



Step 1: Choose your map data

Choose the type of map data and area coverage your business needs. Most customers select from Ordnance Survey topographical mapping, Geographers' A-Z street maps and Getmapping aerial photography. Memory-Map can also supply a wide range of other world-wide map data including IGN French topographical maps and aerial photography as well as specialist maps and charts for land, sea and air. You can also import and calibrate your own map data which can then inter-operate with purchased map data.



Ordnance Survey Map Data

Mini Scale

(Great Britain overview map at 1:1 000 000 scale)



1:250 000 Scale Raster

(Detailed road map of Great Britain)



1:50 000 Scale Raster

(Topographical mapping published as the OS Landranger® series)



1:25 000 Scale Raster

(Detailed topographical mapping published as the OS Explorer™ series)



OS Street View

(Street level mapping at 1:10 000 scale)



Digital Terrain Model

(Required for Memory-Map 3D-View™)

Gazetteer

(250 000 name and feature index)



Mini Scale

Ordnance Survey's MiniScale is a small-scale product, designed for use within desktop graphic applications to provide simple backdrop mapping covering the whole of Great Britain. MiniScale is created using desktop graphic software so it can be customised and converted into any graphic format, without the need for a complex geographical information system (GIS). MiniScale is aimed at professional markets, its graphic specification can provide assistance with:



- Producing simple, good quality mapping, ideal for use in magazines and brochures.
- Simplifying the creation of web images for use on an Intranet or Internet site.

1:250 000 Colour Raster

1:250 000 Scale Colour Raster map base combines roads, railways and other key features to make this the ideal cartographic backdrop for overlaying business information. This small-scale product gives an excellent overview of the country, and is available as either full national coverage or as England, Scotland or Wales separately.



- Shows all cities, towns and many villages, as well as features in the Ordnance Survey Road Map series, including all motorways and A and B roads, enabling simple route planning.
- High resolution for excellent image clarity.



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1:50 000 Colour Raster

1:50 000 Scale Colour Raster is Ordnance Survey's definitive raster product, providing a complete digital view of the popular Landranger® paper map series. It offers clear detail on roads, footpaths, woods, water features, important buildings and height contours. All topographic features are joined across sheet edges, which the Memory-Map software combines into seamless coverage of the entire country.

It provides a comprehensive map base ideal for detailed work where street names are not required, such as environmental analysis.

- Shows all roads and buildings as blocks of colour to allow easy identification of land features.
- Its clarity is particularly suited to development, environmental analysis and land use planning.
- Directly derived from Ordnance Survey Landranger production database, resulting in high quality image and resolution.
- Combine with the OS digital terrain model to use Memory-Map's 3D-World™ - Bring maps to life in 3D.



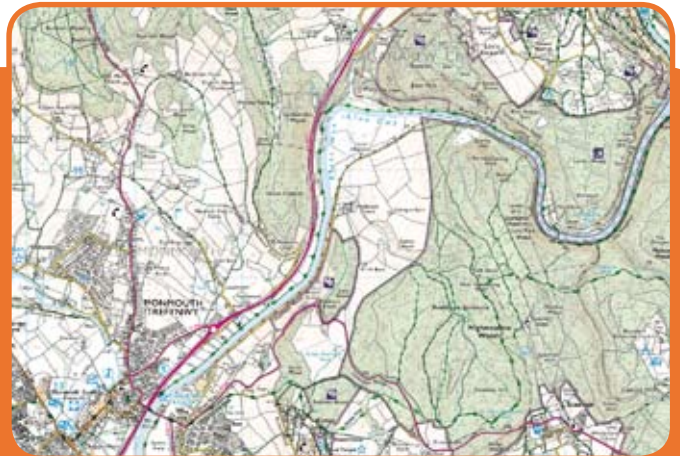
1:25 000 Colour Raster

Ordnance Survey's 1:25 000 Scale Colour Raster is backdrop map data of the popular OS Explorer Map series for outdoor activities.

It provides the most detailed full colour topographical mapping available from Ordnance Survey.

The fence-level detail and depiction of contours makes the product particularly useful for analysing data in rural areas. For example, overlaying your own information onto a backdrop of 1:25 000 Scale Raster map data enables you to view the extent of countryside access to plan routes for navigation aids.

- Most detailed full colour topographic data available.
- Shows rights of way information for England and Wales, "selected" cycle routes and National Trail and Recreational Path routes.
- Provides detail, including hill contours, height information and field boundaries.
- Combine with the OS digital terrain model to use Memory-Map's 3D-World™ - Bring maps to life in 3D.

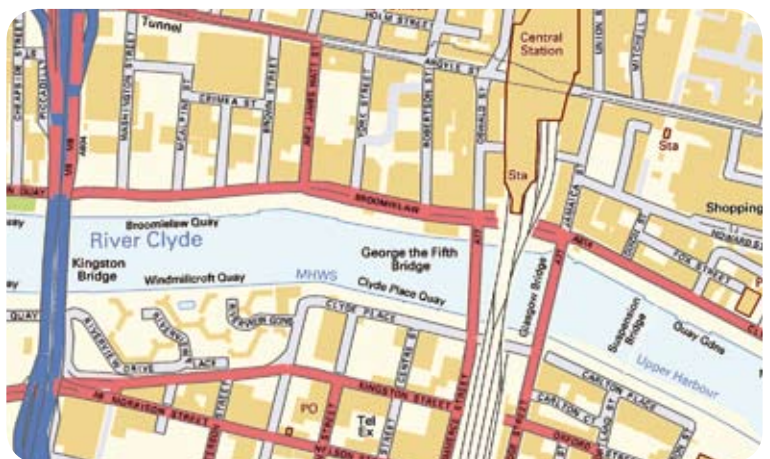




OS Street View

Ordnance Survey's OS Street View is street-level, backdrop map data that is specifically designed for online applications, as it can be downloaded quickly from both the Internet and Intranet.

It provides an image of street-level mapping that can be combined with other data in a geographical information system (GIS), enabling you to clearly visualise a wide range of information in a geographical context. The street-level detail of OS Street View makes it particularly useful for displaying and analysing data about specific localities.



For example, as a road planner, overlaying your own statistical data onto a backdrop of OS Street View enables you to instantly identify individual road junctions where a high number of accidents have been recorded, allowing traffic-calming measures to be targeted to high-risk areas. Ideal for detailed, street-level display and analysis.

1:50 000 Gazetteer

1:50 000 Scale Gazetteer provides an excellent reference tool or location finder, allowing you to locate your area of interest immediately. The gazetteer can also be used to navigate around the map, geocode your data or create lists of places within a specified area.

1:50 000 Scale Gazetteer contains over 250 000 entries including airports, farms, hills, woodlands, commons and other places, including over 42 000 towns and settlements with coordinates to 1 km resolution.

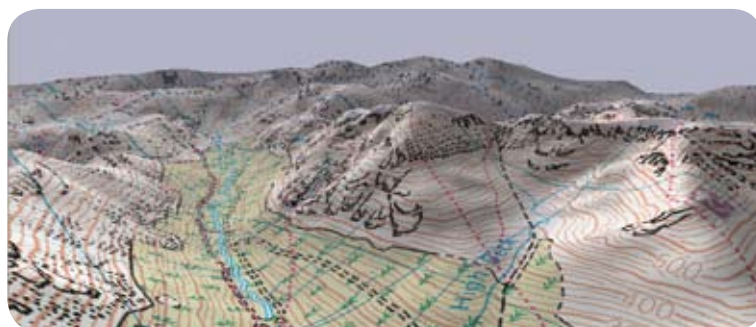


- Excellent place name locator
- Place name reference resource
- Use in Memory-Map to provide a search and display index



Digital Terrain Model

Ideal for any business application where height is an issue such as flood risk assessment or environment impact analysis. The digital terrain model enables Memory-Map 3D-World™ to produce a 3D model of the terrain.



A-Z Street Mapping

Using the familiar A-Z street level map data in either 1:19,000 or 1:7,400 scale. Comes complete with a street name search tool.

Ideal for a wide variety of business uses from taxi drivers to estate agencies.



Aerial Photography

Aerial photography is an ideal tool for for reviewing the terrain and comparing side-by-side with topographical maps. Especially effective when displayed using Memory-Map 3D-View™

Just as maps are provided in different scales for more or less detail, aerial photography is provided in different resolutions for different detail. Standard 3.33m resolution is ideal for wide areas and 3D virtual landscapes with up to 12.5cm resolution available for detailed evaluation.



3.33m resolution

12.5cm resolution