

ArcGIS® Publisher and ArcReader™

Providing Maps for Everyone



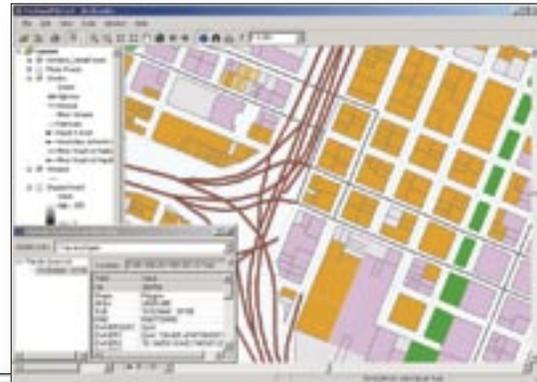
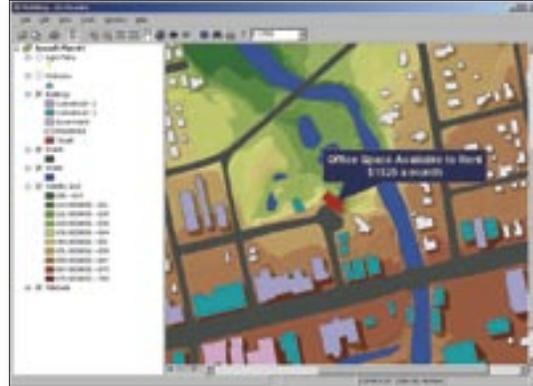
ArcReader™

Maps for Everyone

ArcReader™ is a free, easy-to-use product that allows anyone to view, explore, and print published map files (PMFs). ESRI designed ArcReader for viewing and sharing maps that access a wide variety of dynamic geographic data. The free availability of ArcReader fosters collaboration and sharing of information from the scale of a small group through global endeavors.

The goal of ArcReader is to provide significantly increased access to geographic data throughout all parts of an organization and beyond. ArcReader provides everyone the ability to have map access in a cost-effective manner.

ArcReader displays map data that can be accessed in two ways. First, ArcReader can consume data that is available via accessible paths on the local machine, over an Intranet or the Internet. These maps can be dynamic if the path names remain unchanged and the data is updated. The second way that data can be made available to ArcReader is through a packaging mechanism used when the map is being published. This is useful when one wants to produce a distributable bundle that includes both the map and associated data files.



ArcReader Key Functions

- View ArcGIS® maps.
- Print ArcGIS maps.
- Zoom in/out.
- Pan.
- Go to full extent.
- Go to previous/next extent.
- Identify (multilayer).
- Switch between data view and layout view.
- View spatial bookmarks.
- Find.
- View/Print preauthored map layouts.
- Open/Close published map files.
- Show recently opened maps.
- Measure.
- Hyperlink.
- Magnifier window.



ArcReader is built from the same ArcObjects™ component technology and shares a common look and feel with the ArcGIS Desktop products. Anyone with previous experience using a Windows-based program will find the functionality in ArcReader familiar.

Published map files are created with ArcGIS Publisher. ArcGIS Publisher is an optional extension to ArcView®, ArcEditor™, and ArcInfo®.

*For more information
or to download ArcReader, visit*
www.esri.com/arcreader

ArcGIS Publisher

The Smart Way to Share Maps

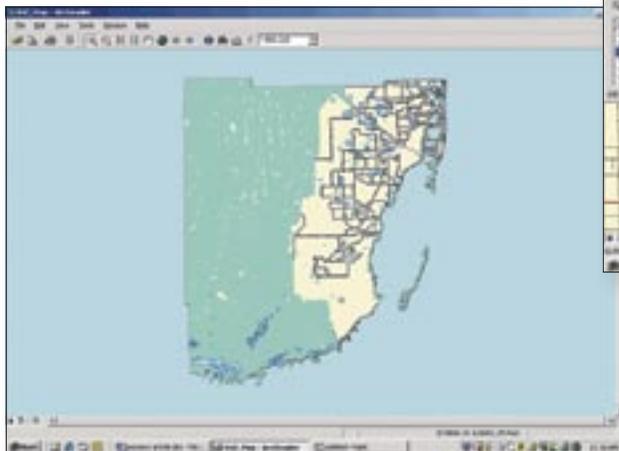
ArcGIS Publisher gives you the freedom to easily share and distribute your GIS maps and data with anyone. ArcGIS Publisher is an extension to the ArcGIS Desktop products (ArcView, ArcEditor, and ArcInfo) used to create published maps (PMFs) that can be viewed, explored, or printed by anyone with the ArcReader application.

With ArcGIS Publisher you can

- Easily provide interactive maps to your users.
- Protect your maps and data from inappropriate use.
- Create rich interactive maps that meet your users' needs.
- Provide efficient and controlled access to enterprise GIS data.
- Easily package the required data and maps for distribution.
- Build custom map viewers for your maps.

ArcGIS Publisher appeals to a wide range of users including

- Organizations that need to distribute maps within their organization
- Data providers that want to distribute preauthored maps with their data
- Government agencies that need to distribute data and maps to the public
- GIS programmers who want to build simple, custom map viewers



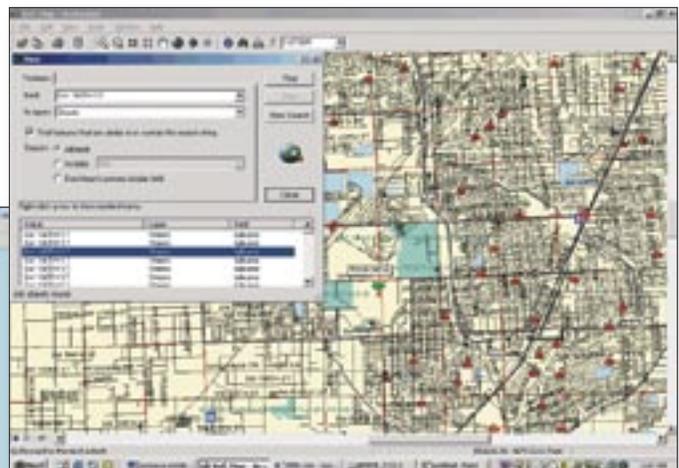
State of Florida Puts ArcReader to Use

As a result of Florida's Underground Damage Prevention and Safety Act, the not-for-profit organization Sunshine State One-Call of Florida, Inc. (SSOCOF), came into being. The act establishes a one-call notification system for persons throughout Florida to give notice of intent to excavate. SSOCOF's primary concern is safety.

When a customer service representative (CSR) receives a call from an excavator, the CSR must locate the site at which excavation/demolition is going to occur in order to send a locate ticket to the owners of the underground facilities. This is accomplished through a computerized system, which includes a map component.

SSOCOF's GIS specialist, Billie Rae Dugger, found ArcReader to be an ideal map solution because it relies on ArcGIS Publisher, so the functionality and look and feel of the maps are determined by ArcGIS. ArcReader was installed on each of the 70 workstations in the call center and automatically starts whenever a CSR logs in. The response in the call center was overwhelming.

"This application has enabled us to gain efficiencies by having a mapping resource available directly on the desktop," says Ruby Crosier, call center manager. "The convenience of having a desktop application versus having to consult a paper map is invaluable," says JoeAnn Flowers, call center supervisor.



Publishing and Packaging Maps



Publishing Maps

ArcGIS Publisher takes a map authored using ArcGIS Desktop and creates a special file called a PMF. A PMF contains all the information required to display the map in ArcReader.

PMFs contain metadata about data source locations and drawing instructions. A PMF honors and maintains settings defined by the map author, for example, layer properties (hyperlinks, joins, etc.), data frame properties (bookmarks, extents, projections, etc.), and page layout configuration.

The PMF file also has properties that define how the user of PMF interacts with the map. For example, PMF can be password protected and ArcReader functionality can be disabled.

ArcGIS Publisher settings allow you to

- Control the content that is available for use in ArcReader.
- Specify ArcReader functionality.
- Define access criteria for PMFs.

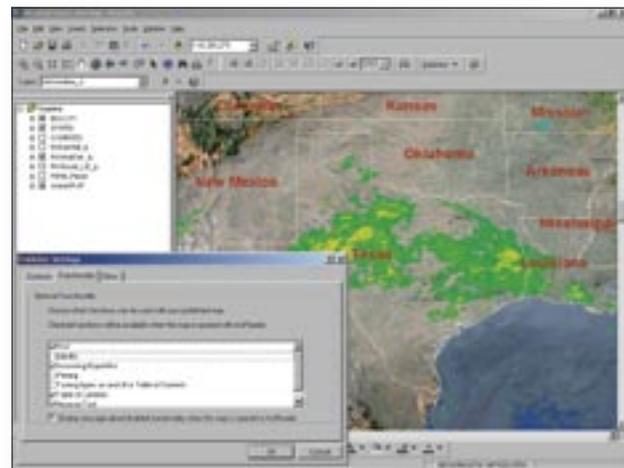
Accessing Local and Remote Map Data

ArcGIS Publisher allows the PMF creator to share map data by specifying the path to data files. Map data can be on local disk or accessible via networks such as the Internet. If those paths remain unchanged and map data is updated, it provides the ArcReader users with dynamic, current data each time the PMF is opened.

Packaging Map Data With PMFs

The ArcGIS Publisher packaging capability allows you to easily create a redistributable bundle of data and published maps.

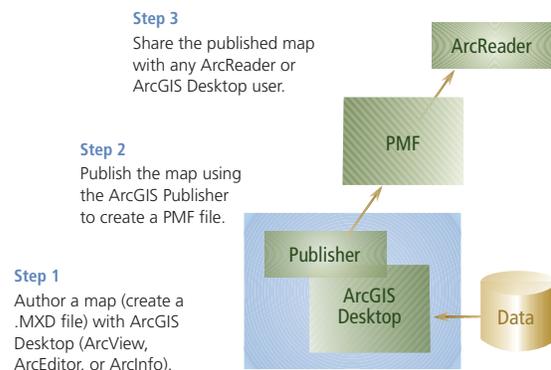
The packaging process involves selecting one or more published maps and defining the properties of the data package (location of package, data formats, and clip option). Data can be packaged in its original format or industry-standard formats that can be accessed by other applications, or it can be stored in a locked, highly compressed format for widespread distribution.



The target data formats for the package that are supported include

- ESRI shapefile
- Personal geodatabase
- Compressed and locked
- ERDAS IMAGINE®

Publish ArcGIS Maps With ArcGIS Publisher



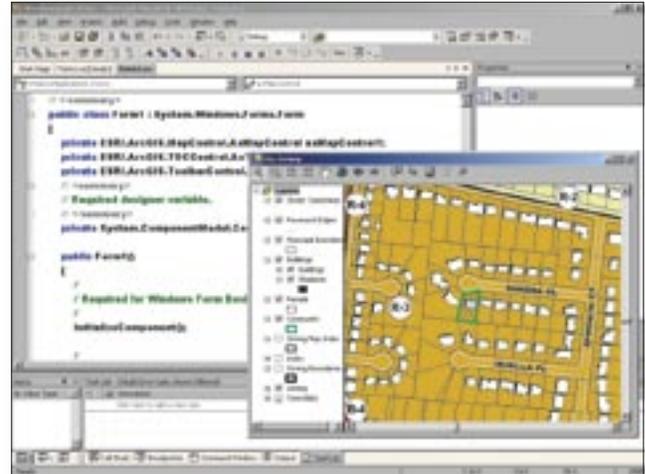
Using the ArcReader Control

ArcGIS Publisher allows developers to create custom ArcReader applications or embed ArcReader capabilities into existing applications. This is done by programming with ArcReader Control, which can be used with an industry-standard COM-based development environment such as Microsoft® Visual Basic®. The ArcReader Control is included with ArcGIS Publisher.

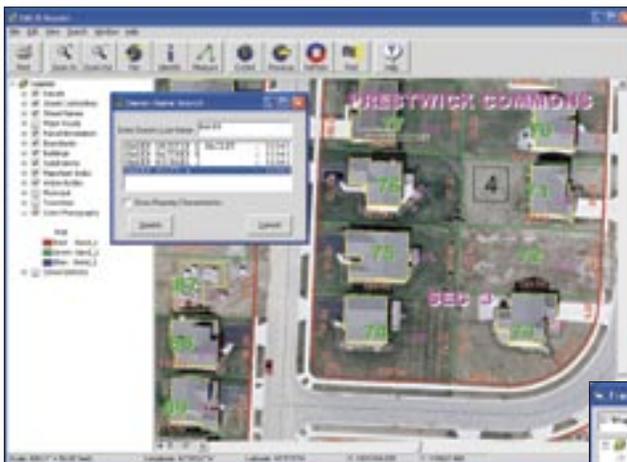
ArcReader Control provides a set of components that developers can use to build custom applications. These components are designed for ease of use and rapid application development.

In addition to the functionality available within ArcReader, developers can also program simple data queries to enhance data exploration and navigation of the map.

Custom applications created with ArcReader Control can be freely distributed and used by anyone who has ArcReader.



Developing with the ArcReader Control in Visual Studio .NET



Custom ArcReader applications

For more information
or to evaluate ArcGIS Publisher, visit
www.esri.com/arcreader





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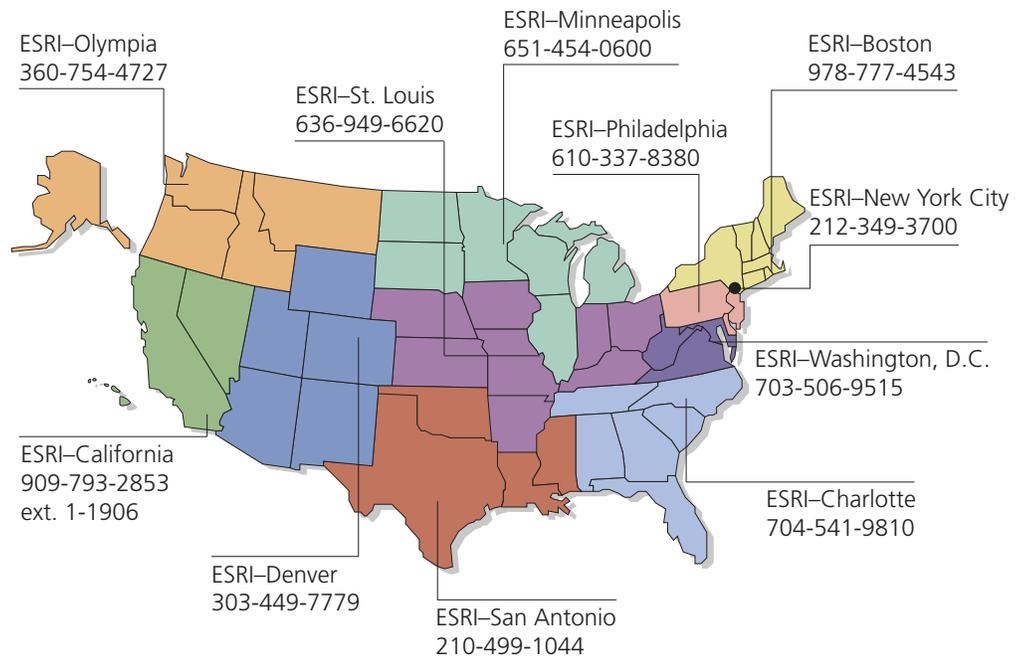
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