

Bing Maps: Consumer Apps and Portals

People are more mobile than ever, and they expect instant access to information about where they are and where they're going. Maps must be compelling and easy for people to use when they interact with friends, services and information as they need it. Bing Maps for Enterprise, combined with the power of Windows 10, provides an enhanced mapping experience that allows businesses to display their data visually in any business solution, website or mobile app. Bing Maps enables consumers to browse potential destinations, check out the scenery, confirm travel logistics, look for amenities and nearby entertainment before they travel or while on the move! Whether you are in the business of travel, retail, entertainment, finance or real estate, you can give consumers information about your services right now, when they need it.

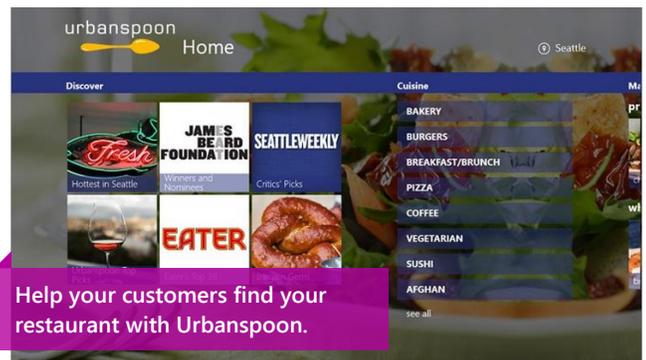
Apps bridge people to the things they want and the places they want to find via their phone, tablet or PC quickly and effortlessly. Consumers specifically, use apps for their most basic needs and desires; checking the weather, listening to music, scoping out deals, finding new venues and of course communicating with friends. With this information readily available, consumers have a more intimate, connected and relevant experience with your business.

Find What's Nearby Now

Consumers want immediate access to information when they are traveling out and about –

- “Where is the closest coffee shop?”
- “How do I get there using public transportation?”
- “How can I quickly notify nearby friends to meet me there?”

Bing Maps can be layered on your apps to enable consumers to quickly map their destinations, routes and important social information instantly on portable devices such as smartphones and tablets.



Food & Entertainment: With apps like Foursquare and Urbanspoon, friends, fans and foodies can share their favourite hotspots, post their locations and provide updates on must-see places.

Bing Maps can be used on its own or can be integrated easily into custom Windows Store apps to add the location context for your consumers, plus Windows and the Windows Store make it simple for customers to find, try and buy your apps. Bing Maps provides a flexible platform with tools designed for rapid application development and low upfront cost, and seamlessly integrates with Microsoft software including Windows 10, SharePoint, Office, as well as external data feeds and third-party software.

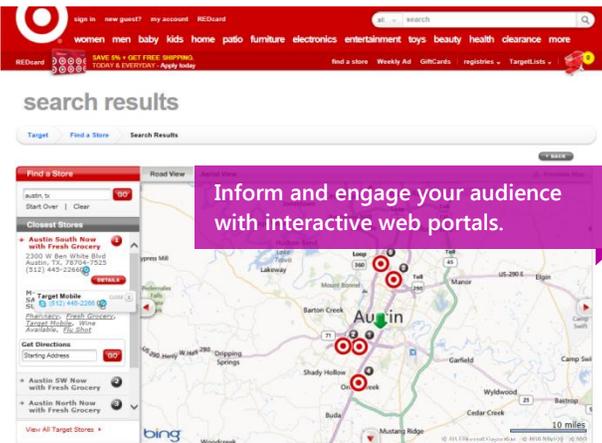
Additionally with Venue maps - see inside a building, navigate through different floors and interact with the locations inside a venue such as at airports, casinos, hotels, malls, museums, stadiums, universities and more.

Explore and Plan

Bing Maps enables people to instantly browse potential destinations, check out the scenery, confirm travel logistics and look for amenities and nearby entertainment before and during their excursion! With the variety of imagery options available such as road, satellite, aerial and bird's eye, users can check out their destination every step of the way, from planning the driving route, to mapping the parking areas, to seeing what else is nearby on their vacation.

Travel: Travelers want a connected view of their world. Bing Maps provides the visual, social and geolocation solution to trip planning. Booking.com, the world's leading online hotel and accommodation reservations agency, created a Windows app that supports multiple languages, provides secure online payment and presents large volumes of hotel information and guest reviews.

Weather: The Weather Channel app gives people a view of the weather in motion so they can plan their day or weekend outing, or check the weather in places they love.



Web Portals and Apps that Inform and Engage

Bing Maps adds value to your business through web portals that inform and engage your audience. From helping a customer find your locations, mapping directions and informing whether a specific product is in stock at the closest store, Bing Maps makes it easy for your customers to connect with you.

Retail: With Bing Maps, your store locator page can differentiate your brand and provide exceptional customer experience. Your website can provide striking maps, point-to-point directions and the ability to build social networks. You can also use Bing Maps to create revenue-building marketing and partnership opportunities.

Real Estate: Show buyers what properties are available in their area, how much they are selling for and let them search by amenity.

Bing is continuously evolving to integrate the best of web technologies and delivers portal experiences that are visually dynamic and organised so consumers can find information quickly, and get more done in less time.

Get Started Today!

Using Bing Maps in your consumer website, portal or mobile app is easy. Visit www.microsoft.com/maps to get your key and get started. Explore resources and tools for developers. And best of all, Bing Maps is free when used in a mobile app for consumers using up to 125,000 billable transactions per year. What are you waiting for?

Learn More

Explore the following resources to learn more about Bing Maps:

- **Bing Maps Website:** www.microsoft.com/maps
- **Licensing Advice:** www.microsoft.com/maps/Licensing/licensing.aspx
- **Bing Maps Blogs:** <http://blogs.bing.com/maps/>
- **Bing Maps Twitter:** <https://twitter.com/bingmaps>
- **Bing Maps Case Studies:** <https://customers.microsoft.com/Pages/advancedsearch.aspx?mrmcproducts=Bing%20Maps>