, and analysis with MAPublisher's sophisticated formatting capabilities.

ClueTrust and Avenza have collaborated closely to ensure that data and geographic information is accurately and seamlessly exported from Cartographica to Adobe Illustrator, where MAPublisher recognizes the information and provides display and formatting capabilities based on it. The result is an optimized workflow for people who need to create high quality maps from existing geospatial data.

Cartographica makes importing, analyzing and finding information from within massive amounts of data easy. With sophisticated Adobe Illustrator and Google Maps-compatible KML export capabilities, the user can go from visualizing data to presenting it online and in print from within Cartographica itself. But for those times when you need more sophisticated control of output, and Illustrator itself doesn't understand attributes or geospatial data. So we've teamed with Avenza, makers of the industry-leading map-making plugins for Adobe Illustrator, to ensure that all formatting and data from Cartographica is recognized by MAPublisher 8.4 and Adobe Illustrator.

Cartographica's powerful import capabilities make it an obvious choice for users who are working with data from almost any source: the state or local GIS department, commercially-available image providers, or even internal databases and plain text files. If the data has coordinates, they can be imported and transformed. In most cases even street addresses can be quickly turned into accurate geospatial data. For those working performing field work with a GPS device, or our

companion product, CartoMobile, that data can be incorporated without difficulty.

Once you have your data in Cartographica, make use of the sophisticated analysis capabilities to process your data by performing calculations, filtering sets of data, classifying features, and making use of other geospatial tools to take your data and transform it into the information you want to present. Use Cartographica's intuitive interface to overlay data from different coordinate systems, and select a coordinate system or projection that satisfies your needs. Then take all of this and export it into your print production environment.

Pricing and Availability:

Cartographica 1.2.2 is available now, and priced at \$495 (USD). Volume and Educational discounts and student pricing are available. 30-day no-risk, fully functional trial is available from the Cartographica web site. Cartographica requires an Apple Macintosh with Intel processor, Mac OS X 10.6, and at least 1GB RAM.

Cartographica Mobile (CartoMobile) 1.0.3 is available now on the App Store for \$79 (USD). CartoMobile requires iOS 4.2 or higher.

Review copies are available upon request.

More about ClueTrust and Cartographica

ClueTrust re-launched commercial GIS on the Macintosh in 2009 by releasing Cartographica, the Cocoa-based GIS for MacOS X. In January, 2011, ClueTrust brought interactive GIS to the iPhone and iPad with Cartographica Mobile. Since 2006, ClueTrust has been providing Load-MyTracks, a free GPS utility for exchanging data with a wide variety of GPS devices-now available in the Mac App Store.

More about Avenza and MAPublisher

MAPublisher for Illustrator is powerful map production software for creating cartographic-quality maps from GIS data. Developed as a suite of plug-ins for Adobe Illustrator, MAPublisher leverages the superior graphics capabilities of this graphics design software for working with GIS data and producing high-quality maps with efficiency.

Avenza Systems Inc. is an award-winning, privately held corporation that provides cartographers and GIS professionals with powerful software tools for making better maps. In addition to software offerings for Mac and Windows users, Avenza offers value-added data sets, product training and consulting services as well as the PDF Maps app for using geospatial PDF files on

iPhones, iPads and iPod Touch devices. Visit www.avenza.com for more details.

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Links

[Cartographica Desktop](#)

[Cartographica Mobile](#)

[ClueTrust corporate site](#)

[Avenza Systems Inc.](#)

[MAPublisher](#)

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