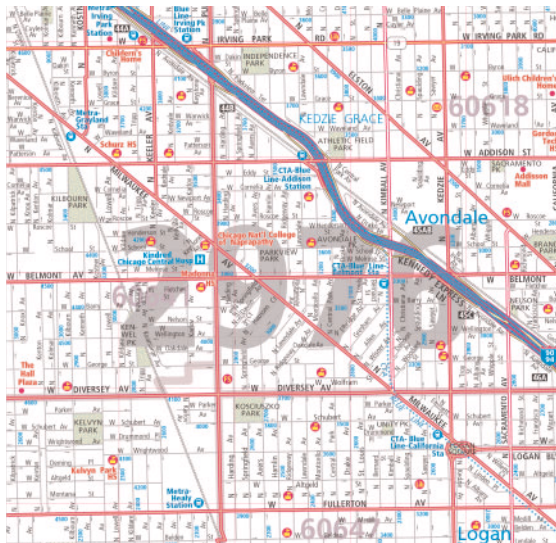


# MapEngine Server API



The Rand McNally MapEngine Server API provides website developers and software publishers the tools to leverage Rand McNally's accurate, print-publication quality maps, directions, and location search functionality into websites and software applications.

Customers can focus on their own product development, while Rand McNally handles the infrastructure — the software, hardware, and data — associated with providing maps and directions. The Rand McNally MapEngine Server API uses the same infrastructure backbone used for Rand McNally's website.

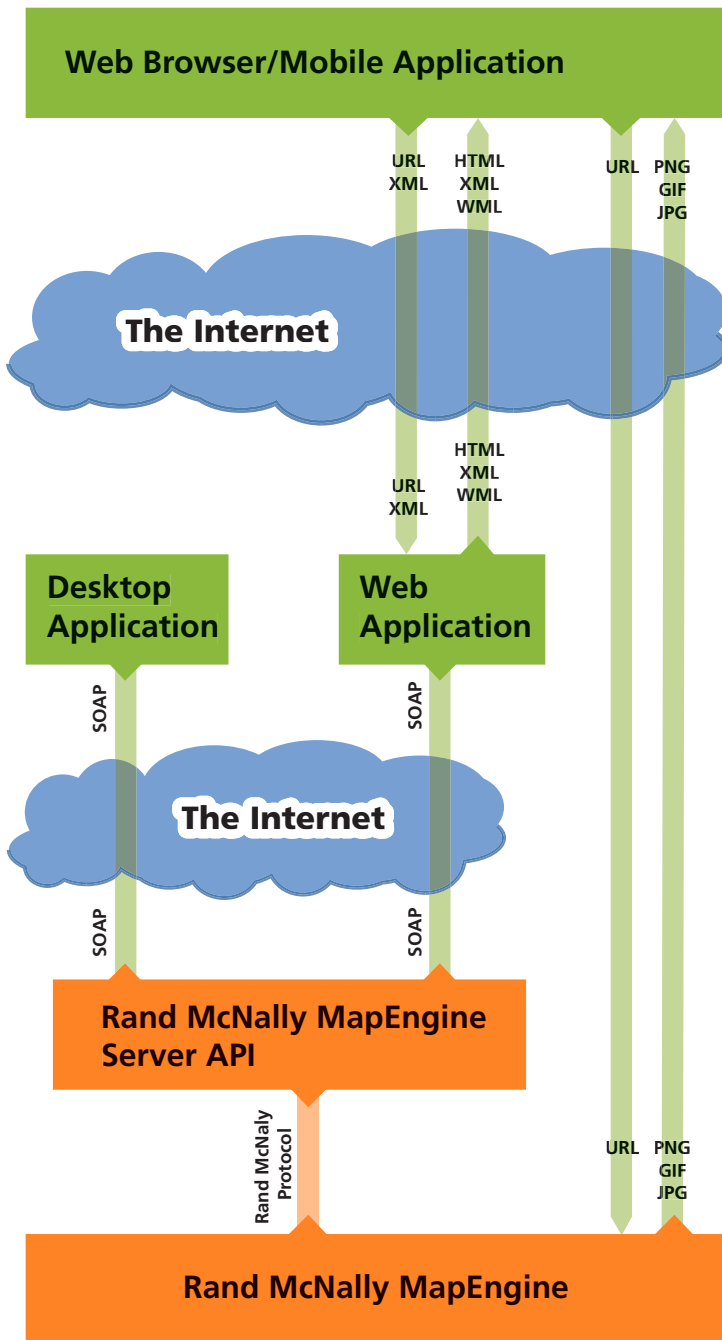
## **BEST-IN-CLASS PROPRIETARY MAP DATABASE**

Rand McNally MapEngine products make available the same proprietary map database used by Rand McNally to publish printed Street Guides, Thomas Guides®, and professional wall maps. The integrated Dataset for North America (iDNA) provides enhancements in map content and display on top of the best vendor-supplied map databases currently available. The result is a map that end-users can trust, and one that can be easily cross referenced with the printed map products available in retailers nationwide.

Rand McNally MapEngine is scalable, hosted in a 24/7, redundant server configuration environment that supports hundreds of millions of transactions.

# MapEngine Server API

## System Flow



For more information, please contact your National Account Manager, call 800-333-0136, visit [randmcnally.com/mapengine](http://randmcnally.com/mapengine) or e-mail us at [licensing@randmcnally.com](mailto:licensing@randmcnally.com)

## FEATURES

### Full Access to Rand McNally Mapping, Routing, Geocoding and Spatial Searching

- Multiple map image formats supported (JPEG, GIF, PNG, BMP)
- Pan and zoom functionality
- Optimized multi-point routing
- Radial and corridor spatial search options
- Proximity search of organization's listings
- Geocoding of multiple addresses.

### Optimum Flexibility

- Adheres to industry standard SOAP specification
- Provides for cross-platform development environments
- API offers complete flexibility in development language used

### Powerful Print/Digital Combination

- Map image matched to millions of copies of Rand McNally's popular Thomas Guide® and Rand McNally Street Guides already in print circulation

### Accessibility to high-end mapping servers

- The same 24-hour/7day access as [randmcnally.com](http://randmcnally.com)
- Redundant server configuration offering a 99% SLA
- Geographic content hosted on the same scalable Rand McNally servers that run [randmcnally.com](http://randmcnally.com)

### Easy Integration and Deployment

- Packaged code for industry leading development environments, Java, NET, COM platforms
- Technical documentation that facilitates development and quickly advances deployment

## BENEFITS

**Easy to use protocol** — Simple Object Access Protocol (SOAP), a cross platform open standard, is easy to use and widely deployed.

**Scalability** — Geographic content hosted on the same scalable Rand McNally servers that run [randmcnally.com](http://randmcnally.com)

**Accuracy** — Database updates and Rand McNally enhancements ensure access to map information not available elsewhere.

**ASP Model** — Rand McNally manages the hardware and software environments, including servers, data, redundancy, and load balancing resulting in lower barrier to entry for organizations wanting to implement maps and directions into websites and software applications

**Flexibility and Control** — Full access to Rand McNally mapping, routing, geocoding and spatial searching functionality and full control of integration into organization's website or software application.