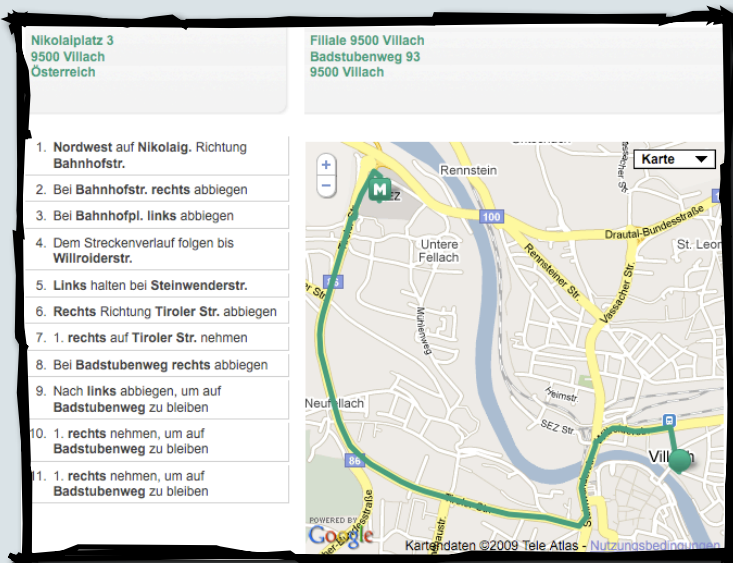
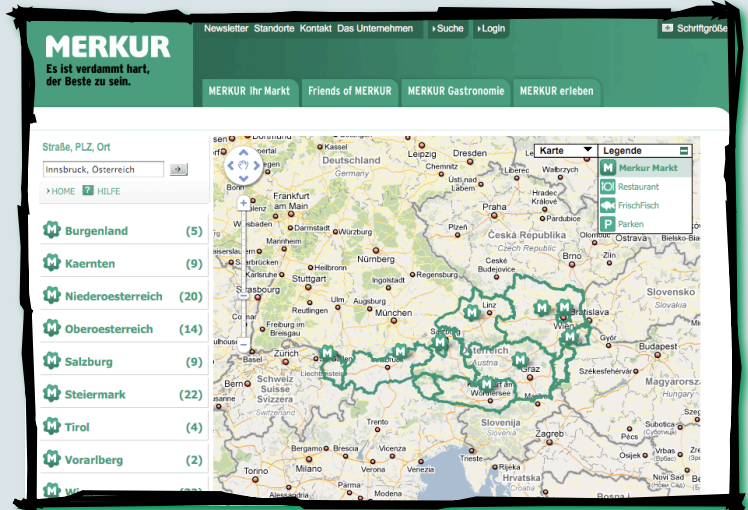


## That's good to be found

The Austrian food store chain Merkur realized the new location finder with **PinPoint-Licence**. In September 2009 PinPoint was switched on-line with 117 markets.

[www.merkurmarkt.at](http://www.merkurmarkt.at)

Merkur attracts attention in the Austrian media landscape by its striking color scheme in green, white and black. The consequent implementation of the corporate design contributed significantly to increase the awareness and the value of the brand. Of course this policy does not stop at the location finder. In spite of the numerous modifications the adaptations were realized simply and quickly due to the systematic software architecture of PinPoint.



## Corporate Design

Some modifications affected the corporate design guideline of Merkur:

- \* Font, font-weight and -color were adapted to the corporate design.
- \* The colored accentuation of the province frontiers improves the rapid orientation.
- \* The list was arranged left of the map
- \* Different location- and cluster-icons were designed.
- \* The calculated route gets indicated with a green line. The start-icon was adapted to the location icons.

## Individualisation par excellence

- \* When selecting a category in the legend, only those stores get displayed which match the category.
- \* The legend can be faded out and in.
- \* The map was limited to Austria concerning movement and zoom-factor.
- \* The location search comfort was improved considerably by activating the 3 search patterns map-, list- and vicinity-search. They are applicable simultaneously.



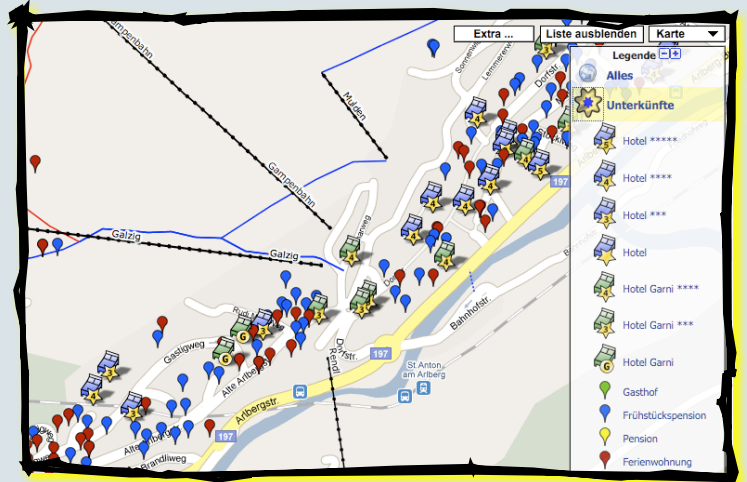
## Tourism - The ultimate challenge for interactive maps

There is no branch which communicates on the website that much information with geographic relation like providers of tourist services.

Guest want to get a picture not only about the range of services offered and the furnishings but also about its position, the surrounding leisure time facilities, the culinary offer, the infrastructure, etc..

As well in the rural as in the urban tourism the offer is not limited to regional locations. There are countless venues which extend over a larger area.

In cities that are amongst others sightseeing routes, in rural areas that are bicycle and MTB routes, hiking trails, fixed rope routes, backcountry skiing, ski slopes, ski lifts, cross-country skiing tracks, etc.



## St. Anton am Arlberg

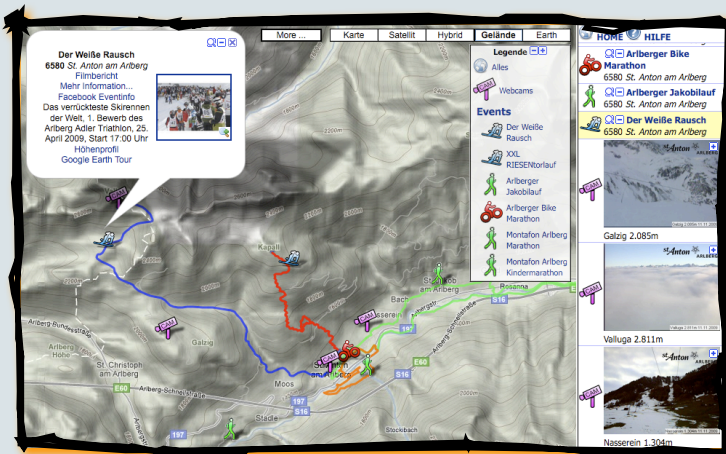
In April 2009 St. Anton am Arlberg was the first customer who utilized **PinPoint** for a tourist application.

### Event- Map

In the first step an [event map](#) was realized within 2 days. Events are very individually. Some information get published only for a few days, contents get updated at short notice, the locations change. The staff of the tourist board edits and maintains the data on their own as required. All location related information can be fetched at one focused point, the business card.

The ski run „Weisser Rausch“ shows the video and the elevation profile in the Lytebox.

The Google earth flight along the track, the Facebook and further information get shown in new windows.



## Summer- Activities

End of May 2009 the map [Summer-Activities](#) was switched online. It shows the sportive activities in a usual clear way in map and list. All categories are displayed when opening the list. If a certain category is selected in the legend it expands and all locations, which are not allocated to it, fade out in map and list.

When clicking an icon the business card opens. The tracks of hike- and bike trails fade in. Routes can be compared with each other if several tracks get displayed in the same time.

A click on a web cam icon displays the current view and shows the camera position in the map.

The track data were created in Google Maps, tracked directly in the terrain or existing data were taken over as kml file from other sources.



## Product Presentation

### MobileCMS - One Content Management System for PC und Cellular Phone

When showing POI, routes and areas PinPoint displays for the visitors very visual impressions by means of Google Maps, Google Earth, web cams, videos, panoramas, etc.. In the majority of the cases it is intended to provide background information.

With **MobileCMS** we offer an easy to operate content management system by means of it is possible to create descriptions of routes and POI.

A description contains text and images, GPX-download function, Google Earth converter and can be printed by visitors by mouse click.

The descriptions can be opened via an icon in PinPoint or via a list at any position in the website.

The list and the descriptions adapt automatically to the size of cellular phone displays.

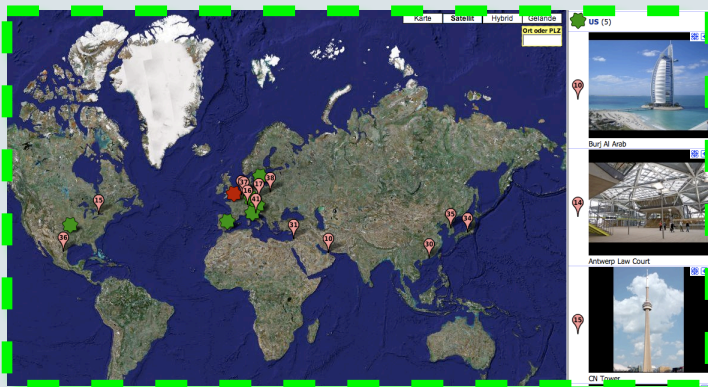
[Read more...](#)



## Forum

### Optical imprinting- Evolution history

Each human has his own preferences and habits. 64% of all persons who get faced with the choice to look for locations in address lists or in maps decide for the map on impulse.



After comparison of the two searching methods in practice further 17% assessed the search in maps as the method which leads to the target easier and quicker.

What's responsible for that?

The evolution imprinted us predominantly optical. Due to the genetic, educational and professional conditioning 19% get along with lists equally or better.

This preference also results from the habit to deal with location finders on websites, which are organized after the disqualification principle in list form. PinPoint meets both elementary searching needs.

The mobility of our society is increasing. If persons, who are not very familiar with an area need to enter a name or a zip code into a location finder the search can be laborious and time-consuming.

A good many times one has to know the name exactly where a location is looked for. If different locations have the same name one has to know the zip code as well.