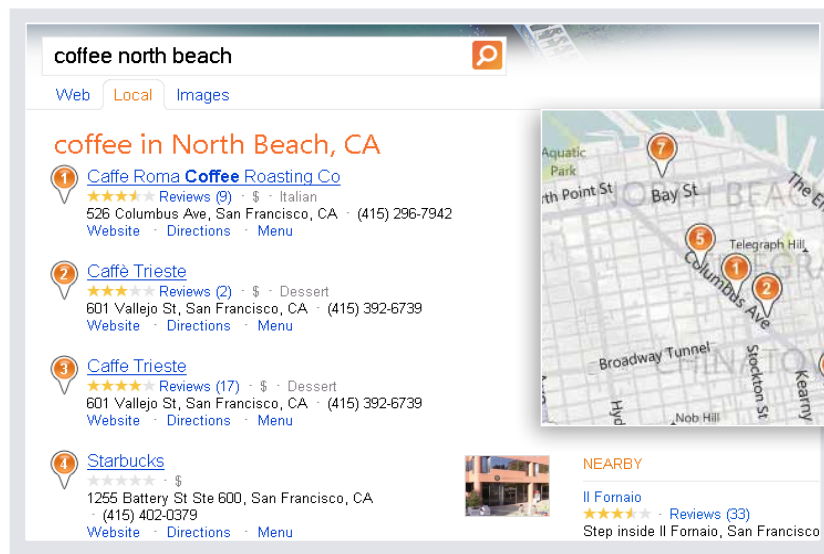




CASE STUDY

Microsoft Bing gets hyperlocal with Urban Mapping Neighborhoods



Looking for the best cup of joe in the neighborhood? Urban Mapping's neighborhood boundary data enables Bing to provide contextually aware services that resonate with users and maximize ad potential.



About Bing

Bing is designed to help people overcome search overload and make faster, more informed decisions when searching online. No longer satisfied with the status quo of search, Microsoft designed Bing as a Decision Engine to provide people with intelligent search tools to help them simplify tasks and make more informed decisions, from simple decisions such as choosing the fastest route to get home to more complex ones such as researching a product purchase or planning a trip.

Neighborhoods

About Neighborhoods

For local search, navigation and mobile, neighborhoods matter. They reflect on-the-ground understanding for people in a way that postal codes and other administrative boundaries do not. Urban Mapping's Neighborhoods database and API provide neighborhood boundary data for organizations that want to deliver compelling user experiences with engaging content and advertising.

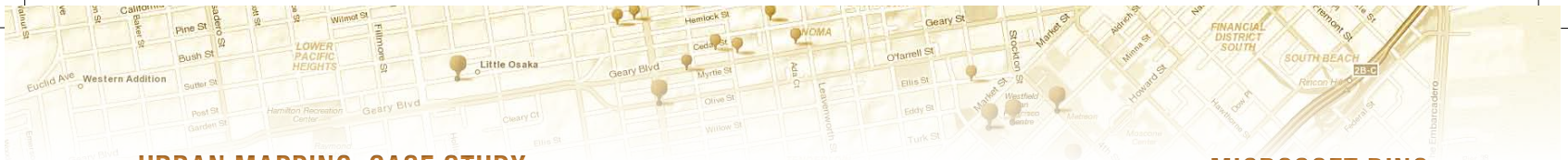
OVERVIEW

Microsoft designed Bing as a decision engine to provide people with intelligent search tools to help them simplify tasks and make more informed decisions, from choosing the fastest route to get home to researching a product purchase or planning a trip. To meet the growing demand for local and hyperlocal content, Microsoft selected Urban Mapping's neighborhood boundary data for Bing to help deliver intuitive and relevant search results to users.



"Urban Mapping gets hyperlocal. Their neighborhood data is creatively-designed and expertly-executed, and essential for the success of our local program."

Neil Black,
Principal Program Manager Lead,
Bing Maps



URBAN MAPPING: CASE STUDY

MICROSOFT BING

CHALLENGE

Neighborhoods more accurately reflect how people think about their surroundings than postal codes and other administrative boundaries. As an industry-leading search and mapping engine in a time with increasing focus on local content, Microsoft knew neighborhood boundary data would be key to providing contextually aware services that resonate with users and maximize ad potential. Microsoft needed top quality, thoroughly researched and reliable data from a trusted source that was scalable, continually updated and easy to integrate with Bing's services.

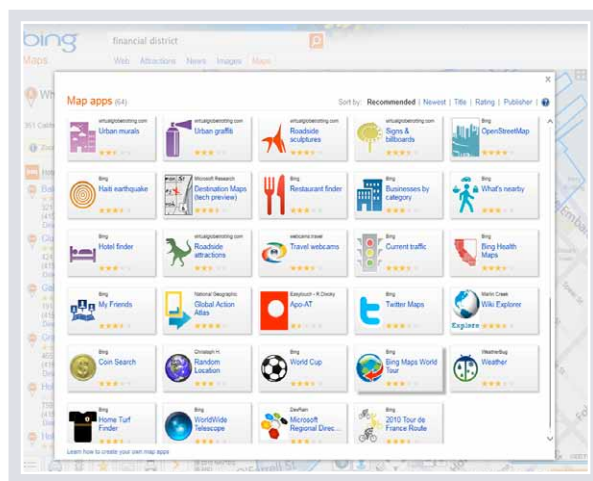
SOLUTION

Urban Mapping has been sourcing, delivering and refining its neighborhood data and services since 2006, geographically encoding the boundaries of thousands of neighborhoods with precise latitude and longitude. At the same time, Urban Mapping's patent-pending Smart

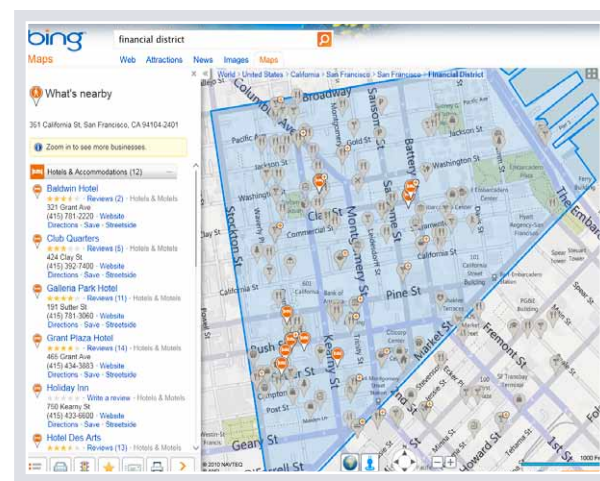
Boundary technology gives boundaries the flexibility to capture the natural variance in human perception of informally defined spaces. Microsoft recognized Urban Mapping's expertise and incorporated Urban Mapping Neighborhoods into Bing's services.

"Urban Mapping gets hyperlocal," said Neil Black, Principal Program Manager Lead for Bing Maps. "Their neighborhood data is creatively-designed and expertly-executed, and essential for the success of our local program."

Microsoft Bing is now a top provider of local content with a smart strategy focused on categories that help people make complex decisions on a daily basis. Bing has been prolific in its development of local search tools, apps driven by the Bing Maps platform and mobile services for on-the-go users. Urban Mapping Neighborhoods helps them deliver these services in a meaningful way.



Bing Map Apps. Bing has been prolific in its development of local search tools, apps driven by the Bing Maps platform and mobile services for on-the-go users, including Local Lens, Local Events, Restaurant Finder and the Twitter Map.



The What's Nearby App offers users the ability to search a given neighborhood for specific service categories, including restaurants, hotels, shopping centers, medical care and schools.