GeoReveal is a powerful tool that helps you combine geography and statistics to produce and publish revealing interactive graphics.

**Summary**

GeoReveal can help a variety of users in both the public and private sector produce highly interactive presentations that bring important geo-statistical trends to light. Its impact can be felt everywhere from data exploration and publishing to performance review and the creation of executive dashboards.

**Benefits**

With GeoReveal, your company can:

- Interpret and understand data more fully
- Produce highly interactive presentations
- Publish to intranet or web in minutes
- Improve organization-wide access to data

GeoReveal is a powerful tool that helps you combine geography and statistics to produce and publish revealing graphics based on their data. With GeoReveal, users can produce highly interactive presentations that bring important geo-statistical trends to light.

A simple wizard-driven interface helps organizations publish to their intranet site or to the web in a matter of minutes. They can also view the presentations on numerous platforms and devices across their organization.

GeoReveal is being used by both public and private sector organizations. Local governments are using GeoReveal to highlight census statistics by area. Utilities view service levels or availability while monitoring performance. Insurance companies get an overview of geographical accumulations to make more informed underwriting decisions. Real estate firms compare property values by ZIP code to analyze geographical market trends. Marketers leverage lifestyle statistics to improve the targeting of campaigns. And law enforcement officials view crime statistics by neighborhood to support initiatives and aid in performance review.

By helping you link back-office data with vivid front-end graphics, GeoReveal enables you to more easily understand and interpret your data and make better, more informed decisions.

**Open and Scalable**

GeoReveal utilizes Scalable Vector Graphics (SVG), an open format for rendering images, text and graphics in a web browser. The scalable characteristics of the SVG format lends itself perfectly to delivering mapping, charting and data visualization on numerous platforms and devices.

SVG files produced by GeoReveal are in a vendor-neutral and interoperable format. Because the SVG format works seamlessly with current web technologies (e.g., HTML, ASP, JSP, GIF, JPEG, PNG, and JavaScript), GeoReveal presentations integrate smoothly with existing web-based applications.

**GeoReveal Applications**

GeoReveal helps across an organization, especially in these four areas:

**Data Exploration.** GeoReveal pages represent the ideal tools for data interrogation. This ranges from “scanning” data to reveal patterns and trends to data exploration for problem solving. Each aspect of a GeoReveal report can be tailored to a specific analytical function. GeoReveal assists managers and end-users in finding information for themselves, freeing up analyst time for more complex tasks.
Publishing Data. GeoReveal efficiently distributes vast amounts of mapping, demographic and statistical data to wide audiences. A wide variety of data is presented to viewers in a highly intuitive way.

Performance Review. Interactive pages are used to identify, monitor and review key performance indicators (KPIs). Reports provide unique insight into performance and track indicators against chosen variables.

Executive Dashboards. Dashboards are becoming a common tool to help visualize data and make better decisions. GeoReveal is an ideal tool for creating custom pages for viewing maps, graphs, charts and more. The graphical front-end provides live access for interactive data exploration.

GeoReveal Studio

The GeoReveal Studio is a complete design environment. Utilizing a drag-and-drop interface, you can quickly and easily design your pages. Incorporating extensive charting and mapping capabilities, your pages can be published to the web, your organization’s intranet or distributed via digital media.

Features include:

• Drag-and-drop designer and wizard-driven assistants that enable page creation in minutes

• Thematic Mapping capabilities

• Extensive charting engine offering numerous ways to present data (e.g., tables, bar chart, pie charts, scatter plots, histograms)

• Support for common GIS and tabular data sources (such as ESRI, CSV, Excel and Access)

• Integration with Web Map Services (WMS) for backdrop mapping

GeoReveal Studio (Live Edition)

The Live Edition includes all the features from the standard version of GeoReveal Studio plus an interface for connecting to XML served from enterprise databases. This edition delivers new levels of interactivity by allowing users to view and update real-time data.

With GeoReveal, you can create highly visual and interactive web pages for viewing data using intuitive maps, charts, graphs and more.

With GeoReveal, you can create very rich, interactive web sites and present data in highly visual, easy-to-understand formats.