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FREE QUOTE

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www.demoreports.com

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1451 Yale Drive
Brunswick, Ohio 44212

SiteStar[®]
Version 1.0



GPS/GIS

**Demographics
&
Mapping System**

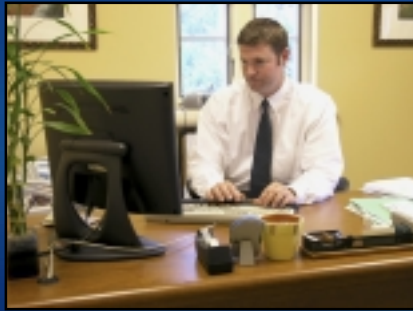
*Demographics in the office
or on the road!*



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SiteStar v1.0 in the Office

Now you can have unlimited demographics and mapping for your market area. The software and data is on *your* computer. That means there are no subscriptions or complicated



websites to learn. SiteStar was designed to give you all the power of MapInfo® while making it much easier to use. Locate sites and locations with addresses, intersections,

coordinates or by simply clicking on the map with the Site Tool. Locations may be saved in the database for recall and analysis later. Easily run demographic reports by Radii, County, Zip Code, Municipal Boundary or Place Boundary. Create custom trade areas by using the Polygon Tool. Then print reports from Microsoft Excel® or create an Adobe® PDF file.

Take SiteStar v1.0 on the Road

Load SiteStar onto your laptop, plug in the GPS receiver into a USB port, and you are ready to run reports wherever you



are. The GPS receiver tracks your location and streams the correct coordinates from GPS satellites into SiteStar. You don't need to know addresses or intersections. Just press the spacebar to capture your location. You may then run reports or save the location in the database for analysis later. SiteStar makes site tours a breeze. In a business where timing is everything, SiteStar with GPS allows

you to make decisions on the spot. It couldn't be easier!

SiteStar Data for your Market Area

- **National**
- **Regional**
- **State**
- **Custom**

Report Boundaries

- **Up to 4 radii per report**
- **Counties**
- **MSAs**
- **Zip Codes**
- **Municipal Boundaries**
- **Place Boundaries**
- **Custom Trade Areas**

Reports & Maps



- **Full Demographic Profile** - 8-pages, 4-radii demographic profile including population, growth, families, income, households, daytime demographics, race, age, sex by age, education, drivetime to work, housing, household structure, etc.



- **Executive Summary** - 1-page report including the most important information such as population, growth, families, income, households, and daytime demographics.



- **Consumer Expenditure** - 6-pages - Find out what consumers are spending their money on. Includes food, housing, utilities, household furnishings, transportation, healthcare, apparel, etc.



- **Variable Shaded Maps** - Visualize where your customers are. Shade maps by population density, income ranges, race, households, or any variable you choose. Save the shading profile for later recall. Print presentation quality maps or save it as a pdf.



- **Competition / Location Maps** - Visualize your competition or locations. Create competition / location maps by entering addresses, intersections, coordinates or by using the GPS feature. Save to database for later recall. Print presentation quality maps or save it as a pdf.

Company Logo on Reports

Use the DemoReports® logo as a trusted source of demographic information or enhance your company's image by customizing the reports with your company's logo.

Additional Data & Map Layers

Nearly any map layer that works with MapInfo® will work with SiteStar. Adding data such as Traffic Counts, or Aerial Photography is as simple as adding a MapInfo Table and updating the workspace. The ability to save Map Profiles is a new feature that allows you to change the appearance of the map and save it as a preset to recall later. This helps simplify the MapInfo Layer Control.

Minimum system requirements

- Recommended 800Mhz processor or greater
- Recommended 128 MB system memory or greater
- USB port for GPS receiver
- Operating System Windows XP or Windows Vista
- 10-21GB free disk space (dependant upon data area)
- MapInfo® 8.0 or greater
- Microsoft Excel®
- Adobe PDF® Reader