

## The Map Of the Future is a Hexagon Smart M.App®



### HEXAGON SMART M.APP®

#### MAPS ARE BEAUTIFUL. MAPS TELL STORIES. BUT MAPS ARE STATIC.

Location matters. Over many centuries, we have used maps to understand location and to depict snapshots of geography in visually compelling ways.

Maps are beautiful. From sketches on cave walls, to artistic depictions of reality, to visualizing digital data, maps tell stories. But, while maps are beautiful to look at, they are static and dated, reflecting "what was."

Maps don't provide answers to the complex questions we face in the world today.

#### THE MAP OF THE FUTURE

As Hexagon Geospatial, we help you make sense of the dynamically changing world. We believe geospatial data is like the wind – it can be confusing, exciting, fleeting, even devastating. Just as a turbine transforms wind and delivers power, we transform geospatial data and help you harness it into meaningful information. But to be truly understood, we need to think differently about maps.

We need maps to reflect "what is," and "what can be." We need maps to provide answers. The map of the future is not just a map – **it's a smart app.**

#### SOLVE YOUR PROBLEM

The map of the future is here. Hexagon Smart M.Apps are targeted, lightweight map applications that solve real business problems. They deliver a fresh and powerful way

to gain insight into the shifts and transformations of our earth, cities, business, our lives. Each Hexagon Smart M.App combines multi-source content, sophisticated analytics, and tailored workflows, fused together into a dynamic user experience. Hexagon Smart M.Apps take real-world change and synchronize it with your app in a way that is:



FRESH



LIGHTWEIGHT



DYNAMIC



MULTI-SOURCE



INFORMATIVE



**Hexagon Smart M.Apps** – These targeted, lightweight market applications are built by our partners to solve unique and specific business problems. Hexagon Smart M.Apps simplify your geospatial experience, providing you answers when it matters most.



## SIMPLIFYING YOUR GEOSPATIAL EXPERIENCE

This flexible technology breaks down the walls between geospatial content and software, merging the two worlds into a unique, new breed of application. Hexagon Smart M.Apps pinpoint a specific problem, and provide a clear solution.

## BUILDING A HEXAGON SMART M.APP

Hexagon Geospatial's M.App Portfolio offers a modern, cloud-based platform for building and using progressive geospatial applications. Through the M.App Portfolio, our partners have the ability to design, build, and deploy their own Hexagon Smart M.Apps, using core technologies that our customers know and trust.

Components of the M.App Portfolio are:



**M.App Foundation** – This is the hosting platform for Hexagon Smart M.Apps, and core geospatial web services used for building geospatial cloud applications.



**M.App Studio** – This web-based workroom simplifies app creation by providing an intuitive, interactive framework for designing, building, and publishing apps to the M.App Exchange.



**M.App Exchange** – Our e-commerce store allows you to discover, purchase, and use online applications. Partners publish and manage their Hexagon Smart M.Apps in the M.App Exchange.



**Content** – The fuel that drives Hexagon Smart M.Apps. Hexagon Geospatial establishes partnerships with third party content providers for a wide variety of content types. This content can be easily integrated into Hexagon Smart M.Apps.



Building a Hexagon Smart M.App is simple using the M.App Studio:

- 1 **Design** your layout
- 2 **Subscribe** to content
- 3 **Define** analytics
- 4 **Model** your workflow
- 5 **Publish** your Hexagon Smart M.App to the M.App Exchange to share it with the world

## GET ON BOARD

Our global network of Hexagon Geospatial channel partners are already working with customers worldwide to develop Hexagon Smart M.Apps that leverage these technological strengths, simplifying and customising the experience for you. These specialised applications may also be shared – so you can easily discover a Hexagon Smart M.App, or be part of the creation.

EXPERIENCE HEXAGON SMART M.APPS AND LEARN HOW THEY CHANGE THE GAME.

Visit [hexagongeospatial.com/smartmapp](https://hexagongeospatial.com/smartmapp) to sign up for a preview, or for training on building and deploying a Hexagon Smart M.App.

## About Hexagon Geospatial

Hexagon Geospatial is part of Hexagon (Nasdaq Stockholm: HEXA B; [hexagon.com](https://hexagon.com)), a leading global provider of information technologies that drive quality and productivity improvements across geospatial and industrial enterprise applications. Learn more at [hexagon.com](https://hexagon.com).

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