

Largest Database of Canadian Mobile Digital Maps

Avenza Systems from Canada has partnered with Mapmobility, Canada's most prominent producer of printed urban mapping products, to announce the largest offering of Canadian digital maps for consumer use on the iOS platform. Avenza will host Mapmobility's highly detailed maps in the PDF Maps app and digital map store providing a new way for mobile device users to access a rich resource of content that was previously only available in print. The PDF Maps app allows users to explore and navigate Canada without having to worry about losing reception due to cell tower proximity or high data-roaming charges.

Mapmobility holds the largest Canadian market share of printed map products with hundreds of atlas and folded map titles making the relationship with Avenza mutually beneficial for both companies and the consumer. The partnership enhances Avenza's digital map database by adding more than 30 years' worth of Canadian cartographic content, while Mapmobility benefits from Avenza's foothold in a digital marketplace to reach a new mobile map consumer with the PDF Maps app and Avenza Map store. Mapmobility has selected Avenza as its exclusive channel for selling and distributing digital versions of its maps making the Avenza PDF Maps app and store the only place to find the vast array of Mapmobility Canadian maps.

Avenza's PDF Maps app is an all-encompassing solution for the use, distribution and sale of digital versions of paper maps to mobile devices. It includes both an app for consumers to use, discover and purchase maps directly from their devices as well as an in-app store to facilitate the transaction and delivery of maps. The in-app marketplace provides a new mobile e-commerce venue that allows those in the industry to have access to more than 200 million Apple iOS users seeking information about specific maps. "For years we've worked with publishers providing cartographic software to help create maps, but as consumers continue to change how they access and consume content, we're delighted to be the conduit for the more than 130 map publishers, including Mapmobility, to deliver such detailed maps in a more interactive manner," said Ted Florence, President of Avenza Systems Inc.

The PDF Maps app takes advantage of geospatial technology that allows travellers to view and measure real world locations and attributes. Paired together with mobile devices that utilise GPS, such as an iPhone or iPad, the PDF Maps app provides constant access to geographic locations and even points of interest without the risk of losing reception due to cell tower proximity, making it the ultimate traveling accessory for those that are enthusiastic about travel or anywhere internet bandwidth is not available or is cost-prohibitive when roaming internationally.

<https://www.gim-international.com/content/news/largest-database-of-canadian-mobile-digital-maps>
