

# ArcGIS Online—Easily connect to maps and globes to quick-start your GIS projects.

## What is ArcGIS Online?

ArcGIS Online is a collection of ready-to-use 2D maps, 3D globes, and tasks to which ArcGIS Desktop and ArcGIS Explorer users can connect via the Web. Maps and globes include

- Satellite imagery for the world at 500-meter down to 15-meter resolution worldwide, and as part of the beta program, 1-meter resolution for the United States
- Worldwide shaded relief map at 1-kilometer and 90-meter resolution for the world
- Seamless, multiscale street map, with highway-level data for the world and local street-level data for the United States and Canada

These maps and globes work directly with prebuilt tasks in ArcGIS Desktop, such as place finder and gazetteer, and all the default ArcGIS Explorer tasks, including Find Place, Find Address, and Get Driving Directions.

## Why use ArcGIS Online?

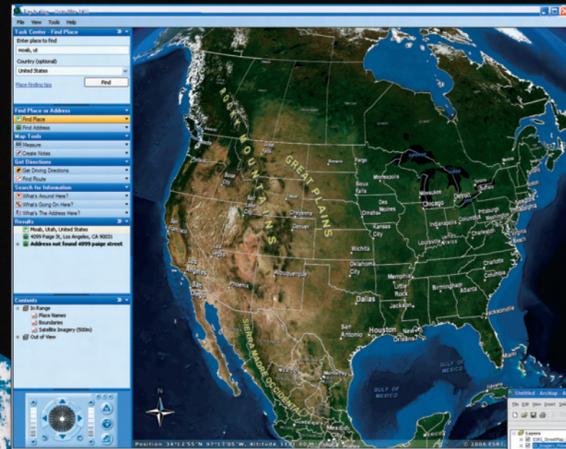
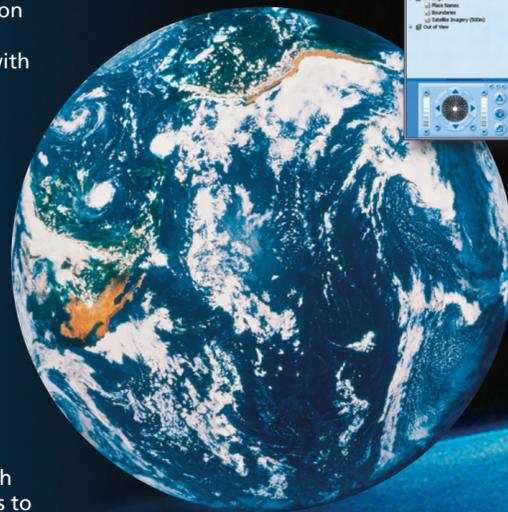
ArcGIS Online is deeply integrated with ArcGIS and gives you immediate access to cartographically designed, seamless basemaps to which you can easily add your own data. You save time because with ArcGIS Online you can focus on your mission-critical work and not on creating basemaps. You save money because with ArcGIS Online you don't have to worry about data acquisition and maintenance. And since ArcGIS Online is hosted and powered by ESRI's ArcGIS Server, you don't have to make additional investments in hardware infrastructure and staffing to maintain data. ESRI updates the ArcGIS Online data content annually or semiannually so that you always have access to the most current data.

You can quickly get started with ArcGIS Online by visiting the ArcGIS Online Resource Center, where you can find templates, user guides, tutorials, and metadata.

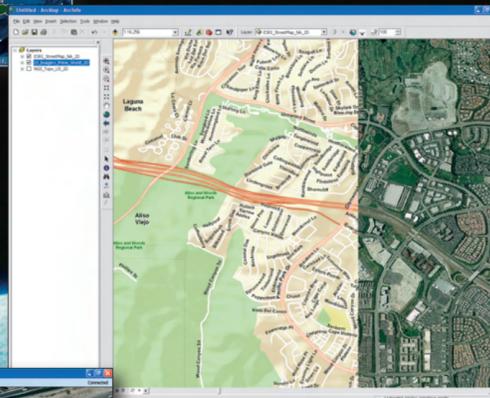
## Host ArcGIS Online on your server

If you would like to host the ArcGIS Online data collection on your own secure server and share content and tasks within your organization or with users outside your organization, you can purchase the ArcGIS Data Appliance. To learn more, visit [www.esri.com/agodata](http://www.esri.com/agodata).

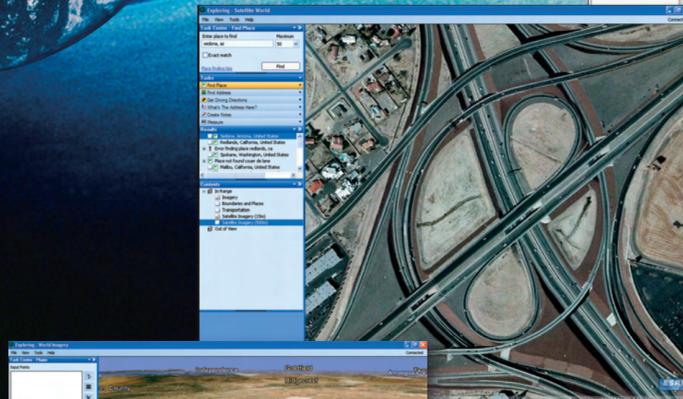
Custom tasks in ArcGIS Explorer, when combined with ArcGIS Online, leverage the analysis capabilities of ArcGIS Server.



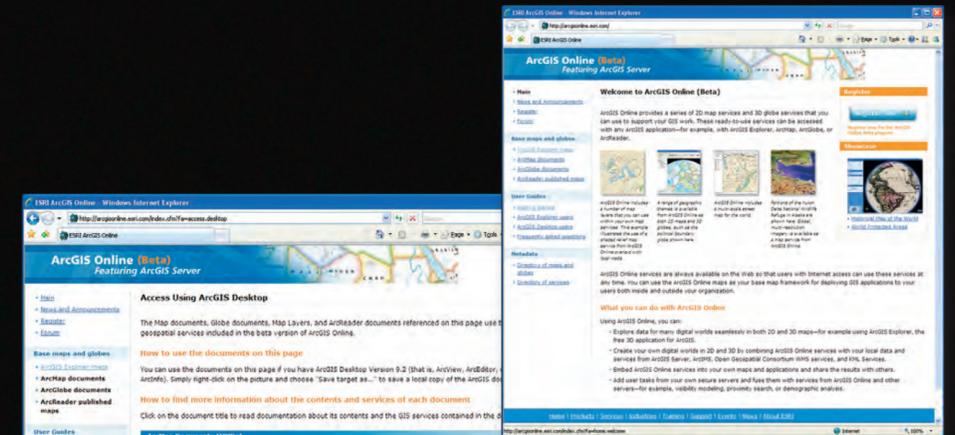
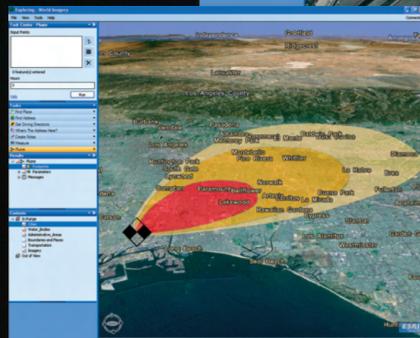
The ArcGIS Online default satellite globe includes multiresolution boundaries and place-names.



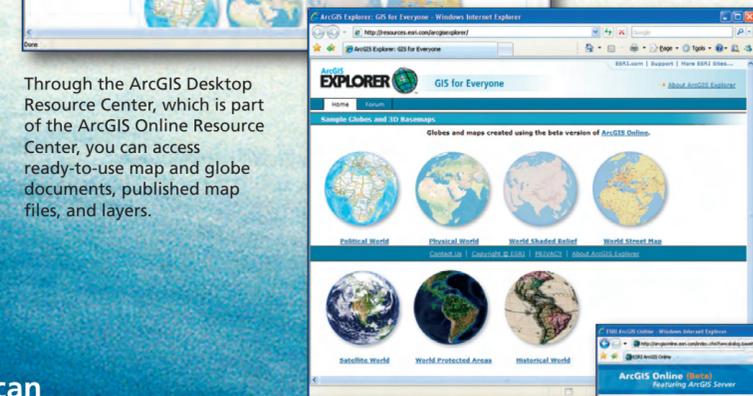
Using the swipe and transparency tools, you can combine multiple ArcGIS Online services as well as fuse these with your own services.



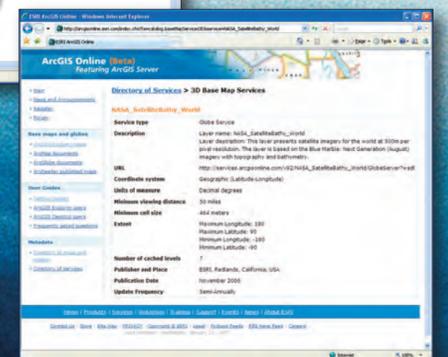
View imagery in ArcGIS Online at 1-meter resolution.



The ArcGIS Online Resource Center is the starting point for ArcGIS Desktop and ArcGIS Explorer users to connect to ArcGIS Online.



The ArcGIS Explorer Resource Center, which is also part of the ArcGIS Online Resource Center, provides ArcGIS Online globes and 3D maps.



Each of the published maps and globes includes metadata about its resolution, update frequency, and more.

## With ArcGIS Online, you can

- Create your own digital worlds in 2D and 3D by combining ArcGIS Online with your local data and services from ArcGIS Server, ArcIMS, Open Geospatial Consortium Web Map Services (WMS), and KML services.
- Embed ArcGIS Online content and tasks into your own maps and applications and share the results with others.
- Add user tasks from your own secure servers and fuse them with content and tasks from ArcGIS Online and other servers to conduct visibility modeling, proximity searches, or demographic analysis.
- Build visual landscapes that provide the context for your asset management tasks or situation awareness planning activities.
- Overlay your operational layers, such as utility networks or parcel layers, and discover discrepancies or confirm and resolve inconsistencies.

To start using ArcGIS Online, join the free public beta program at <http://arcgisonline.esri.com>.