Pitney Bowes MapInfo (UK) has introduced MapXtreme 2008, the next generation of its Microsoft .NET-based location intelligence platform. Leveraging applications developed with the MapXtreme software developer kit (SDK), organisations can integrate location intelligence with existing business systems, enabling them to make better strategic decisions and more effectively manage and protect assets.

Fully integrated with the Microsoft .NET development environment Visual Studio 2008, MapXtreme 2008 enables software developers and IT professionals to create custom mapping and location intelligence applications that provide tailored views of geographic data and automate and augment business processes. Applications created with MapXtreme can be deployed on both the Internet and desktop.

MapXtreme 2008 also reflects the company's commitment to interoperability through the support of geospatial standards from the Open GIS Consortium, extending the number of data sources that users can access.