



# Commercial vs Consumer – Why use commercial data and software?

At first glance it may seem that the consumer products from Memory-Map offer everything your business would need. However, there are some key differences between the consumer and commercial products.

| <b>Consumer</b>  | <b>Commercial</b>   |
|--|---|
| License limited to one user for private, non-commercial or educational use.                          | Commercially licenced for internal business use. Multi-user licences available.   |
| Printing limited to A4 and only for personal non commercial use.                                     | Unlimited printing with no size restriction.  |
| Map images cannot be published or used on the internet without a separate publishing licence.        | Map images can be used for display and promotion, for example free company location maps either printed or on the internet.             |
| Map data must be re-purchased or upgraded to utilise major new software features.                    | Annual software and map data licence provides updates to the latest map data and software features.                                     |
| Map data and software features locked only allowing use in the current Memory-Map software revision. | Map data un-locked allowing use in other applications. Memory-Map SDK can also be used with Professional licence to customise software. |
| Limited map data available under consumer licencing.   | Complete range of map scales, aerial photography and POI information available.   |
|  | Return on investment – software and map data will be matched more specifically to your business requirements.                           |