

What You Will Need

- ArcMap (ArcView, ArcEditor, or ArcInfo license)
- An Internet connection and Web browser

Test-Drive ArcWeb Services

ArcWeb Services make the current data, GIS functionality, and business reports available to ArcGIS Desktop users as well as Web developers. Using the free ArcWeb Services toolbar, ArcGIS Desktop users have instant access to terabytes of current data.

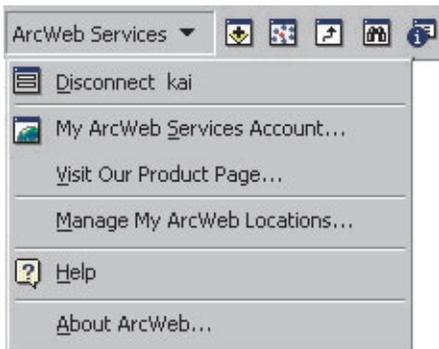
Take advantage of the 30-day ArcWeb Services evaluation offer to sample datasets such as streets, imagery and aerial photos, weather, traffic, thematic and demographic data, topography, basemap, points of interest, political boundaries, and flood zones. This tutorial demonstrates how easy it is to use the data and functionality available with ArcWeb Services.

Using only ArcMap, an Internet connection, and a 30-day evaluation for ArcWeb Services, the user will identify locations by address and place name, route between these locations adding a stop along the way, create driving directions for all three locations, view imagery, and locate and label some points of interest around the destination location.

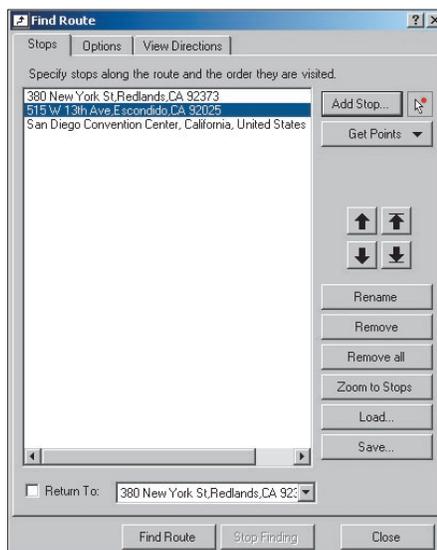
Getting Started

Before performing any of the exercises in this tutorial, go to the ArcWeb Services Web site (www.esri.com/arcweb).

1. From the home page, click Evaluate in the side navigation. Once on the Evaluate page, follow the steps listed to download the ArcWeb toolbar, create an ESRI Global Account (if you don't already have one), and sign up for the trial



The free ArcWeb Services toolbar lets ArcGIS Desktop users instantly access the terabytes of current data, reports, and functionality available from ArcWeb Services.



A route with multiple stops and complete with driving directions can be created quickly and easily in one of 10 languages.

subscription to ArcWeb Services. Keep the confirmation e-mail that you receive after signing up handy. Nothing else is needed because all the data for this tutorial will be supplied by ArcWeb Services.

2. Start an ArcMap session. Choose View > Toolbars > ArcWeb Services to display the toolbar. Click the ArcWeb Services menu in the toolbar and choose Connect to ArcWeb Services. Log in using the user name and password from your ESRI Global Account.

3. Click the Add ArcWeb Data button and double-click the North America folder.

4. Select the Tele Atlas U.S. Street Map data and click the Properties button on the dialog box to display a description of the dataset.

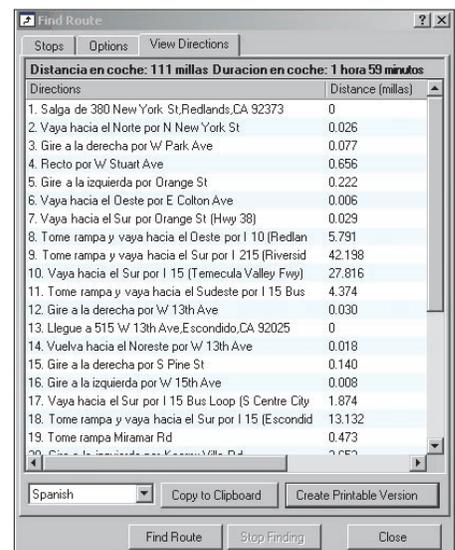
5. With the Tele Atlas U.S. Street Map data selected, click the Add button.

Find an Address

You can find locations by address name using the address datasets available from ArcWeb Services.

1. Click the Find button. In the Find Addresses and Places dialog box, click the Address tab.

2. From the drop-down box, choose Tele Atlas U.S. Street Addresses. Type 380 New York Street



for Address, Redlands for City, CA for State, and 92373 for Postal Code. Click Find.

3. Right-click the result that appears at the bottom of the dialog box. In the context menu, choose Label Address.

4. Right-click the result again and choose Set Bookmark so you can easily zoom back to the address.

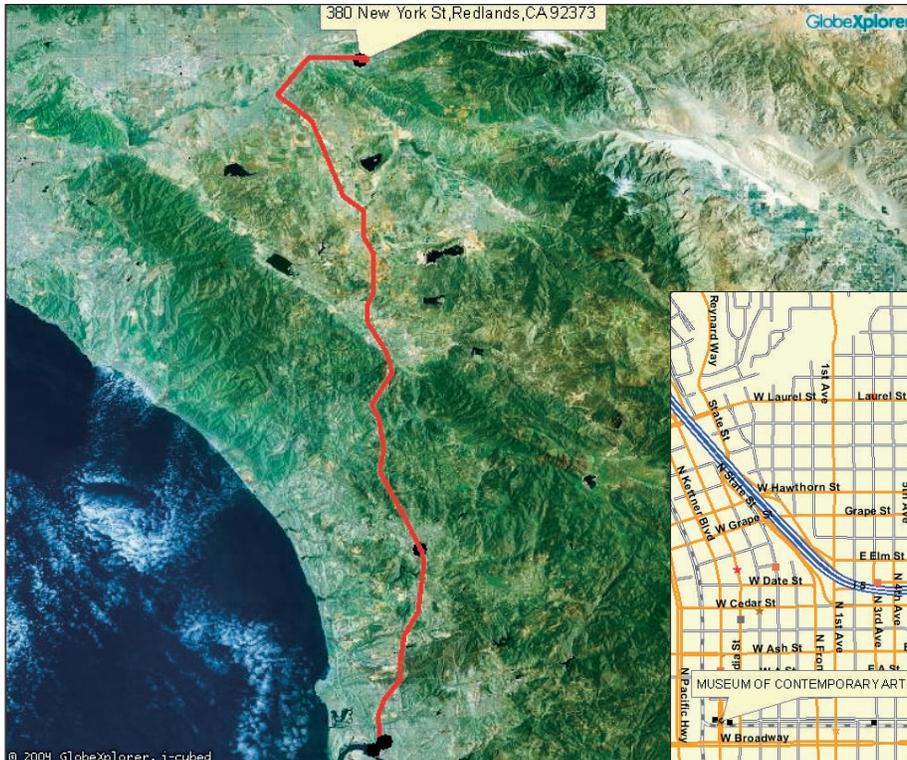
Find a Place

Points of interest, such as airports, shopping centers, stadiums—and, for this example, convention centers—can be located without a street address. ArcWeb Services offers six datasets listing points of interest around the world. The ESRI World Gazetteer alone lists more than three million place names.

1. Click the Find button in the ArcWeb toolbar. In the Find Addresses and Places dialog box, click the Places tab.

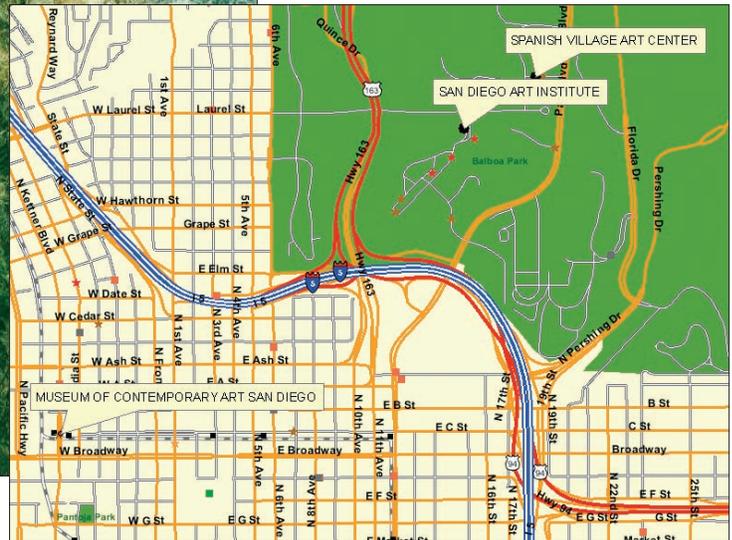
2. For Place Name, type San Diego Convention Center. Click Find.

3. Right-click the result and choose Set Bookmark. Right-click the result again and choose My ArcWeb Locations so this location can be used in other operations.



ArcWeb Services supply imagery from six sources that can be used with vector data.

After querying the museums near the San Diego Convention Center, they can be selected and labeled.



Create a Route

A route with multiple stops and complete driving directions can be created quickly and easily in one of 10 languages. This exercise will generate a route between ESRI's offices in Redlands and the San Diego Convention Center, site of the ESRI International User Conference, with a stop along the way at a Marie Callender's restaurant in Escondido.

1. Click the Route button in the ArcWeb toolbar.
2. Click the Add Stop button, click the Address tab, and type 380 New York Street for Address, Redlands for City, CA for State, and 92373 for Postal Code.
3. Click the Add Stop button again and click the Address tab. Type 515 W. 13th Avenue for Address, Escondido for City, CA for State, and 92025 for Postal Code.
4. Click Add Stop and click the My ArcWeb Locations tab. Select the San Diego Convention Center.
5. Click the Options tab. In the dialog box, set Source to Tele Atlas U.S. Streets and move the Route Line Precision slider to the midpoint.
6. Click Find Route, then click Zoom to Route Stops.
7. Click the View Directions tab. These directions can be copied to the system clipboard and pasted into other applications, such as Microsoft Word. A printable version can also be created.

View Imagery

ArcWeb Services supply imagery from six sources that can be used with vector data.

1. Turn off the Tele Atlas U.S. Streets layer and set the map display scale to 1:1,000,000.
2. Click Add ArcWeb Data and choose GlobeXplorer U.S. DOQQ Imagery from the North America folder.
3. After viewing the route with the imagery, click the imagery layer off and click the Tele Atlas U.S. Streets layer on.

Find Art Museums

Querying the museums near the San Diego Convention Center from the points of interest will require looking up the feature type code. ArcWeb Help contains this information as well as a quick tutorial and general help on using ArcWeb Services.

1. Click the drop-down menu from the ArcWeb toolbar and choose Help. Scroll down to Tele Atlas U.S. Points of Interest. The code for museums is 7317.
2. Click the Point of Interest button in the ArcWeb toolbar.
3. In the dialog box, choose Tele Atlas U.S. Points of Interest from the drop-down box. Click the radio button next to "2. Which points in the set do you want to search?" and click the Build Query button. In the Query Builder dialog box, type FEATTYP=7317 in the text box. Click OK to dismiss the Query Builder dialog box.
4. In the section "4. What do you want to find?", click the radio button next to "Find all points within" and choose 5 miles.
5. Click the San Diego Convention Center loca-

- tion on the map display, then click Find.
6. The results can be sorted by double-clicking on a category. Double-click Name and scroll through the results to locate and select the Museum of Contemporary Art San Diego. Hold down the Control key to add the San Diego Art Institute and the Spanish Village Art Center.
7. Right-click one of the selected results and choose Label Places. Right-click again and choose Save to Shapefile.

Custom points of interest can also be used with ArcWeb Services data. Look at ArcWeb Help for more information on using custom points of interest. In addition to dataset and custom functionality, reports using ESRI Business Information Solutions data are also available.

Managing an ArcWeb Services Account

Usage reports for each ArcWeb Services account are accessed through the ArcWeb toolbar menu. Click the drop-down menu and choose My ArcWeb Services Account to view information about credits, usage, and data sources.

For More Information

Visit the ArcWeb Services Web site (www.esri.com/arcweb) to view demonstrations, look at sample applications, read literature, and look at the newest additions to ArcWeb Services data and services. A discussion forum and information on specific topics are available at the ESRI Online Support Web site at support.esri.com.