

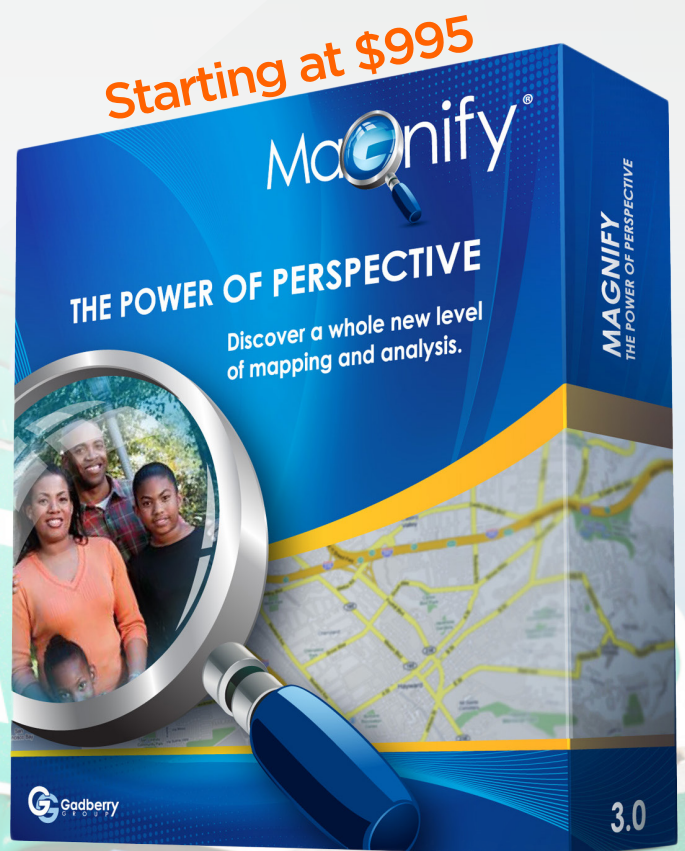
MAGNIFY 4 - US EDITION

Seeing data and location through a different lens

Magnify is a powerful, easy to use and economical tool that merges current and relevant demographic information with contemporary mapping capabilities. It is designed to address the demands of today's rapidly changing demographic landscape. Magnify not only delivers accurate geo-demographic results, but also saves our customers time and money.

With Magnify's powerful batch and online capabilities, users can quickly create accurate and precise location analyses, study areas, reports and detailed Google[®] maps. And, because Magnify is a cloud solution, there are no expensive, complex or IT intensive desktop software components to install or maintain.

Magnify enjoys over 90% customer retention. Customers stay with Magnify because they not only see the value, but also appreciate the comprehensive customer support they receive. Magnify is the best "bang for the buck" data and location intelligence product available today.



LOCATION

IS MAGNIFY FOR YOU?

If you need better answers to these questions, Magnify is the solution for you!

- How can I analyze and present my store information when I only have address information?
- How can I map multiple study areas and create demographic reports with a tablet?
- How do I share location data and maps with field staff quickly, easily and affordably?
- How can I access full location details from data sets if we can't afford a full location file license?
- How do I best present the demographics of our city, area or specific locations to potential clients, investors or retailers?
- If I use AnySite[®] or MapInfo[®] Professional for desktop location analysis and intelligence, is it possible to present the same information over the web and on mobile devices.

POWERFUL REPORTING

Magnify has an extensive suite of the reports you need the most.

Pitney Bowes[®]

- Business Summary Reports
- Consumer Expenditure Reports
- Financial Wealth Reports

MicroBuild[®]

Distribution Reports

- *MicroBuild_{HD}* – Household Demographics
- *MicroBuild_{HS}* – Household Ethnicity
- *MicroBuild_{HE}* – Household Ethnicity

ALL NEW FEATURES!

MAGNIFY 4.0 now has an all new advanced Workflow that makes it even easier to analyze your locations.

- Batch Geocoding up to one million addresses points
- Multi-Function Batch Workflow, including Multiple Study Areas, Rings, Drivetimes, Donuts, and Capture
- File Uploading and Export, including MapInfo (.TAB) and Esri (.SHP) formats

ENHANCED MAPPING CAPABILITIES

Magnify makes visualizing data on maps fast and easy.

- User-friendly browser-agnostic interface
- Google Maps Street View, Aerial Imagery, and Points of Interest
- “My Location” and traveling capabilities for GPS-enabled devices
- Interactive map panning
- Point-and-click data display
- Customizable Microsoft[®] Excel reporting
- Thematic data display
- Customizable layer configuration
- User- and organization-level security
- Seamless product and data updates
- Benchmark comparison reporting
- Highly-rated customer support

BUILT WITH POWERFUL DATA IN MIND

Pitney Bowes[®] GroundView[™] 2015 (U.S. & Canada)

Reliable, consistent annual estimates and projections, ensuring confidence in site selection, marketing, distribution, product development even in high-change markets.

MicroBuild^{HD} - Household Demographics

Current, precise geo-distributions of income, net worth, length of residence, age and presence of children, utilizing the industry’s leading consumer household-level data.

MicroBuild^{HS} - Household Segmentation

Current, precise geo-distribution of life-stage households distributed and normalized to Census geographies.

MicroBuild^{HE} - Household Ethnicity

Current, precise name-based ethnic grouping utilizing the industry-leading ethnic encoding engine.

© 2015 Gadberry Group LLC. All Rights Reserved. Gadberry Group, MicroBuild[®] and Magnify[®] are registered trademarks of Gadberry Group LLC. All other trademarks and service marks mentioned herein are property of their respective owners. MicroBuild[®] is protected under U.S. Patents No. 8,341,010 and 8,428,999

ABOUT GADBERRY GROUP

GADBERRY GROUP COMBINES 20+ YEARS OF EXPERTISE

Gadberry Group combines 20+ years of geographic information intelligence expertise with the most current and precise data available to put their software to use at some of the world's largest companies. Along with Magnify 4, Gadberry's MicroBuild data products are built using multiple sources of consumer data at the name and address level.

GADBERRY HAS INDUSTRY-RECOGNIZED EXPERTISE

Headquartered in Little Rock, Arkansas, Gadberry has industry-recognized expertise for combining sophisticated data development, software development and professional services to help clients solve business problems related to site and store selection, marketing campaigns based on specific geographic and demographic targets and geographic-based analytics. MicroBuild is protected under U.S. Patents No. 8,341,010 and 8,428,999.

CONTACT

For more information on the Magnify system and upgrades, to see a demo, or to request more information please visit:

www.MagnifyMaps.com

© 2015 Gadberry Group LLC. All Rights Reserved. Gadberry Group, MicroBuild[®] and Magnify[®] are registered trademarks of Gadberry Group LLC. All other trademarks and service marks mentioned herein are property of their respective owners. MicroBuild[®] is protected under U.S. Patents No. 8,341,010 and 8,428,999