

HERE COMES ESRI'S

MARPMAN



*delivering*

**GIS SOLUTIONS  
FOR THE  
ENTERTAINMENT  
INDUSTRY**



Understanding our world.



# Why GIS for the Entertainment Industry?

The entertainment industry is changing rapidly. Consumers expect richer, higher-quality content for their money. Because budgets won't allow producers to increase costs, they have to do more with less. Using geographic information helps you create better content.

Film locations

Geofencing

Resource allocation

Location analytics

Visibility analysis

Campaign efficiency

Previsualization

Park site designs

Digital sets

Massive 3D city sets

Second screen story maps (2D/3D)

Urban game content



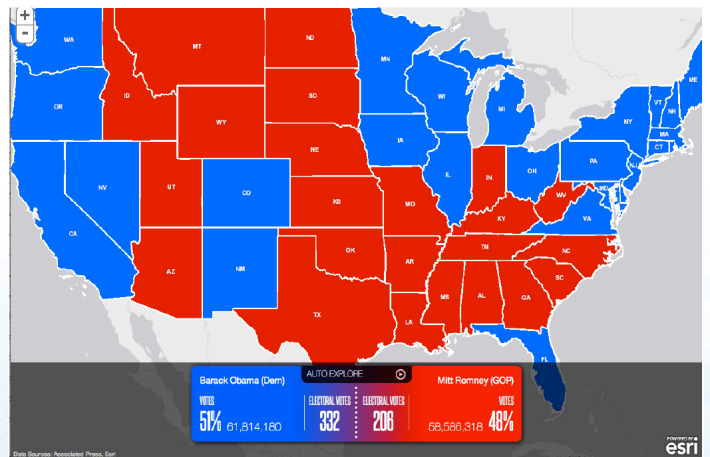
Copyright © 2011 Disney Pixar



Copyright © 2010 Ministry of Sound



Copyright © 2011 City Interactive



To get started, visit  
[esri.com/Entertainment](http://esri.com/Entertainment)  
or contact  
**Dominik Tarolli** at  
[dtarolli@esri.com](mailto:dtarolli@esri.com).



Understanding our world.

Copyright © 2013 Esri. All rights reserved. Esri, the Esri globe logo, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

136396 ESRI5M7/13dg