

Bing Maps Platform Features Overview

The Bing Maps team is constantly adding new features and functionalities to our platform while at the same time improving the accuracy and coverage of our existing services.

Imagery and Geocoding

Global Aerial & Satellite Imagery

Bing Maps aerial and satellite imagery is among the best available for online mapping platforms, with global coverage imagery up to 30cm/pixel resolution.

Streetside Imagery

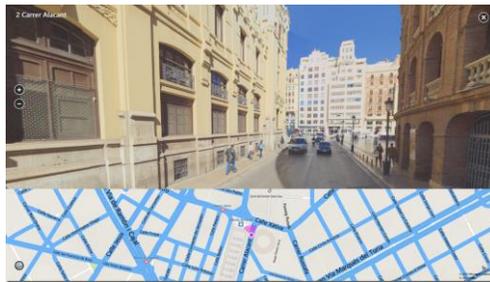
Streetside provides panoramas from the street level. Bing Maps currently makes Streetside available through its Windows 10 map API.

Offline Maps

The Windows 10 version of Bing Maps for phone, tablets and desktop provides the ability to download maps for offline use.

3D Maps

The Windows 10 version of Bing Maps provides high-resolution 3D models of over 250 cities in 11 countries.



Static Map Service

Bing Maps provides a REST service, which can be used to retrieve images of maps. These are useful when generating reports, embedding in emails or in situations where a fully interactive map simply isn't needed. You can easily render pushpins, enable pushpin collision detection, render routes, traffic and much more with this service.

Forward and Reverse Geocoding

Using Bing Maps geocoding and reverse geocoding services you can locate where an address or place is, or find an address or place that is at a specific location.

Batch Geocoding

The Bing Spatial Data Services provides a service for passing in up to 200,000 rows of data at once to be forward or reverse geocoded. The service will then take this data and process it on our servers and return the data as a single file. This significantly reduces the time, bandwidth and the number of requests your application would use to geocode large volumes of data. Many enterprise customers connect this service to their databases.

Why Bing Maps:

Enterprise-grade Support

24/7 enterprise-level service and support at no additional charge, 99.9% guaranteed uptime and a dedicated Technical Solutions Specialist who can assist in answering in-depth development questions.

Developer Tools

Easy to use API and Services that often take less code and time to develop application solutions.

Multiple Browser and Device Support

The Bing Maps platform is fully supported on all major browsers and mobile devices. Higher pixel density imagery can be automatically enabled when loading a map on a higher-resolution screen.

Imagery and Mapping API

Bing Maps partners with best-in-class data providers to provide stunning imagery, world-class maps and access control solutions.

Multiple Culture Support

Bing Maps provides support for more than 100 languages and cultures, and many of these can also be used to change the labels on the maps.

Strong Developer Community

Bing Maps has a strong developer community who have built excellent tools that can be used to enhance the functionality of Bing Maps. Some of these tools include: drawing tools, heat maps, pushpin clustering, elevation profiles, distance matrices, travelling salesmen routing and much more.

Product Features

Directions

Bing Maps provides one of the fastest routing engines available and provides public transit directions from thousands of transit authorities. Easily calculate directions for driving, walking and public transit between up to 25 locations. Up to three alternative routes can also be returned if desired. If using the built-in directions functionality in an interactive Bing Maps control, additional functionality such as being able to drag the route to follow a different path is available (known as via waypoints). Up to ten via waypoints can be specified between each pair of waypoints. Routes can avoid or minimise toll roads and highways. Additionally, Bing Maps also provides the ability to calculate directions to a location from nearby major roads. This is useful if you already know the general area and only need directions for the last bit of your journey.

Real-Time Traffic

Traffic data is available in 35 countries and Bing Maps provides it in two different ways; as individual incident data points and as colour-coded roads based on traffic flow. Traffic flow data can be displayed on top of Bing Maps, is updated every 15 minutes and changes the colours of roads based on how fast or slow the traffic is relative to the speed limit of the roads. Additionally, Bing Maps also provides services to retrieve traffic incident information such as planned road closures, construction and traffic accidents.

Bing Spatial Data Services (SDS)

Bing Maps provides online hosting of location-based data and exposes it through a number of spatially enabled REST web services. These services make it easy to perform common spatial queries against your data such as: find nearby, find along a route, find by property, find in bounding box, and find in polygon. This reduces the complexity and amount of development required, while also providing a lot of powerful functionality. The data that you host can be simple addresses or contain complex spatial data such as polygons (e.g. sales regions). In addition to being able to host your data in this service, a number of public data sources are available, which include business and point-of-interest data.

GeoData API

This service provides access to geographic boundary data for countries, states/provinces, counties, cities and postcodes. This boundary data can be easily displayed on a map or used as part of a business analysis workflow in a backend system.

Ordnance Survey Map Layer

The Ordnance Survey (OS) is one of the oldest mapping companies in the world. They only produce maps of Great Britain; however, their maps are the most detailed and accurate available for Great Britain. Most public sector agencies in Great Britain make use of OS maps and data. Bing Maps includes an OS map layer for visualisation. As such, this also allows customers who have OS or OS derived data to integrate it with Bing Maps, something few online mapping platforms can offer.

Support for Various Data Formats

Bing Maps makes it easy to import a number of different common spatial file formats into the Bing Maps platform such as GeoRSS, GPX, GeoJSON, CSV, Well Known Text (used by spatial databases) and many more.

Usage Reporting and Analytics

Gain insights into how many transactions your application is consuming from the various Bing Maps APIs and services. Easily calculate useful information such as the average number of geocode calls that are made for each time a user loads an interactive map.

Easy to Use Developer Tools

One of the most common pieces of feedback that the Bing Maps team receives from developers is how easy it is to use our



APIs and services. They are designed in such a way that common concepts can be picked up easily and expanded upon. In the words of many developers, they “just make sense”. Because of this, it often takes less code and time to develop applications when compared to other mapping platforms.

Service and Support

Industry-leading Enterprise Support

The enterprise support that Bing Maps provides is available to all enterprise customers at no additional cost. Bing Maps provides 24/7 phone support for production related issues and email support during EU and North America business hours. The support team can help you with anything from the most basic to in-depth development questions.

In addition to this, your Bing Maps account manager can also connect you with a member of the Bing Maps Customer Advisory Team, who is a subject matter expert in online mapping technology. The Customer Advisory Team is often brought into discussions early on when looking for solutions to a business problem. This team is able to provide in-depth architectural design guidance and assistance.

Uptime and Service Level Agreement

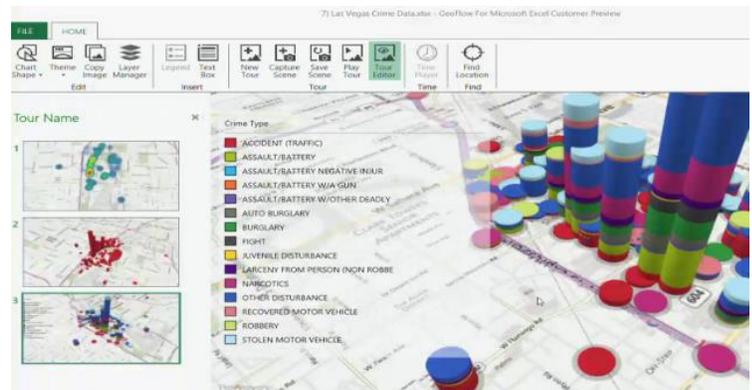
All enterprise customers who purchase a licence for Bing Maps are provided with a service level agreement (SLA) that guarantees an uptime of 99.9% for all Bing Maps APIs and services.

Multiple Culture Support

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Solutions from Microsoft

Bing Maps can be integrated into your application using one of the many developer APIs provided; however, many Microsoft products now come with built-in Bing Maps functionality out of the box, often at no additional cost. Some of the Microsoft products that now provide mapping related tools include: Excel, Dynamics CRM, SharePoint, PowerBI, SQL Reporting Services and many more. *The screenshot (right) shows the mapping functionality available out of the box in Excel 2013, 2016 and Office 365 Pro Plus.*



Bing Maps is a flexible, familiar platform with tools designed for rapid application development and low upfront investment. Customers who deploy Bing Maps have the ability to work with a robust ecosystem of partners around the world who are ready to help strategise, build and implement solutions.

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>

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株式会社
〒108-0073 東京都港区三田 3-9-9 森伝ビル 6F
TEL: 03-5440-7875 FAX: 03-5440-7876
お問い合わせ先: www.xlsoft.com