Press Release
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ClueTrust Announces Cartographica® 1.2 - Complete GIS Package for the Mac
Reston, Virginia - ClueTrust today is pleased to announce the release and immediate availability of Cartograph-ica 1.2, a major update to their Geographical Information System (GIS) software for Mac OS X. Cartographica provides a complete set of tools which enable the user to explore, analyze, and present geospatial data. It sup-ports importing from over 100 different raster and vector formats, as well as bringing in data from spreadsheets and other user data files.

Cartographica's interface features a 3-element display: the map, the layer stack, and the data viewer. New for 1.2 is integrated, direct access to Bing Maps and Bing Geocoding services.

Cartographica supports importing from a vast array of file formats, and includes numerous convenience features for working with imported data. For example, if data includes only addresses, Cartographica can geocode that data into latitude and longitude with internal geocoding services, or provide direct, easy access to geocoding services through third-party service providers, such as Microsoft Bing Maps. The application will also readily access data from the Internet. Using OGC-standard web feature and map servers (WFS and WMS), it can inte-grate that data directly and show it alongside data from other sources, such as local files or public data services like OpenStreetMap, and Internet services like the National Map.

The application features a suite of sophisticated analysis and geoprocessing tools, including: custom formula-based columns, kernel density analysis, image georeferencing, and variable buffering, all of which serve to help the user extract the information in their data. And when the internal capabilities of Cartographica are insuffi-cient, its extensive scripting interface makes custom analysis easy using AppleScript or Automator.

Feature Highlights:
* Flexible file import - import all common raster and vector formats and CSV/TSV text
* Rapid filtering - incremental search with Boolean operators for quick exploration
* Sophisticated print layouts - multiple maps, scales, compasses
* Flexible styles - simple stroke/fill colors or complex data-driven style sets
* Direct editing - merge vector features, create or modify shapes manually
* Simultaneous data/map browsing - see the overview and the detail on screen at once
* Geocoding - addresses from any source can be geocoded internally or via Bing Maps
* GPS support - import waypoints, routes, and tracks directly from hundreds of devices
* Direct database access - import ODBC with geocoding, coordinates, or join to a map
* Web map server support - live or snapshot views from web map servers
* Intelligent projection management - automatically reprojection to map coordinates

Version 1.2 builds on Cartographica's exploratory interface and expands existing functionality. There is now

flexible labeling that can easily show multiple fields in multiple styles on one or more lines. Also improved is Illustrator export, using layers to provide all the geospatial and textual data, plus legends which can be styled for direct inclusion into documents. Easy and sophisticated new formula fields enable calculations using higher math as well as ready use of geoprocessing data, and can be updated in real time. The new Live Maps feature incorporates access to a variety of tile-servers and WMS services to put data into context quickly. Cartographica 1.2 now includes integrated, direct access to Bing Maps and Bing Geocoding services. Finally, the application exhibits increased speed and reduced memory footprint, made possible by the powerful Mac OS X 10.6 (Snow Leopard).

Cartographica makes presenting data easy. With sophisticated Adobe Illustrator and Bing/Google Maps-compatible KML export, the user can go from visualizing data to presenting it online and in print without a huge translation/import/export workflow. All of the sophisticated styling and labeling that is applied in Cartographica is carried into Illustrator, and any selected data fields are available through pop-ups in Bing/Google Maps or Google Earth when exporting to KML.

"Snow Leopard has made it possible to significantly expand the features of Cartographica 1.2 while also increasing speed and reducing memory consumption, even with very large data sets," stated ClueTrust President Gaige Paulsen.

Bing Geocoding services cover a large portion of the world, including full coverage in North America, Western Europe, Japan, Australia, New Zealand, Taiwan, Brazil, and many others, and partial coverage in over 100 countries. Bing Maps services provide satellite imagery worldwide and road maps in over 100 countries.

Device Requirements:
* Mac with Intel processor
* Mac OS 10.6 (Snow Leopard)
* 1 GB RAM
* 150 MB Hard Drive space

Pricing and Availability:
Cartographica 1.2 is available now, and priced at $495 (USD). Educational discounts and student pricing are available. 30-day no-risk, full function trial is available from the Cartographica web site. Review copies are available on request.

ClueTrust Company Site - http://www.cluetrust.com

Cartographica Microsite - http://www.macgis.com

Located in Reston, Virginia, ClueTrust was founded in 1999 by company President Gaige Paulsen. Their flagship application, Cartographica, was the first modern, Cocoa-based GIS package for the Macintosh. Copyright © 2010 ClueTrust. All Rights Reserved. Cartographica, ClueTrust and the associated logos are registered trademarks of ClueTrust. Apple, the Apple logo, iPad, iPhone, OS X, and Snow Leopard are registered trademarks of Apple Inc. in the U.S. and/or other countries.
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