

Global map has been significantly updated

Karlsruhe, 11-04-2016: The digital world map Global Insight Plus comes with many new features and numerous improvements in the latest update 2016.1. Michael Bauer International GmbH is an authorized reseller of the full suite of Europa Technologies global data products.

The data in Global Insight Plus provides a rich coverage of the world and includes up-to-date political mapping, coastlines, international borders, first and second level administrative borders, time zones, points of interest and over 930,000 named places with urban sprawls. Additionally layers include roads, railroads, national parks, airports, ports, rivers and lakes.

The global map forms the new standard for world reference mapping and is ideal for background mapping for a variety of applications.

As well as thousands of minor updates and enhancements the data includes the following new features in 2016.1: Superior resolution bathymetry, support for Polish, Hungarian and Czech languages – now 24 in total, time zones with updated DST for 2016/2017, updates to international and administrative boundaries. Also, two new layers supplement the comprehensive airports database, representing airport runways and perimeters.

In addition to GeoTIFF format, grid-based layers are now available in the new data format MRR (Multi-Resolution Raster) format for high performance display and analysis with MapInfo Professional software.

Ray Roberts-York, Managing Director of MB-International, comments, “We are excited to have this exceptional new release in our data portfolio. The new release of Global Insight Plus has once again raised the bar in terms of quality and global content.”

About Michael Bauer International GmbH:

MB-International offers a wide range of data products for business-critical geospatial analysis. MB-International's products include Population, Households, Age Bands, Unemployment as well as Purchasing Power, Retail Turnover, Consumer Styles and Consumer Spending on most geographical levels. They also produce and license vector postcode boundaries (ZIP), administrative boundaries and small areas maps for most countries Worldwide.

MB-International is a manufacturer and reseller of their own map, socio-demographics and boundary data that strives to provide businesses who want to make better informed investment with market data.

MB-International is committed to supporting their customers to achieve an effective set-up and continuous handling of their geodata. Specialized in providing tailor-made data products according to each customer's individual requirements.

MB-International's data is used globally by GIS engineers, Marketing executives, OEMs and controllers' for sales targeting, expansion planning and site location analysis in a wide range of Geomarketing and Business Intelligence applications.

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