

For Immediate Release • June 16, 2006

NAVICITI CONTRACTED BY PITTSBURGH POST-GAZETTE TO CREATE
DIGITAL VISITOR MAP FOR ALL-STAR GAME

Pittsburgh, PA/Detroit, MI – Naviciti, the Detroit-based interactive mapping and communications services firm, has been contracted by post-gazette.com, the web site of the Pittsburgh Post-Gazette, to create an interactive visitor map for the city's upcoming All-Star Game. Focused on the area surrounding PNC Park and the downtown Pittsburgh area bordered by the Allegheny and Monongahela rivers, the map provides a searchable interactive guide to attractions, bars, buildings, restaurants, and parking facilities.

"The All-Star Game is going to attract hundreds of thousands of visitors to Pittsburgh, and, as Pittsburgh's leading online source for news and information. We want to educate these visitors as much as possible about our city and the event," according to Debra Alward, general manager of post-gazette.com. "Naviciti's interactive map allows us to serve as a tour guide for people unfamiliar with everything Pittsburgh has to offer."

The map is featured in the Explore Pittsburgh section of post-gazette.com. Hundreds of hotels, restaurants, shops, and landmarks are featured, accompanied by location and contact information, photos, and descriptions.

"Our goal was to create a fun, interactive way for people to find places to go and things to do in Pittsburgh," said Anthony Smith, Naviciti's Creative Director. "Pittsburgh is a great city with lots to see and do, and our map will help to draw attention to attractions and businesses that people might otherwise miss. We are pleased to be able to help post-gazette.com showcase Pittsburgh's attractions at its best."

Naviciti, the creator of the MapDetroit.com interactive mapping system, drew upon its experience in creating MapDetroit.com for the post-gazette.com project. "MapDetroit is the most complex and detail-rich visitor information system of its kind, and it took a lot of research, coding and illustration to bring it together," Smith explained. "At this point we have a highly refined system in place for doing this kind of work and putting these projects together quickly."

"Using our knowledge about the Pittsburgh area and our experience with the type of information web site visitors look for, we were able to work with Naviciti to create a detailed and useful map of Pittsburgh," Alward stated.

For more information:

www.post-gazette.com

www.naviciti.com

Naviciti is a Detroit-based interactive mapping and marketing communications firm. For more information, contact David Livingstone at dlivingstone@naviciti.com, or by phone at (313) 320-2820.

As an established, branded extension of the Pittsburgh Post-Gazette, post-gazette.com has been an online resource for the region since 1997. The Post-Gazette has served the Pittsburgh community, its readers and advertisers as the region's indispensable source of news, advertising and information for more than two centuries.

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ABOUT THIS MAP

WELCOME

to post-gazette.com's interactive map of Pittsburgh's Downtown, North Shore and Strip District Neighborhoods.

Identify a location on the map simply by mousing over it. To view locations by category, use the category buttons above the map. For detailed information on a specific location, click on the venue's name when it appears in this search results box on the right side of the map.

All photos included in location descriptions were taken by the Post-Gazette's award-winning photographers.

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