MapMarker 4.0 Beta Release Information

This document is a summary of what's new and enhanced in MapMarker 4.0 and is the source for the latest issues and information you need to know to get the most from this Beta release. Topics covered include:

- Getting Started
- What's New in MapMarker 4.0?
- Making the Most of the MapMarker Beta

Getting Started

Beta Installation

Run setup.exe from the CD–ROM or by following the Web download instructions from the MapMarker Beta download page.

The Beta installation does **not** require unlocking. You do not need to uninstall your existing version of MapMarker before installing the 4.0 beta. But please install the beta release to a different location. Do not install the Beta version on top of an existing version of MapMarker. The Beta release will expire on June 15, 1998.

Beta Documentation Set

The MapMarker 4.0 Beta documentation set includes the following:

- This **What's New** document provides a summary of the new and updated features in MapMarker, as well as issues you need to know about when evaluating the beta release.
- **Online Help** contains the most complete information and instructions to date for the new 4.0 features such as Candidate Visualization and Attribution.
- **MapMarker 3.x Product Guid**e (mm3x.pdf) is an abridged version of the shipping MapMarker 3.x product guide. If you are new to MapMarker, refer to this document for geocoding concepts and instructions for running MapMarker successfully.
- **MapMarker API Guide** (mmapi.pdf) provides the calls and sample code for the developer of API applications to create MapMarker–like geocoders.

What's New in MapMarker 4.0?

In this version of MapMarker, the focus is on making a great geocoding tool even better. Features have been added to help you better choose from several match candidates and attach more information than ever to your table from other sources. Here's a summary of these and other features:

- Candidate Visualization
- Attribution
- Geographic Precision
- Support for SpatialWare 2.2
- Quick Geocode
- User Dictionary Enhancements
- MapMarker Geocoder Control (OCX) Enhancements
- Fallback to ZIP Centroid Geocoding
- Right–Click Menu Items

Candidate Visualization

Candidate visualization allows you to see where potential matches fall on a map before you make your choice. This feature is accessible via a Map button in the Interactive dialog and the new Quick Find dialog.

When using candidate visualization during interactive geocoding, you can select the point on the map that represents your match choice and MapMarker will geocode to that record. The Quick Find feature allows you to view the candidates, but does not return the information to your table. Use this as a quick way to confirm an address.

This feature uses StreetWorks or StreetInfo tables as the background street network on which the candidates are placed. You must specify the location of your street data before engaging Interactive geocoding or Quick Find. You can also specify the layers to view in the map.

To try out this feature, we have included sample StreetWorks data in this beta release. Go to the Options > System Preferences > Maps dialog and point MapMarker to \sampdata \DC\DCWASH. Using the DC_addr.tab as your geocoding table, geocode the table interactively or try out the Quick Find feature and display the match candidates on the D.C. map. In Quick Find, use the address 1600 Pennsylvania Ave, Washington D.C. 20050 to gather a list of candidates for mapping.

Attribution

If you would like to attach attributes from another table to your geocoded records, then consider MapMarker's Attribution feature. Any table in MapInfo format is suitable for this process: boundary and point files, demographic tables or non–geographic tables. Any information that is stored in the attribution table can be attached to the record in your database when MapMarker makes a successful match.

There are two types of attribution in MapMarker. The first, called Output Point, links the geocoding table to the attribution table by geography. The geocoded record is matched to the containing boundary in the attribution table and the record associated with the boundary object supplies the attributes to the geocoded record.

The second type is known as Column Value attribution where a column in the geocoded table is matched against an equivalent column in the attribution table.

Attribution works while you are geocoding the table or as a batch process separate from a geocoding pass. Batch attribution is faster than geocoding/attribution and attribution using a column to column match is faster than one using a geographic join.

There are some requirements that you need to follow when using this feature. See the Online Help topic "Requirements for Adding Attributes to Your Table" for more.

This feature is located on the Table menu under Add Attribution. We provide sample data in the \mapmarker\sampdata directory to try out this feature. Dczip.tab and DCzbdry.tab have demographic data by ZIP Code for Washington, D.C. You will need at least the Maryland/D.C portion of the Address Dictionary as well.

The steps below describe the general process for attribution. See the Online Help topic "Adding Attributes to Your Table" for additional information.

1. From Table > Add Attributes > Select Attribute Table, choose the attribution table.
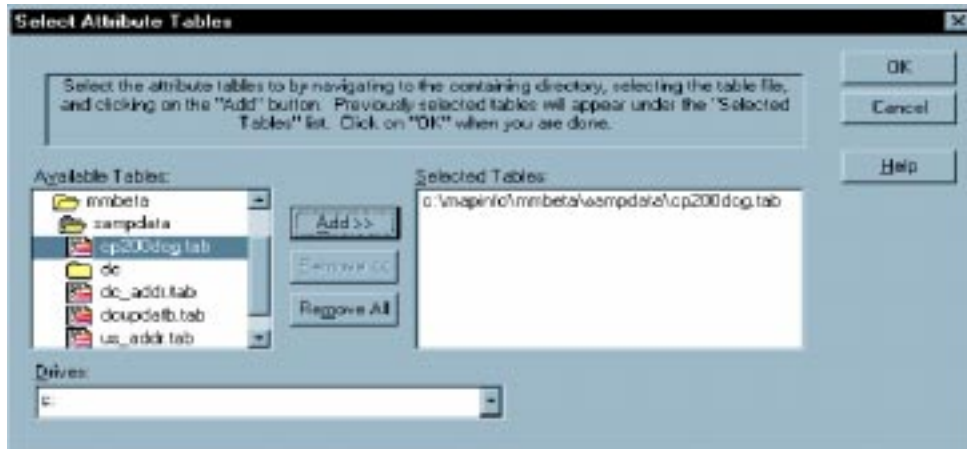
2. Link the attribute table and the geocoding table by geography (Output Value) or as a column to column match (Column Value). For a column match, specify the two columns in common.

3. Choose the attribute column you want the data from and bind it to the appropriate output column in the geocoding table. Repeat to bind additional columns.
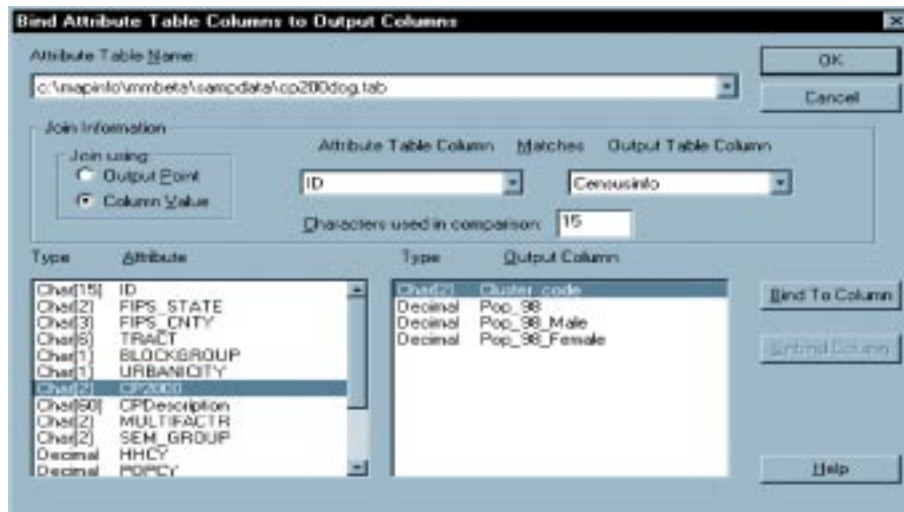
4. Carry out the attribution process either by geocoding the table or by choosing Table > Add Attributes > Batch Add Attributes.

   The illustration below shows the completed results of demographic data now stored in the geocoded table.

DCstats Browser					
Address	Cluster_Code	Pop_98	Pop_98_Female	Pop_98_Male	Town
122 C ST NW	60	51	0	51	WASHINGTON
	15	1,572	821	698	WASHINGTON
	15	1,572	821	698	WASHINGTON
618 A ST NE	15	864	391	398	WASHINGTON
1429 E CAPITOL ST SE	15	905	362	416	WASHINGTON
620 D ST SE	15	337	152	148	WASHINGTON
631 F ST NW	34	1,002	372	549	WASHINGTON
	34	1,002	372	549	WASHINGTON
	33	1,104	461	384	WASHINGTON
927 15TH ST NW	60	667	466	165	WASHINGTON

Quick Find Address Tool

MapMarker 4.0's new search feature allows you to type in a single address record and MapMarker will return the complete address if it makes a match. (Note: this feature will not geocode the record). Additionally, if you have more than one candidate you can map them to help you decide the best match. Find the Quick Find feature under the Search menu.

Geographic Precision

The precision of the coordinates returned by MapMarker has been increased to five significant digits. This increases the positional accuracy at which geocoded records display on a map. Consider if you set MapMarker's street offset at 0 feet and were displaying over a StreetWorks street table, the average positional error from the center of the street would be plus or minus 3 feet.

If you are creating longitude and latitude columns in your table, be sure to allow for the additional digit(s). For example, a decimal column should be at least 9,6. You can also set the column with type float.

Support for SpatialWare 2.2

MapMarker supports the spatial index type SW_GEOMETRY when geocoding remote tables. Users of SpatialWare 2.2 on Oracle can geocode with MapMarker and the resulting coordinate information and spatial objects are stored directly in the remote table. MapMarker also supports X,Y columns for remote tables.

For additional information start at the Online Help topic "Preparing to Geocode Remote Databases."

Quick Geocode

For geocoding without all the setup, the Quick Geocode button allows you to click and go. MapMarker will geocode the table with the current preferences without displaying the Geocode dialog. This feature requires that the table be opened previously in MapMarker in order to set the columns and geocoding preferences.

User Dictionary Enhancements

MapMarker allows you to have up to five User Dictionaries open at one time. You can also use User Dictionaries created in MapMarker 3.x in MapMarker 4.0. If you want to take advantage of the increased geographic precision that 4.0 offers, you must recreate the User Dictionary in MapMarker 4.0.

MapMarker Geocoder Control (OCX) Enhancements

To clarify the returned address when using the MapMarker Geocoder Control, we have added a new method for firm called GetCandidateFirmAt().

Fallback to ZIP Centroid Geocoding

During CASS geocoding, you can now set the option to fallback to ZIP Code Centroid if MapMarker cannot make a street match. In addition, you can specify the level of precision you are willing to accept. Your table will not be negatively affected if you are trying to qualify for CASS certification.

Shortcut Menu Items

Quick Find, Quick Geocode and Create Batch File commands have been added to the Shortcut menu that is accessible with a right button mouse click. These functions join four other key menu commands for easier navigation: Open Table, Select Columns, Geocode and System Preferences.

Making the Most of the MapMarker Beta

The following is additional infomation and known problems about the Beta release to help you make the most of your evaluation session. Look to the MapMarker Beta News web page, as well, for the latest information. Topics covered include:

- Users of MapX 3.0
- Multiple Versions of MapMarker
- Changes to the Windows Registry
- Note for Developers of MapMarker 3.x Applications
- Address Dictionary Update
- Quick Geocode and Remote Tables
- System Preferences > Startup Dialog
- Street Intersections in Candidate Visualization
- Candidate Visualization and StreetPro
- CASS Reporting Unavailable

Users of MapX 3.0

MapMarker 4.0 uses MapX as its engine for candidate visualization and attribution. The MapMarker installer will install a version of MapX on your system. If you have an existing version of MapX on your system, MapMarker will not overwrite it nor uninstall it if you uninstall MapMarker. If, however, you uninstall your copy of MapX 3.x, it will also uninstall the MapMarker version of MapX. To reinstall the MapX portion of MapMarker run setup.exe from the MapXOCX directory that is located under the MapMarker program directory.

Multiple Versions of MapMarker

Beginning with this Beta release, you may now have more than one version of MapMarker on your system at a time. For example, you can install the beta version of MapMarker 4.0 for evaluation purposes, but continue to geocode your tables with the 3.x version. Each version is listed in the registry under its own version key under HKEY_LOCAL_MACHINE.

Changes to the Windows Registry

The Registry values for MapMarker Beta are now found under HKEY_LOCAL_MACHINE \SOFTWARE\MapInfo\MapMarker\4.0Beta after installation. Values will no longer be written to HKEY_CURRENT_USER.

For users of the MapMarker APIs, note that the DatabasePath is now found under HKEY_LOCAL_MACHINE.

Note for Developers of MapMarker 3.x Applications

Current applications that hook into the mmv3.dll from MapMarker 3.x can be made ready for MapMarker 4.0 by ensuring that the version 4 .dll is present (mmv4.dll).

Address Dictionary Update

The MapMarker 4.0 Beta Address Dictionary is comprised of data from these sources:

- Address data from the USPS ZIP+4 database (vintage December 1997)
- Street geometry from the U.S. Census Bureau's TIGER 95 files (vintage 1995, release date September 1996)
- ZIP+4 Centroids from GDT Inc. (vintage June 1997).

The Address Dictionary is updated bimonthly to comply with the USPS CASS bulk mailing discount requirements. However, this Beta release has not been certified for CASS geocoding.

Quick Geocode and Remote Tables

The Quick Geocode feature does not work for remote tables because the feature uses the table's metadata to know the geocoding preferences. Metadata cannot be stored in remote tables.

System Preferences > Startup Dialog

A new item in the Startup Preferences dialog (Options > System Preferences > Startup) allows you to proceed directly to the Select Attribute Tables dialog at Startup. Check the box Select Attribute Files after Selecting Columns. The Select Attribute Tables dialog will display after you set the input and output columns for your geocoding table.

Street Intersections in Candidate Visualization

Currently you are unable to view a street intersection candidate in a map via the Quick Find or Interactive geocoding dialogs. MapMarker will match to them or return them as candidates.

Candidate Visualization and StreetPro

If you set up StreetPro as your street data for mapping your match candidates, note that the point location will not be exact relative to the street. The streets in StreetPro have been

enhanced beyond the level of the streets in the MapMarker Address Dictionary, thus causing points to be incorrectly offset. StreetPro street data is designed for use with MapMarker Plus (separate product).

To view match candidates that line up correctly, use only StreetWorks or StreetInfo street data as your street background in the Candidate maps.

CASS Reporting Unavailable

The Beta release does not support the generation of USPS report 3553 for CASS certification. It will be available in the shipping version. You may geocode your table using the stringent matching requirements of CASS without generating a report, if you choose.