



**Earthware**  
interactive mapping solutions

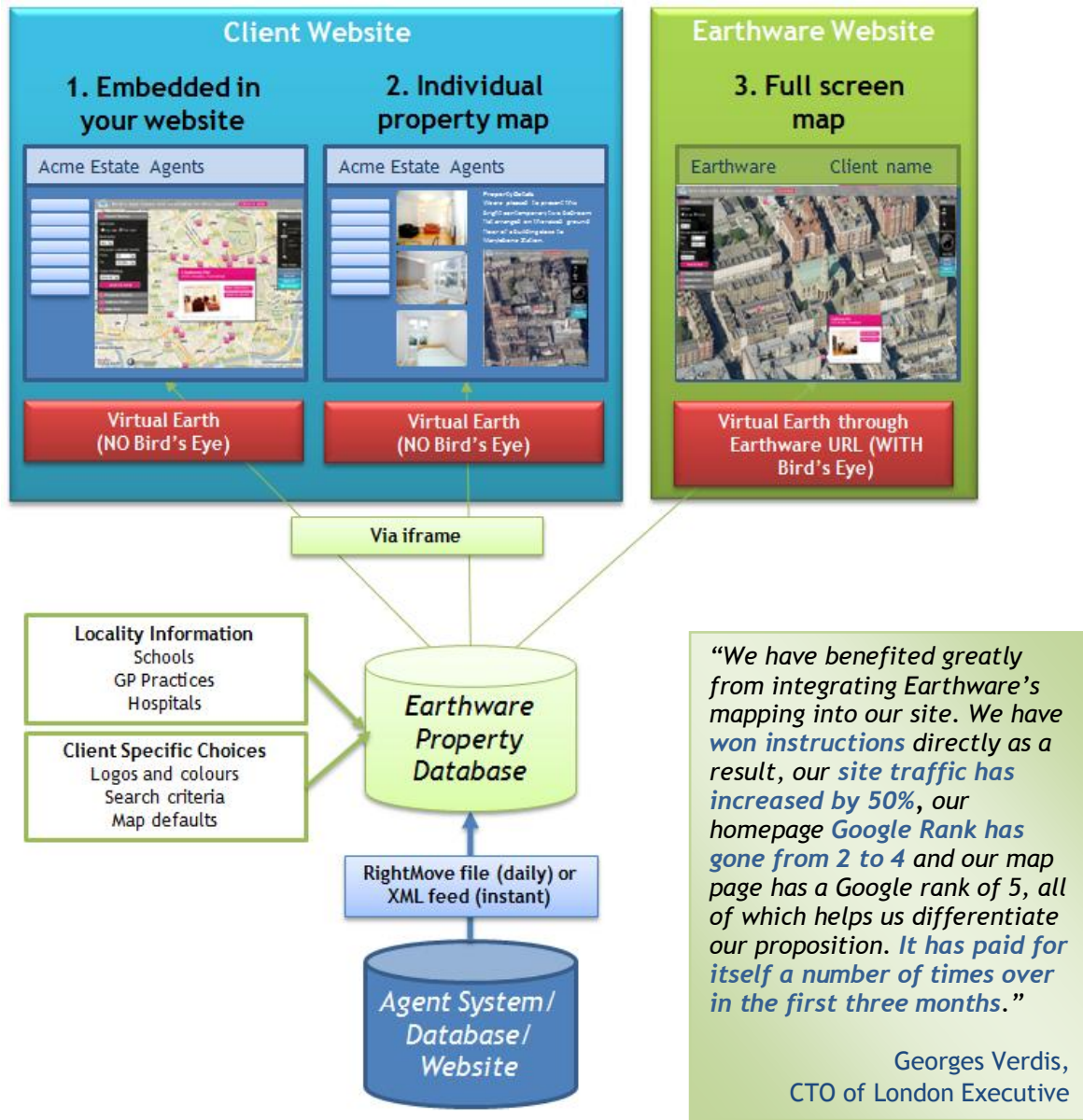
**Residential Property Mapping**

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*Product Summary Document*

## How does *EarthwareProperty* work?

Our clients receive three types of map (embedded, full screen and individual property) as standard in *EarthwareProperty*. The diagram below demonstrates how the technology works:



*EarthwareProperty* is designed to be both flexible to your individual needs and branding and also easy to embed in your website. All that is required is the following three steps:

1. Define your specific requirements (colours, map defaults, icons)
2. You will receive a small amount of code to pass to your web development team/partner
3. Ask your web development team/partner to implement the code and send a regular data feed to Earthware

# What features are included?

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## Viewing

<b>Properties</b>	All properties are shown on the map that meet the search criteria. At low zoom levels these are clustered with an indicator of how many properties and at high zoom levels, properties are marked individually or with multiple properties
<b>Map View</b>	This view shows all the roads in the UK (including road names)
<b>Aerial View</b>	This view shows vertical aerial imagery
<b>Hybrid View</b>	This view combines both road view and aerial view
<b>Bird's Eye View</b>	This is unique to the Microsoft Virtual Earth API and shows aerial views of properties from four different angles
<b>Hybrid Bird's Eye</b>	This combine Bird's Eye view and road view

## Interactivity

<b>"In Map" Search</b>	Search and filter within the map on: <ul style="list-style-type: none"><li>○ Type of property (flat/apartment, house, bungalow)</li><li>○ Minimum number of bedrooms</li><li>○ Minimum and maximum price</li><li>○ Type of contract (sale or rent)</li></ul>
<b>Information Window</b>	The box in the top right hand corner of the map allows the user to: <ul style="list-style-type: none"><li>○ View a thumbnail photograph of the property in a slideshow</li><li>○ View a brief summary of the property</li><li>○ Refine the search further</li><li>○ View a link to go straight to street level view</li><li>○ View a link to go to the full property details</li><li>○ View a map help section</li></ul>
<b>Address Finder</b>	Allows navigation of the map using text strings (e.g. "Fleet Street") or postcode.
<b>Locality Information</b>	Uses icons to demonstrate: <ul style="list-style-type: none"><li>○ Public transportation</li><li>○ Schools (including links to information such as OFSTED reports)</li><li>○ Client Estate agent offices/locations (with contact details)</li><li>○ NHS locations (e.g. GP surgeries, hospitals and dentists)</li></ul>

# Why choose EarthwareProperty?

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We believe that *EarthwareProperty* is the best interactive mapping solution available on the UK property market. Here are some reasons why we think you should agree:

1. **Bird's Eye** - Only Microsoft Virtual Earth has bird's eye views and few agents in the market are taking advantage of these yet. Only two of the top 20 portals and 5 of the top 50 Estate Agents are using Virtual Earth so it can really help make your website stand out from the crowd.<sup>1</sup>
2. **Brand Building** - By embedding our product seamlessly into your website, our solution looks like your solution and therefore customers credit you with the innovation and technology (unlike RightMove for example) which all helps to build your brand image and perception.
3. **Expertise** - Mapping is what we do. We are not a web design company who does a few maps, or a media company that has a mapping product on the side. You will be partnering with an organisation whose whole purpose is to be the best at interactive mapping solutions. You should therefore have confidence that we will continue to bring innovation to our products that you will benefit from year after year.
4. **Absolute Focus** - It is Earthware's number one priority to make *EarthwareProperty* the market leader. You will not need to cajole, persuade or chase us - we will at least match your passion to get this absolutely right for you and your customers.
5. **PR** - Earthware will be working very hard to maximise the coverage of our new product within the trade and wider press. This will have automatic positive knock on effects for our clients through the publicity we will be seeking to generate.
6. **Value for Money** - Our pricing is highly competitive within the current marketplace, especially for Virtual Earth implementations, and yet offers superior imagery, technology, usability and information.
7. **Functionality** - *EarthwareProperty* will match the best of the functionality on the market today, but also go much further with functionality such as Bird's Eye, integrated "in map" search, schools, transport and healthcare information all with a sleek, user friendly interface.
8. **Future Proofing** - We believe that the Microsoft Virtual Earth underlying technology will emerge as the gold standard in property mapping (as it has done in the US). This would make any solution using Virtual Earth more future proof.
9. **3D** - Only Microsoft Virtual Earth currently offers 3D buildings on web based maps. Although these are not widely available today, these will become increasingly available over the next two years and will certainly create a "wow" factor with customers. We intend to embed this within *EarthwareProperty* as soon as it is commercially viable to do so.
10. **Proven** - *EarthwareProperty* was launched in July 2007 in the commercial property environment and January 2008 in residential property. Although new, the quality of delivery demonstrated through our other clients (see [www.london-executive.com](http://www.london-executive.com)) and has been recognised internationally (see [article on Microsoft's blog](#)).

*"Real Estate companies should take notice - the UI is fantastic - filters atop the map, no page refresh, short bits of information in the popups, sleek navigation, heck I even like the colors."*

Chris Pendleton,  
Microsoft Virtual Earth  
Technical Evangelist

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<sup>1</sup> Market Research conducted in March 2008 - Top 20 property portal as defined by Estate Agency Times (Feb 2008) and Top 50 Estate Agents as defined by Estate Agency News in January 2008