New Version of MapD Improves Interactive Location Intelligence

MapD Technologies, the analytics platform provider, has announced the launch of MapD 4.0, a major leap forward in large-scale, interactive geospatial analytics. With native support for geospatial data tightly integrated with a powerful GPU-based rendering engine, the software enables unparalleled visual interactivity for large-scale location intelligence use cases, such as visually uncovering the relationship between demographic data and spending patterns on a map, uncovering driver behaviour patterns from connected vehicle telemetry, and gauging cellular signal strength variances in a city, down to the block level.

“Organisations are dealing every day with a deluge of location enriched data, from mobile devices, IoT enabled objects, connected vehicles, and location-stamped transactions. Many analytics tools aren't just crumbling under the weight of data, they also lack the capabilities to handle this spatio-temporal data at granular levels.” said Venkat Krishnamurthy, Vice President of Product Management, MapD. “One of our goals for MapD 4.0 is to overcome this problem and give everyone, the power to query and visualise this data in real-time for incredible new insights not possible before.”

MapD pioneered the use of massively parallel GPU processing for big data analytics in a wide range of fields, from operational and geospatial analytics to data science. Delivered in open source, cloud, and enterprise editions, MapD is ideal for use in telecom, financial services, defence and intelligence, automotive, retail, pharmaceutical, advertising, and academia.

For geospatial analysts, MapD 4.0 supports geometry and geographic data types such as points, lines, polygons, and multipolygons, as well as key spatial operators. Combined with a newly-enhanced rendering engine, users can now query and visualise up to millions of polygons and billions of points with unprecedented speed.

MapD 4.0 helps users ask questions and explore trends that were once too large or difficult to answer. Computation-heavy challenges are now possible at extreme speed, such as identifying two cargo trucks in one area, moving in the same direction and at the same time, while calculating their speed. Similarly, for retail, city planning or marketing purposes, users can create or select a customised geographic area anywhere in the world and instantly view demographic information in that area.

Rich Sutton, VP of Geospatial at Skyhook, said “The inclusion of spatial data types in MapD 4.0 opens up game-changing possibilities for us. For all current applications where we've abstracted complex polygonal objects to tiles or point clouds, we'll now be able to operate directly on native geometries. This simplifies our processing supply chain and opens up huge opportunities for data analysis and enrichment.”

For more information, visit the MapD blog; or see the release notes at www.mapd.com/docs/latest/.

https://www.gim-international.com/content/news/new-version-of-mapd-improves-interactive-location-intelligence