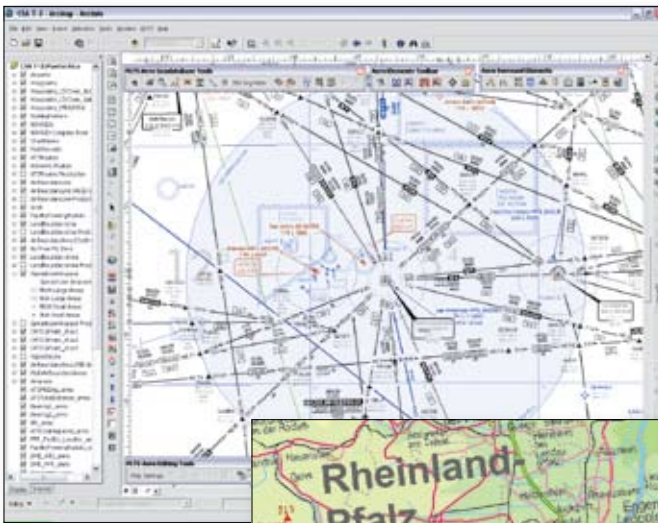


GIS—Modernizing Map, Chart, and Data Production

with Database-Driven Cartography



Reduce manual labeling with automatic text placement.
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Database-driven data and cartographic production



Multiple cartographic representations from one GIS database

Update Data Once, Create Many Products in Real Time

Map, chart, and data production organizations are expected to produce more cartographic and data products in real time with dwindling resources.

ESRI® ArcGIS® enables these organizations to collect and maintain their data, then publish and disseminate multiple products on demand from one centrally maintained database.

Updates to the database are reflected in all associated maps and charts, reducing data latency, redundancy, and errors, while increasing return on investment and customer satisfaction.

Geographic information system (GIS) advantages for map, chart, and data production include

- ▶ Database-centric production and maintenance
- ▶ Automated, rule-based text placement
- ▶ Quality data from repeatable processes
- ▶ Multiple cartographic representations from one GIS database

To learn more and read detailed case studies, visit www.esri.com/maps.



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For more than 35 years, ESRI has been helping people make better decisions through management and analysis of geographic information. A full-service GIS company, ESRI offers a framework for implementing GIS technology and business logic in any organization from personal GIS on the desktop to enterprise-wide GIS servers (including the Web) and mobile devices. ESRI GIS solutions are flexible and can be customized to meet the needs of our users.

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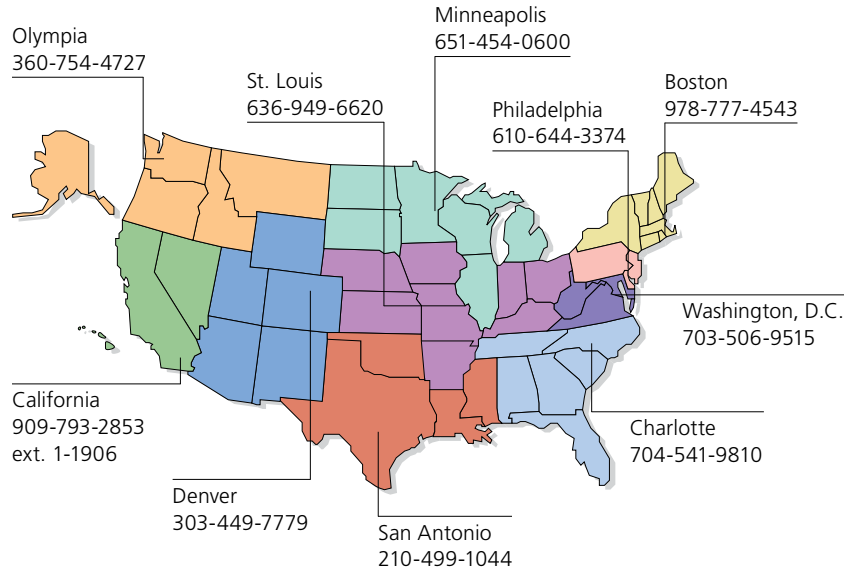
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