

Spatial Insights, Inc.

A Geographic Information Services Company



Drive Time Analysis System

*accurately maps
drive time from
specified site*

*designed for end
user*

*user specified road
conditions and
speed limit
assignments*

*runs under
Windows 3.1, NT,
95, XP, 2000*

*works directly with
MapInfo, or as
stand alone
application*

*comes with DLL for
application
developers*

*packaged with
nationwide
roadway system*

*costs just \$695 for
US, \$795 for
Canada. Multi-user
discounts and site
licenses available*

The Problem

In retailing, location is everything.

Finding the "right" site can be a time consuming and nerve racking process.

Market researchers routinely evaluate market potential and site selection suitability by examining local demographics, competitor locations and logistical factors within a proposed trade area.

Defining a proposed trade area based on traditional radial ring studies can cause significant errors of omission and commission, and can lead to poor sales potential and site selection decisions.

The Solution

Spatial Insights **Freeway** Drive Time application uses sophisticated spatial analysis technology to more accurately define trade areas based on travel time from a proposed site.

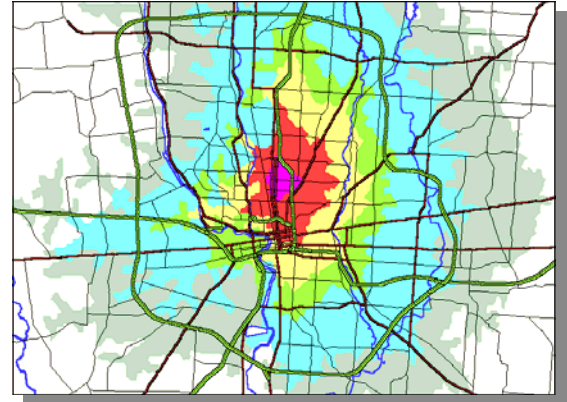
Freeway can be used to produce:

- polygons representing the area which can be driven from a specified point within a specified amount of time under user specified traffic conditions
- point-to-point drive times between a single origin and single destination point
- tables of drive times between a set of one or more origins and a set of one or more destinations

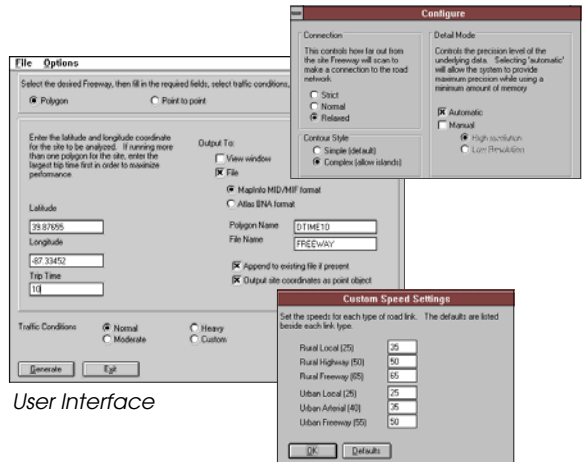
Freeway is available as a stand alone Windows NT, '95, '98, XP application, as a MapBasic application for MapInfo Professional, or as a callable DLL for application developers.

Freeway utilizes a nationwide roadway system which requires less than 150 megabytes of disk storage. **Freeway** is developed using the most recent TIGER release, while **Freeway Premium** is based on current year Navteq data.

Freeway is fully documented and is designed for the end user.



Drive Time Analysis



User Interface

Freeway calculates drive times quickly and efficiently, and provides flexibility for user specified road conditions and speed limit assignments.

Freeway starts at \$695/copy (US), \$795/copy (Canada). Get both for \$1,295/copy. Multi-user discounts and site licenses are available.

More about Spatial Insights

Spatial Insights is a geographic information services company dedicated to providing advanced spatial analysis services, data products, and customized mapping and GIS applications. Based in the Washington, DC area, the company is privately held.