

From MapLinx . . .

## MapLinx for Windows 1.5

### Geographic Database Utility for Business Professionals

Tired of just reading your database? Now see it with MapLinx for Windows, a geographic database utility that automatically converts database records with zip code fields to symbols on a U.S. map. Use its unique and powerful Query by Distance (QBD) feature to search your database for records that are located within or between specific geographic map features. Now it's easy to geographically analyze sales, service and competitive activity or locate the nearest dealer for incoming callers. You can use MapLinx to plan business trips, redesign sales and service territories, and create target area mailing lists. Whatever you do, if you use a database, word processor, or personal information manager -- you need MapLinx for Windows.

## Who Can Use MapLinx?

Thousands of sales, marketing, service, and business research professionals every day. Sales people use it to identify all possible appointments between multiple points on the map. Insurance companies help their customers locate the nearest doctor or hospital. Sales departments use it to assign and distribute leads to regional offices.

## MapLinx Features

Major local, state, and interstate highways are clearly displayed. State, county, and city boundaries are precisely outlined. Color code your maps by state, county, or zip code area (optional).

## Reviewers Say . . .

"MapLinx does for addresses what a charts and graphics package does for numbers."

Patrick Marshall

*PC Letter*

"This program is classy, easy to use, and . . . inexpensive."

*InfoWorld*

**Minimum System Requirements:**

**CPU:** 80386 or higher

**RAM:** 2 MB

**Hard disk space:** 8 MB

**Graphics card/monitor:** EGA, VGA, XGA, or Super VGA

**Mouse:** Required

**Operating system:** DOS 3.3 and Windows 3.0

**Other:** n/a