

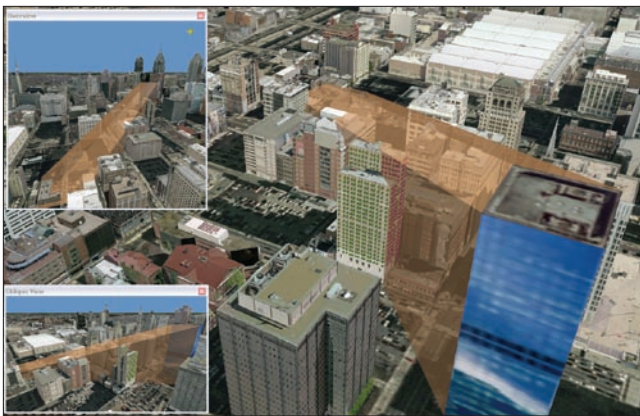
What's New in ArcGIS® 10

Simplify Your GIS Workflows

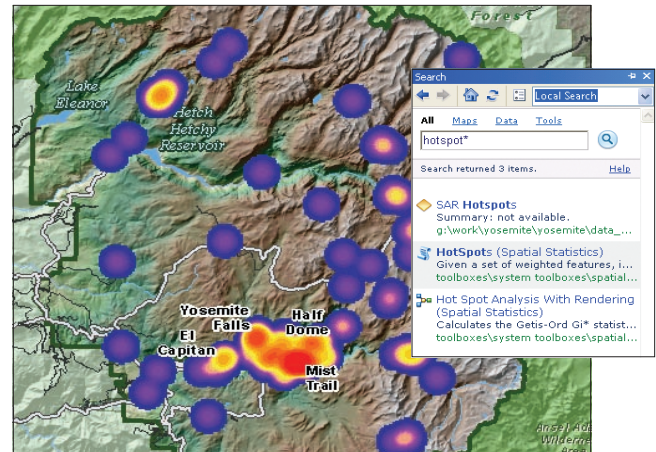
Whether you use ArcGIS® Desktop or ArcGIS Server, or if you interact with the ArcGIS system via a browser or mobile device, you will find countless new ways to become more efficient using ArcGIS.

Perform Your GIS Work Faster

- Search by keywords or data types to find data and maps quickly.
- Easily find symbols to use in your maps and tools.
- Simplify map creation and production with new streamlined, sketch-based desktop and Web editing.
- Save time through faster drawing and smoother panning due to improved cache generation and optimized Web graphics.



As a full 3D GIS, ArcGIS 10 offers 3D data models, editing, analysis, and visualization.



Quickly and easily search for maps, data, and tools in ArcGIS 10.

Powerful Spatial Analysis

- Automate common tasks and analyses with Python® scripting.
- Combine ArcGIS with other scientific programming to reveal powerful answers in your data.
- Take advantage of new analysis tools such as location allocation.
- Create, manage, and visualize time-aware data for more in-depth analysis.
- Perform in 3D virtually everything you can do in a 2D environment—modeling, editing, visualization, and analysis.

Improved Access to Imagery

- Use and manage imagery more efficiently on the desktop and the server.
- Experience faster performance with accelerated image display.
- Save time by using the image analysis window for image interpretation and processing.
- Easily manage massive image collections with dynamic mosaicking and on-the-fly processing.
- Efficiently serve dynamic image mosaics to many applications.

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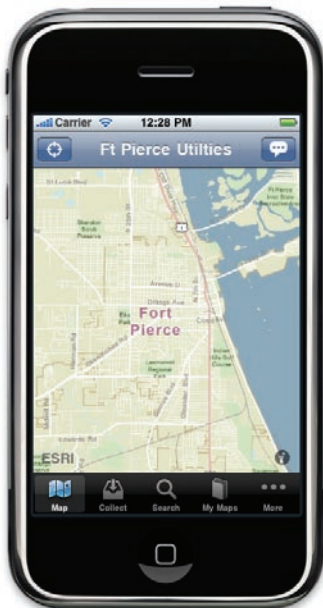
New Ways to Share

- Increase collaboration via tight integration with ArcGIS online search and share capabilities.
- Easily create and distribute map packages that may include data, layers, maps, tools, scenes, globes, diagrams, and add-ins.
- Discover and organize geographic data throughout the enterprise via the new Search service in ArcGIS Server.
- Enable feature-level editing via Web applications.

GIS in the Field

- Extend mobile projects to in-vehicle devices and Tablet PCs using the ArcGIS Mobile customizable, ready-to-deploy application.
- Simplify ArcGIS Mobile deployments using the new Mobile Project Center.
- Leverage streaming GPS, photo attachments, and location tracking.
- Access a new iPhone® mapping application directly from the Apple® iTunes® App Store.
- Build your own iPhone applications using the software development kit.

ArcGIS 10 makes it easier to take GIS into the field.



At ArcGIS 10, on-the-fly image processing is supported on ArcGIS Desktop in addition to ArcGIS Server.

More Flexible Deployment

- Easily install and manage ArcGIS Desktop licenses.
- Borrow ArcGIS Desktop 10 licenses for temporary use away from the office (e.g., field units, home, business travel).
- Leverage geographic information system (GIS) technology everywhere via Web-extended desktops, Web-hosted applications, and cloud GIS.

Better for Developers

- Use simple-to-share and -deploy add-ins or Python to extend the desktop applications.
- Easily build applications with additional Web APIs and streamlined software developer kits (SDKs).
- Enjoy a simplified developer experience through a single ArcObjects™ .NET SDK as well as a single ArcObjects—Java™ Edition SDK for ArcGIS Desktop, ArcGIS Engine, and ArcGIS Server.

Cloud GIS

- Use ArcGIS Server in the Amazon cloud.
- Use ArcGIS™ Online as a seamless part of ArcGIS from your desktop application, mobile device, or browser.
- Leverage the new ArcGIS.com, a Web-based gateway to the ArcGIS system.
- Explore, visualize, and share GIS information through your browser with the new ArcGIS Explorer Online.



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