

ESEA Introduces MapMerger 8

Data Synchronization, Rapid Change Detection and Online Training Videos Anchor Major Upgrade to Industry-Leading Map Conflation Software

SAN DIEGO, Ca., July 11, 2011 -- ESEA today introduced MapMerger 8, a milestone release of the industry-leading automated map conflation software that simplifies the process of producing and updating vector maps. For over a decade, MapMerger has helped organizations build GIS datasets by consolidating information from multiple data sources into a single consistent and information rich dataset. With this release, MapMerger includes the ability to synchronize a dataset with a newer map update, perform both geometry and attribute change detection, support arbitrarily large datasets, and learn from online training videos.

“With this release, MapMerger now becomes a tool for data maintenance in addition to being a tool for data production.” said Stanley Dallal, a senior developer for ESEA. “A common pain point across an array of vertical markets is how to switch to a new vendor map update without losing custom data edits. Customers don't want to blindly replace their data with a new update if that means losing meaningful modifications that have been made. With data synchronization, MapMerger gives the customer precise control as to how a new data revision is merged into their GIS data.”

“We listened to what our customers wanted and we delivered.” said Jack Booher , CEO, ESEA. “We have made a number of user interface enhancements that makes working with MapMerger more intuitive and productive, and with our new online training videos, our customers are becoming expert users in less time than ever before.”

About ESEA

ESEA is the leading provider of map conflation software that simplifies the process of producing and updating vector maps. MapMerger is used worldwide by organizations small and large to build and maintain GIS data. For more information, please visit www.mapmerger.com.