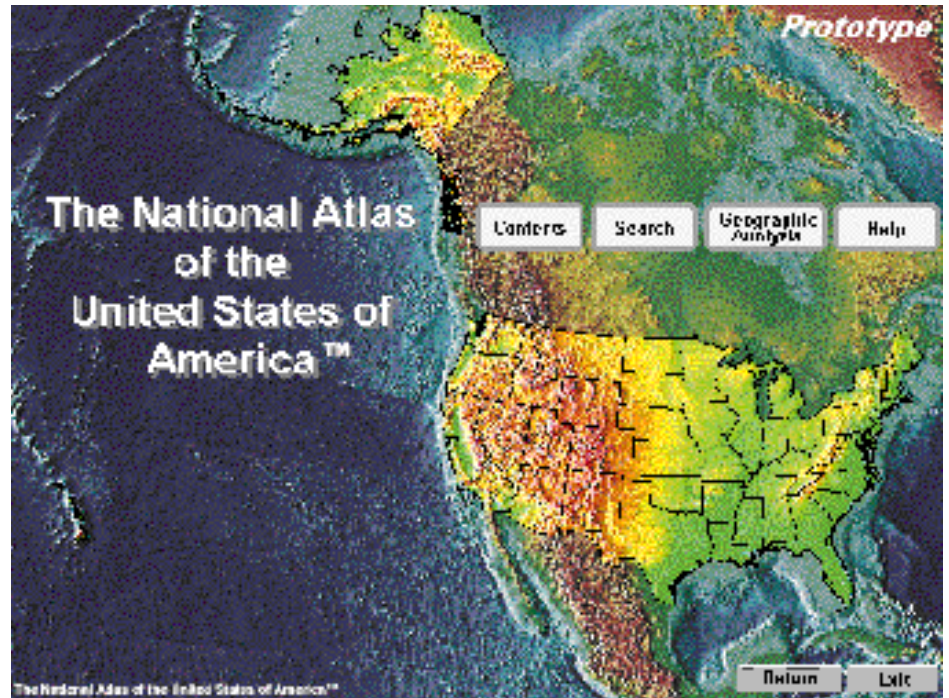


The U.S. Geological Survey (USGS) is seeking dynamic partners in a challenging project to produce a new National Atlas. The USGS published *The National Atlas of the United States of America™* in 1970. This printed volume contained 765 maps that included scientific information on national characteristics, such as the following:

- Physical Features - relief, geology, climate, water resources
- Economic Activities - agriculture, minerals and mining, manufacturing, trade, transportation
- Historical Evolution - discovery, exploration, territorial growth
- Sociocultural Conditions - population, income, education
- Administrative Subdivisions - counties, Standard Metropolitan Statistical Areas, judicial districts, congressional districts.

The new National Atlas will meet or exceed the standard of excellence inherent in the original atlas. But *The National Atlas of the United States of America™* project will also exploit geospatial information technologies developed during the past 25 years to make products that are more adaptable, interesting, and useful than any book of maps. National Atlas products on CD-ROM will use geographic information system (GIS) data viewing and analysis tools with authoritative and up-to-date sets of federally collected geospatial and geostatistical data, providing users with the capability to make their own maps.

Users will have the flexibility to select, combine, symbolize, and display the data sets of interest to them. High-quality maps of visually stimulating and stable subject matter will be printed. In addition,



Internet access to National Atlas sites on the World Wide Web will allow users to get the latest time-sensitive information and data base updates and will provide links to other sites that provide data discovery tools, higher resolution data, or more appropriate or local sources for information.

This ambitious undertaking cannot succeed without the energetic, experienced, and focused participation of business partners. The scope of *The National Atlas of the United States of America™* is so extensive that the USGS could not possibly satisfy the varied expectations of individual personal computer users without having partners.

We have the resources, experience, and talent to accomplish the following:

- organize Federal Government data cooperatives,
- foster data production, exchange, and integration standards,

- perform GIS design and conduct geospatial data analysis, and
- determine and produce the highest quality cartographic representation of National Atlas contents.

Our partners from the private sector must have experience in designing, developing, and marketing products that individual consumers find useful and compelling. Our partners will work cooperatively with the USGS in the activities shown:

- conduct market research as a basis for product development decisions,
- develop quick and easy-to-use software that combines GIS and multimedia functionality in innovative ways to promote an understanding of the Nation's heritage, resources, and progress, and
- distribute the product through a widespread retail sales network.

In the past few months, the USGS began preliminary product development. Some recent accomplishments of *The National Atlas of the United States of America*TM project are listed below:

- completing base cartographic data sets that provide a consistent and accurate framework for thematic mapping efforts,
- starting market research activities, including customer assessment (focus groups, surveys, and so on) and product assessment (analysis of point of sales results and comparison of existing electronic map products),
- finishing an electronic prototype that demonstrates the potential of the National Atlas and supports customer assessment activities; it also served as a research and development opportunity to assess graphical user interface alternatives, and allowed the USGS to investigate the integration of multi-media and GIS functionality, and
- beginning map prototypes that have a modern design and that uphold the USGS tradition of producing some of the finest maps in the world.

The *National Atlas of the United States of America*TM will provide millions of Americans a national, map-like view into the wealth of information collected by the Federal Government. The project represents a unique opportunity to cooperatively research and develop consumer-level products that take GIS to its next step of acceptance - societal use that leads to a deeper understanding of our national heritage. Geographically aware populace is a primary goal of the National Atlas project. Your organization

should consider reaching the potential markets that *The National Atlas of the United States of America*TM can stimulate and serve.

Your company can obtain more information about these possibilities from:

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Additional up-to-date information is available on our Web page:

<URL: <http://www.usgs.gov/atlas>>

Information

For information on other USGS products and services, call 1-800-USA-MAPS, or receive information from the EARTHFAX fax-on-demand system, which is available 24 hours a day at 703-648-4888.

Please visit the USGS home page at
<URL: <http://www.usgs.gov/>>