Pitney Bowes MapInfo Pro 64 Bit Advances the Consumerization of Mapmaking

STAMFORD, Conn., November 20, 2014 - Pitney Bowes Inc. (NYSE:PBI) announced today the release of MapInfo Pro 64 bit, which simplifies map production and enables businesses to quickly and easily create and analyze important geographic data. Built on MapInfo technology, the new release highlights Pitney Bowes' ongoing investment in its location intelligence software that's used by more than a billion people worldwide.

As businesses expand to new markets or explore opportunism to optimize existing operations, they are turning to spatial analysis. Instead of crunching data trapped within structured spreadsheets, industry leaders are depending on visually accessible maps to see connections between data points and drive deeper analytic insights. However, widespread adoption of the geographic information systems software (GIS) that build these maps is being hampered by complex offerings that require data scientists and experts for operation.

Now, MapInfo Pro 64 bit is simplifying and democratizing mapmaking for everyday business functions. With an intuitive user interface, live editing capabilities and geomapping functionalities, MapInfo Pro 64 bit cuts training time for users down by 70 percent, from two weeks to two days, enabling businesses to see their data sooner and drive innovation before the competition.

"We live in a world based on connection. Business professionals, regardless of industry, want to take real world data and see it in new ways," says James Buckley, Senior Vice President and General Manager, Location Intelligence, Pitney Bowes. "But understanding these connections is more than just seeing them -- it's about using those visualizations to outshine the competition, to improve the customer experience and to make better, more informed business decisions. MapInfo Pro 64 bit is empowering business professionals to make these data-driven decisions by bringing map making to their fingertips."

Geographic information systems are only as good as the data they analyze. MapInfo Pro 64 bit is host to one of the largest sources of data from on-the-ground experts around the globe. Product users have access to 350 unique datasets, gathered across 240 countries/territories and 13 distinct categories, including 85 million points of interest. Now, mainstream industries in 125 countries, across 16 languages are using Pitney Bowes software to drive innovation; samples include:

- Wireless telecommunications organizations are using maps to make more targeted and accurate network plans.
- City planners and economic developers are using maps to more efficiently plan and optimize local citizen services.
- Insurance providers are using maps to better assess high risk areas and enable their customers to receive the right coverage.
- Retailers are using maps to deliver more targeted marketing and increase revenue through site location planning.
- Financial service institutions are using maps to discover areas of economic growth and better predict opportunities of investment.
- Mining companies are using maps to visualize copper concentration measurements in resource exploration.

Customer Insights

MapInfo Pro 64 bit recently launched to existing customers. User feedback highlights the product's improved capabilities and customer loyalty:

"Very impressed with the new, faster MapInfo Pro." Karen Wong, Senior Analyst, BT Financial Group

"As a long time user of MapInfo Professional, I'm excited about the improvements coming in the 64-bit release and the transformation the product has made. Talk about innovation fast forwarded!" Nick Roesler, Geospatial Services Supervisor, Willoughby City Council

"Much Welcome--great improvements to an engine I've been using 20-plus years. The future looks great." Philip Bignall, GIS Specialist, Telstra

"There are a lot of people out there who have no idea how useful their information could be if they could just map it." Ryan Richter, GIS Data Analyst, Cox Communications

About Geographic Information Systems

Geographic information systems (GIS) have existed for more than 100 years to analyze the influence and effects of topographic, environmental and demographic data. The first computerized GIS was introduced into the marketplace in 1960 and since then, the GIS profession has grown to include numerous disciplines addressing varying business needs. The U.S. Department of Labor Statistics predicts that by 2020, well over half a million professionals will be employed within the GIS profession.

About Pitney Bowes

Pitney Bowes provides technology solutions for small, mid-size and large firms that help them connect with customers to build loyalty and grow revenue. Many of the company's solutions are delivered on open platforms to best organize, analyze and apply both public and proprietary data to two-way customer communications. Pitney Bowes includes direct mail, transactional mail and call center communications in its solution mix along with digital channel messaging for the Web, email and mobile applications. Pitney Bowes: Every connection is a new opportunity™. www.pb.com.