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PRESS RELEASE

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A Collaborative Mapping Marketplace to sell & promote your map products online

Collaborative Mapping Marketplace (CM2)

With Internet penetration growing each day to create 1300 million users by 2010, it has become mandatory for every business to have a presence on the Net. In the online mapping space, navigation websites have been very popular over the last few years with the advent of the Google Earth, Microsoft's VirtualEarth.com, Yahoo Maps etc. The acquisition of map data companies like Navteq and availability of maps in mobile phones has only fueled the interests further. The traditional map publishers are perceiving a growth in use of maps. However, it has also increased the challenge of gaining the sales volumes to grow the sale of traditional printed maps in forms of road atlases, folded maps etc.

CM2 offers direct opportunities for mapping companies to promote their products and services through an online collaborative platform. CM2 allows the map sellers to augment their sales & marketing efforts by using the online visibility of a large global mapping portal - Maps of World.com. It allows anyone to add, buy and sell any and every kind of maps & maps products. Users can add data to generate custom maps while sellers can add products - physical and digital - and reach out to a new set of audience.

Mani Singh, President Mapsofworld.com, MapXI Inc says, “In the world of navigational websites and GPS devices, CM2 intends to offer online visibility to traditional map making companies by collaborating with them and utilising the 3.5 million plus user base of MapsofWorld.com. We believe this will prove to be a credible alternative for the free-to-use navigation mapping websites.”

Getting associated with brand Mapsofworld.com, companies can host information, promote and sell their products or services online. Global presence is so converted to local advantage to increase reach volumes. At reduced business costs, CM2 will generate business referrals that will develop confidence among prospects. By tailoring the market and tapping the right group of people, businesses will gain great client loyalty.

Association with Mapsofworld.com also brings in additional benefits like -

- **Advertising**, where one can advertise their products on relevant pages and also track the viewership as the campaign progresses.
- **Linkages**, where one can create product-information pages and link it from the most-viewed map pages of Mapsofworld.com.
- **Maps for Mobile**, where those dealing with paper maps can convert them to searchable mobile maps through our Map Feed software. Later, they can sell them to our online user base.
- **MapsofWorld.com** also offers online purchase of digital map products or subscriptions to regular map feed. Users pay to download these maps in different formats like PDF, JPG, high resolution TIFFs or even layered EPS in varied sizes.
- Through CM2, this space is being thrown open to map distributors, who can add their digital products and sell it to our user base.

Mapsofworld.com - Your Window to the World

Mapsofworld.com, a renowned name in the mapping world, has launched Collaborative Mapping Marketplace (CM2), bringing together all the players - big and small, local and global to create the biggest collaborative mapping market ever.

Mapsofworld.com is a credible online resource for maps & travel related information. With a monthly user base of over 3.5 million visitors, the website offers an international platform for promoting map products and services across the globe. With a staggering 70,000 pages of quality content and over 7,000 maps, Mapsofworld.com delivers over 10 million page views a month. This had made us unique and most preferred mapping portal in the world.

If you would like to have more information about this topic, or schedule an interview with Mani Singh, contact at mani@mapxl.com