



The XYZ Digital Map Company Ltd



Edinburgh Office:
Unit 9, Phase 2, Hardengreen Business Park,
Dalhousie Road,
Dalkeith,
EH22 3NX.
Tel: +44 (0)131 454 0426
Fax: +44 (0)131 454 0443

Glasgow Office:
3 Queen Margaret Road,
Glasgow,
G20 6DP,
Tel: +44 (0)141 579 0237

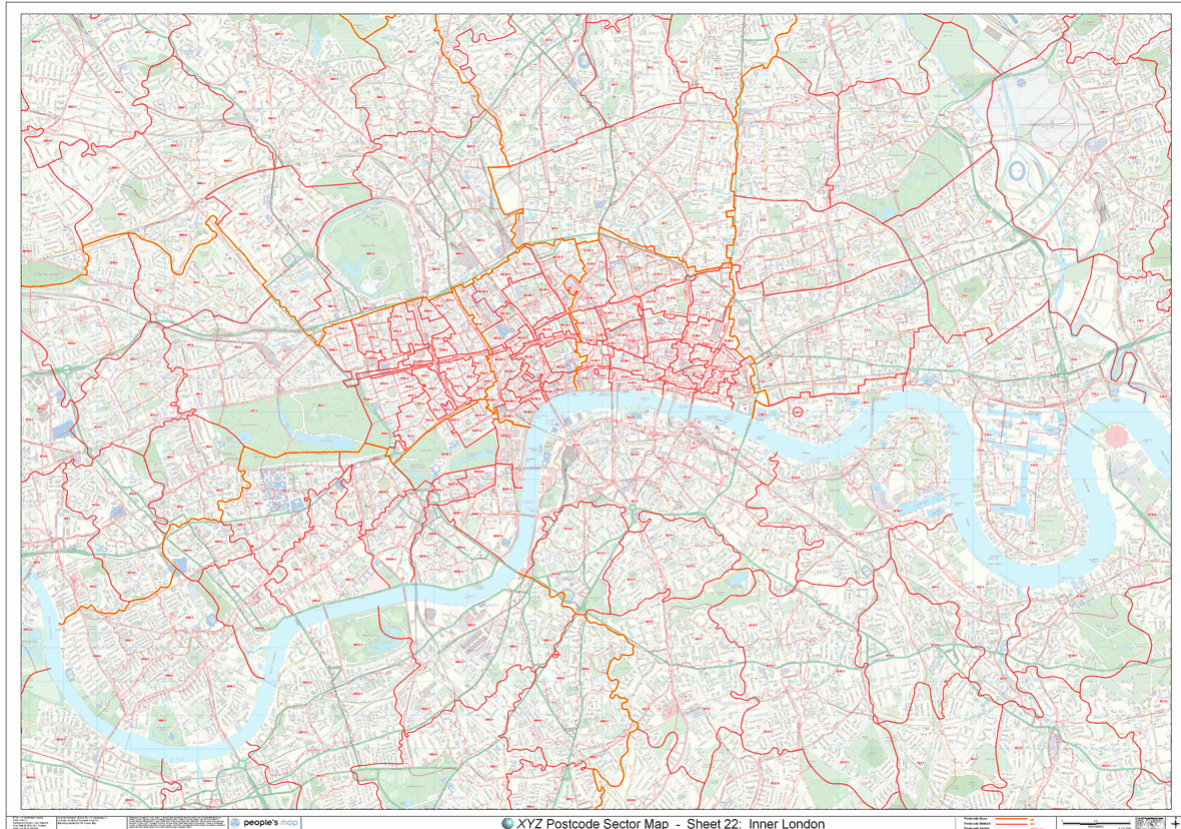
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The XYZ Digital Map Company sprung a surprise at the Annual Awards Gala Dinner of the British Cartographic Society when their Postcode Sector wall map of Inner London won the Stanfords Award for Best Printed Map 2010 beating some well known names in map publishing. The Judges Commented: “The XYZ Digital Map Company’s Postcode Sector of Inner London sits on the background of the People’s Map. This was considered a great example of cartography, a map that clearly communicates its information and doesn’t confuse the intended user with too much information; it was to the point and fit for purpose”.

Dr. Tim Rideout from XYZ said “The People’s Map project has taken a lot of hard work by a lot of people and this award is the perfect reward. Postcode maps are a useful tool for any business and to have our map chosen for the reasons given over our peers is an immense achievement and one we are very proud of. The People’s Map background in the postcode map also won the IMTA (International Map Trade Association) Best Digital Data Award in February 2010.”

Global Mapping, publishers of XYZ maps were equally delighted. Their MD, Alan Smith, felt that the time spent on the design of the map was vindicated saying “There are plenty of maps of London around so we had to make sure that if we were to introduce yet another map it had to be better than what was already in place, it would seem we have achieved that!”

The map shows postcode sector boundaries (Postcode Sectors are the second part of the postcode, for example EH22 3) in red printed over the People’s Map London Base which in turn is toned down by 50% allowing the boundaries to be clearly seen. The clean design of the People’s Map allows the map detail to still be easily read despite only being at 50% of its normal strength of colour. Mary Spence, MBE, map designer for Global Mapping comments “Not all maps work well. Many maps don’t communicate clearly because they don’t use the principles of good cartographic design” Mary is the joint author of ‘Cartography an introduction’ a publication from the British Cartographic Society aimed at improving map design.



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Further Information about XYZ:

The XYZ Digital Map Company was established by Mark Fairbairn and Dr Tim Rideout in June 1998. Since then the company has created street level mapping for part of the UK (including Edinburgh and Glasgow), digital air photography, and a range of World data sets and wall maps (almost all published by sister company Global Mapping). The company also specialises in mapping software, training, postcode products, and a whole lot more. In addition to creating maps for EARTH (the largest Atlas in the World), the company has provided map products to companies ranging from Moscow to California and South Africa.

The company is based just outside Edinburgh in Dalkeith.

Further Information about the People's Map:

The People's Map is an exciting new mapping concept which enables any individual or organisation to create and maintain maps of Britain by 'drawing' features like roads, land use and point of interests over aerial photography, using simple online editing tools. The People's Map is an XYZ, Getmapping Plc and GeoSense Ltd joint venture.

See: www.peoplesmap.com

Further Information about Global Mapping:

Global Mapping was formed in January 2002 in Brackley, is the sister company of The XYZ Digital Map Company, and besides providing a wide range of GIS and DTP solutions, undertakes the publishing of The XYZ Digital Map Company's maps.

Contact Point:

Dr Timothy Rideout
Director
The XYZ Digital Map Company Ltd
Email: tim.rideout@xyzmaps.com
Web: www.xyzmaps.com
Tel: 0131 454 0426 Fax: 0131 454 0443