

Press Release

Hikers in the White Mountains of New Hampshire Benefit from New Online Trail Mapping System Developed by Applied Geographics

BOSTON – June 2008 – The Appalachian Mountain Club (AMC) is offering a new web-based trail mapping application created by Applied Geographics, Inc. (AppGeo®). The application, known as the White Mountain Guide Online (WMG Online, www.outdoors.org/wmgonline) was launched to coincide with the 100th anniversary of the printed White Mountain Guide (WMG) in September 2007 and now has nearly 2,000 subscribers.

The WMG Online allows hikers and backpackers to view AMC's extensive trail network interactively, search by keyword, create custom trip itineraries, and print out maps and expert content from AMC's guidebook editors. WMG Online is available on a free or paid subscription basis with paid subscribers able to access advanced search, a custom trip builder function, and more detailed trail information.

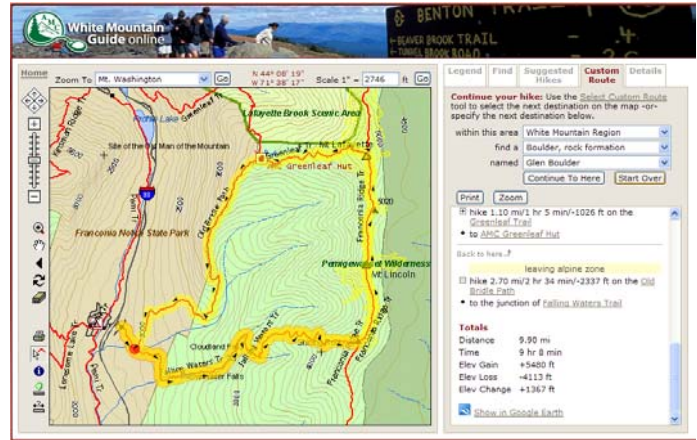
“An online edition of the Guide makes it much easier for us to offer our community the latest information on trail conditions and safety, and to provide new ways for hikers to search for trails and natural features, visualize their route, and share it with friends,” said Kevin Breunig, Director of Communications for the Appalachian Mountain Club. “We are particularly excited about the ability to combine our expert guidebook content with trip reports and photos from the hiking community. AppGeo worked intensively with us every step of the way to create custom functionality and interactivity, as well as a high level of subscriber satisfaction.”

“Because many of our staff are long time AMC members and enjoy the White Mountains, this was a unique and special project for AppGeo,” said Rich Grady, President of Applied Geographics. “We were able to make AMC's vision for the Online Guide a reality through creative design and programming. We even took the extra step of integrating the application with Google Earth so users can see AMC trails in 3-D on top of aerial imagery. The platform that we have created offers many possibilities for expansion to meet the needs and desired experience of the user community.”

Advanced search options allow the user to look for trails based on keywords, length, travel time, elevation change, and other criteria. The WMG Online also offers suggested hikes, such as fall foliage or spring flower hikes. And, current information about trail conditions, safety warnings, and trip reports posted by hikers or updates from the White Mountain National Forest (WMNF) are accessible on WMG Online helping hikers to stay updated.

About Applied Geographics, Inc.

Applied Geographics, Inc. (AppGeo, www.appgeo.com) has been providing high quality GIS services and innovative solutions to government and private sector clients since 1991. AppGeo empowers its customers to put GIS to work through the intelligent use of geographic data and applications that improve work flows and business processes. AppGeo provides a full range of GIS consulting services: GIS strategic and implementation planning, data development, custom applications, training, cartography, implementation assistance and technical support. AppGeo services are available through a variety of state blanket contracts and nationwide through its GSA IT Schedule 70.



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