

GIS Planning integrates browser-based Google Earth into its services at Google I/O

Online economic development solutions provider GIS Planning, Inc., becomes one of the first developers anywhere to integrate the browser-based Google Earth technology announced yesterday by Google, Inc. at their Google I/O conference in San Francisco, CA.

San Francisco, CA (PRWEB) May 29, 2008 – As soon as Google announced the availability of browser-based Google Earth functionality, GIS Planning, Inc.'s (www.gisplanning.com) development team jumped on the opportunity to integrate the popular application into their existing Google Maps-powered services. In doing so, GIS Planning, Inc., became one of the first – if not the first – developer anywhere to successfully integrate this cutting-edge technology.

“We were attending the first day of the Google I/O conference, focusing on Google’s mapping technology, as GIS Planning extensively uses Google Maps in our services,” stated Pablo Monzon, President and Co-Founder of GIS Planning, Inc. “When they announced Google Earth for the browser, we knew that we had to add it for our clients right away.”

“Our mapping developer and I went out into the conference’s lobby, sat down with our laptops and the knowledge that we had just gained, and started adding the functionality to a number of our sites including NevadaSiteSearch (www.nevadasitesearch.com) and RiverBendProspector (www.riverbendprospector.com) both of which use Google Maps and which we have recently built for a few of our over 170 clients,” said Mr. Monzon.

“Of course it’s impossible to say if we are the “first” company anywhere to add this functionality for our clients, but we literally did this within hours of the worldwide announcement, so we’re certain that we’re the first online economic development solutions provider to do this,” remarked Jeff Suneson, mapping programmer for GIS Planning, Inc.

Located in San Francisco, CA, in the heart of the technology industry, GIS Planning, Inc., is keenly located to learn and take advantage of the most innovative online technologies in the world, as evidenced by their ability to so quickly add an innovation by the world’s leading Internet company, Google, Inc.

“We never miss an opportunity to attend conferences such as Google I/O. Just last month, in fact, we not only attended, but exhibited at the Web 2.0 Expo in San Francisco, which is the largest Internet conference in the world. We do this in order to ensure that we are offering the most advanced technologies possible to our clients,” remarked Mr. Monzon. “Adding Google Earth functionality wasn’t a request by our clients – we just felt that they would benefit from it and we went ahead to enhance their websites. That’s just how we operate – we want to keep our clients on the cutting-edge at all times.”

Being the first online economic development solutions provider to offer Google Earth in its products is just another in a long line of online mapping firsts for GIS Planning, Inc, which include being the first provider to offer thematic mapping, industry clusters and AJAX-based map scrolling for economic development organizations. With over 170 clients nationwide, GIS Planning, Inc. (www.gisplanning.com) has been the leading solutions provider for economic

development for over a decade because the company offers unparalleled customer service and innovation, with adding Google Earth for their clients as just one example.

About GIS Planning, Inc.:

GIS Planning, Inc. (www.gisplanning.com) is the trusted leader and inventor of web-based geographic information systems (GIS) which foster enhanced economic development and web services. GIS Planning, Inc.'s clients include government, businesses and community organizations. GIS Planning, Inc. pioneered the field of Internet GIS for economic development from the creation of the very first web-based GIS program for economic development to their newest generation of enterprise applications. Along with providing enterprise-grade applications, GIS Planning also provides ZoomProspector.com, which offers nationwide community search for businesses. Today, GIS Planning-developed online solutions are the industry standard for economic development websites.

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