

BILLA: „The common sense says PinPoint“

BILLA is the second company of the retail giant **REWE International** which implemented the location finder with **PinPoint Licence**. Since January 2010 website visitors can select the ideal shop among almost 1.000 locations by means of the 3 search patterns map-, list- and vicinity search.

www.billa.at

BILLA has like MERKUR (newsletter february 2010) a very distinctive corporate design. The whole appearance changed. The colours red, yellow and black were implemented consequently. Except the location icons even the route is plotted in red. The list is arranged right of the map.

Specific Feature: The list is graded decreasing according the number of locations per state.



The winter is white in St. Anton a.A.!

After the maps „Events“ and „Summer Sport Activities“ the tourist office St. Anton am Arlberg implemented the „Winter-Map“.

[Winter-Map St. Anton a.A.](#)

Cross country-skiing tracks, toboggan runs and winter hiking routes can be shown by clicking an icon, like on the previous maps.

More information, like a cross-country ski run overall-plan, conditions, snow reports, etc. can be obtained via the business card.

The probably most striking innovation concerns the aerial images. Usually the Google satellite pictures are taken in summer.

Winter Charm sells Winter Vacation

The tourist office St. Anton is the first one showing aerial photos with snow-covered scenery on the winter page and so cheers the visitors desire for spending the vacation in St. Anton.

Many guest book the winter vacation in the snow-free period. During that decision phase St. Anton is supplying now the right arguments in form of pictures.

The winter-images are shown on the website of the tourism office only. They cover only a particular territory. Beyond that the satellite pictures are shown in the usual summerly look.





Website In New Brilliance

In february 2010 we updated our website www.weisswo.biz. Beside the obligatory update of the contents we like to call your attention to some modifications:

- Color scheme: The menus were restyled descreetly in the colors grey, blue and green
- Menu structure: Extension of our portfolio by consulting services
- New product: **MobileCMS** - Content management system for web- and cellular phone-application
- Presentation of our partners
- Product packages **PinPoint Basic** and **PinPoint Activity** with direct embedding of an interactive map

Google Earth- Converter

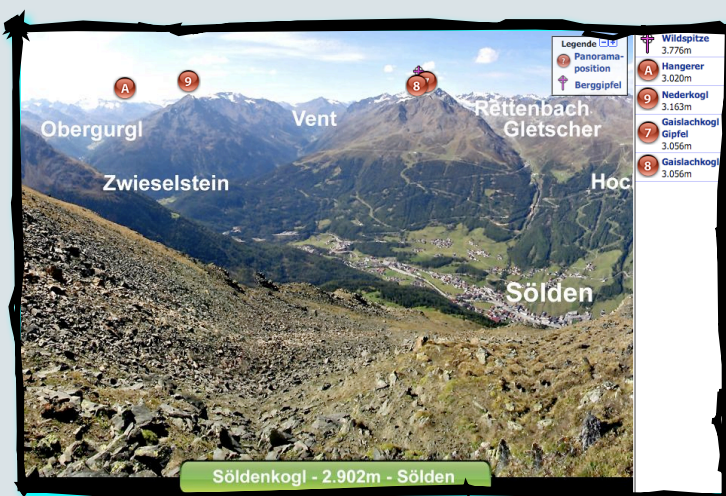
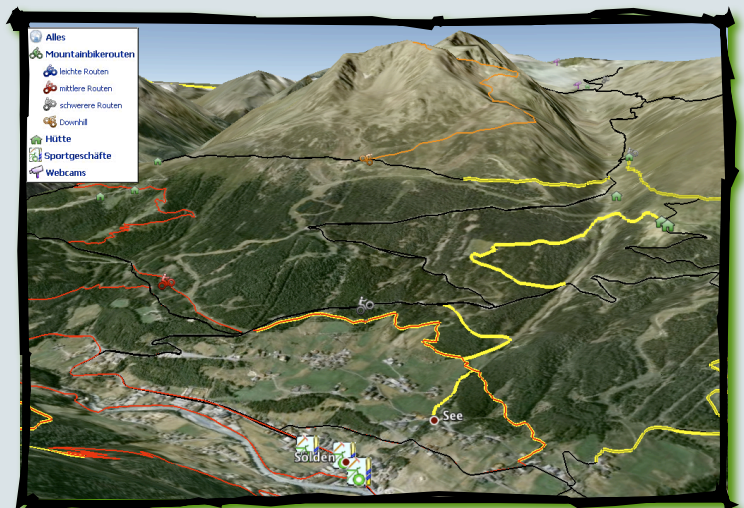
Satellite images and terrain illustrations with elevation profiles convey quite good impressions of a region. But it is feasible even better. Mountainous vacation areas offer manifold outdoor activities.

The structure of the landscape in particular appeals. Several techniques allow to capture the impressions in pictures and convey them. But it has its price.

With the Google Earth-Converter we offer the possibility to present entire map contents three-dimensional at very reasonable costs.

Google Earth gets started by a mouse click, the contents with icons, business cards, tracks and graphics get transfered and displayed. Condition: The visitors need to install Google Earth in advance.

[To the Converter...](#)



Leap function - Beam me over Scotty

The journey through a vacation region can be done by means of several pictures. The panorama picture to the left was taken on the Soeldenkogel. The pictures get moved and zoomed with the usual, intuitive Google operating-technology. The bigger an image file is the deeper it is possible to zoom in.

The red dots mark positions, where further panorama pictures were taken. By clicking a dot one jumps to the chosen mountain and enjoys the view from there.

Which waverer can resist to book his vacation immediately when receiving these impressions?

[To the panorama...](#)

Product Presentation

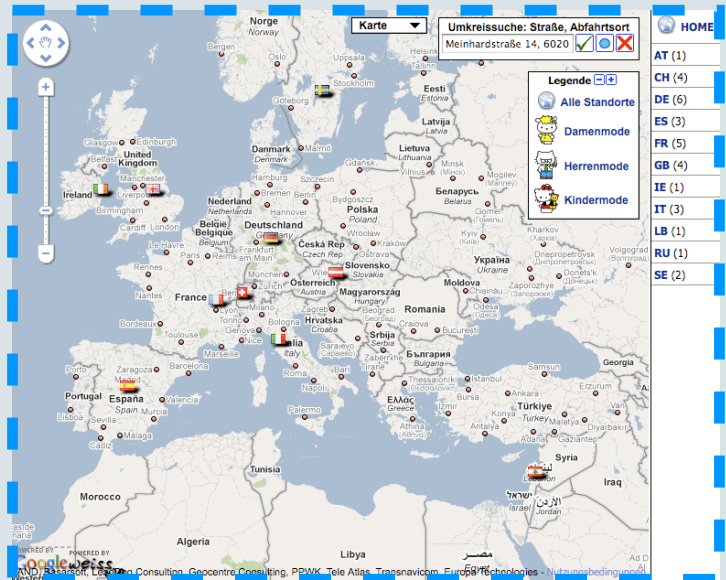
PinPoint Basic - A quite simple and quick comprehensive solution

The demands of many companies on a location finder are specified clearly. The number of locations and the distinctive features are clear. We broke down the requirements and tailored with **PinPoint Basic 75** and **PinPoint Basic 150** two overall ready-to-use packages, which can be embedded into a website within half an hour. However they offer enough clearance for creative individualization.

Highlights

- Cover 95% of all search patterns
 - Map search
 - Vicinity search/Swift search
 - List search
- Individual icons
- PinPoint Mobile → Adaption to cellular phones
- etc....

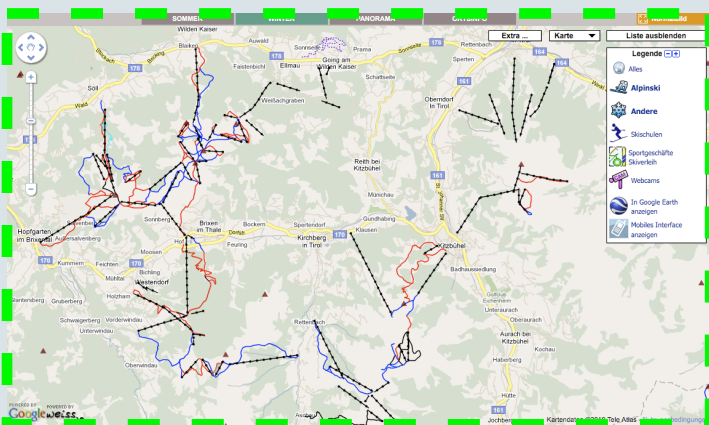
[Read more...](#)



Forum

Efficient Combination of Data

We like to know what's up where. Maps increase more than the geographic imagination. They also create relations. Moreover, associations with images improve our mental ability.



Provider of web-based interactive map-services are booming.

With the applications the contents are growing too. The same contents are needed in different applications quite often and thus are recorded multiple. Reasons for the repeated task are e.g. ignorance, data protection but also assumed technical incompatibility.

Nevertheless in many cases it is easier and cheaper to transform existing data in other formats than to record them again.

In this way data from different sources can be combined to new applications efficiently.

The map to the left shows an application which combines data from Open Street Map (OSM) with data from a tourism website. The OSM-data get overlaid as layer by means of checkboxes in the menu „Extra...“ at the top of the map.

In that example the topic winter shows ski-lifts and slopes the topic summer shows hiking- and bicycle tracks. The layer is covering an area of 250 x 140 km.

[To the demonstration...](#)