

## PRESS RELEASE

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### **Cartifact Teams with Yahoo! To Design New Online Maps**

LOS ANGELES, CA, May 16, 2007– Downtown Los Angeles cartography firm Cartifact announces today that their map designs are prominently featured in the new version of Yahoo! Maps. The mutual goal of the parties was to create a style-set that is both distinct from other web maps and aesthetically pleasing.

The new map styles aim to present cartographic information in a clean and attractive format, calling upon both local conventions and graphic techniques derived from the long history of printed maps. The particular use of color to characterize different levels of roads distinguishes Yahoo! Maps from other online maps and helps users make informed travel decisions.

At various zoom levels, Cartifact has supplied data and imagery for the new Yahoo! Maps styles, including shaded relief showing land surface features and land cover coloring indicating major environmental zones. In the maps of New York and San Francisco, Cartifact also defined and labeled neighborhoods, and at the closest views, labeled and colored selected buildings to designate their primary usage.

The design process spanned nine months, with teams from both companies meeting on location at Yahoo and Cartifact headquarters. The initial focus was on the design elements and later shifted to the engineering and coding requirements. One of the technical challenges of the project was developing a way to keep the rich aesthetic, without hampering online delivery speed.

Cartifact, operating in Los Angeles, provides custom maps and cartographic services for clients in the private and public sectors worldwide, and applies its resources in emerging mapping technology. Cartifact's substantial growth since its establishment in 2000 has been fueled by the design and production of high-end real estate related maps, creating a unique market niche and brand. More about the company can be found on its web site at [www.cartifact.com](http://www.cartifact.com).

Yahoo! is a leading internet brand globally and the most trafficked internet destination worldwide.

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