

Press Information:

Brian Stafford
A-Prime Software (a division of DPRA, Inc.)
303-289-0989 (direct)
marketing@aprimesoftware.com

For Immediate Publication

July 25, 2008

A-Prime Software Joins ESRI's Business Partner Program

A-Prime Software announces that it has joined ESRI's Business Partner Program as a developer to expand the use of ArcGIS technology to diagram and draw GIS cross sections and profiles.

Denver, CO – July 22, 2008 – A-Prime Software™ announced today that they have joined the ESRI Business Partner Program as a developer. The relationship will allow A-Prime Software to design and support ArcGIS compliant software to advance the drawing and diagramming capabilities natively within the ArcGIS platform. This new venture bodes well for A-Prime Software, the trailblazing new GIS software company who introduced their new ArcGIS Desktop cross sectioning enhancement (called CrossView™) to the market last fall. With this relationship, A-Prime Software can better facilitate and support a user's desire to make cross sections using the drawing, symbolization, and diagramming tools native to ArcGIS Desktop instead of exporting and finishing such diagrams with outside software like CAD.

"Working as an ESRI business partner better enables our design, development, and support of ArcGIS technology-based solutions with the stability and simplicity all ESRI software users have come to expect," says Steven Miller, Director of Product Management for A-Prime Software. "Without ESRI, there would be no CrossView, and without CrossView there would be no topographic or subsurface ESRI software for involved cross section development. This relationship just makes it official — especially for our customers; it gives them peace of mind to know that A-Prime Software has all the needed resources and support from the ESRI Business Partner Program to make world-class products," Miller says.

First noticed by ESRI founder Jack Dangermond at the "2007 GIS in the Rockies Conference" for their unique cross sectioning software, A-Prime Software was encouraged to become a developer partner by ESRI in order to fill a very specific and important software functionality need in the GIS community. "A-Prime Software exemplifies the type of developer partner we're looking for," says Dangermond. "They develop software that addresses a real need in the GIS workflow while also respecting the power and intuitiveness of the ArcGIS interface and operating environment by intelligently developing around our ArcObjects developer libraries."

"ESRI relationships are all about flexibility, compliance, and compatibility. With ESRI software in our corner, the benefits are limitless," Miller says. "While our initial goal was to leverage ArcGIS technology to make quick cross sections that would make life easier for GIS analysts, we knew that some might delay purchase until we became a true ESRI business partner. The relationship is crucial because it acknowledges that making an investment in A-Prime Software's time- and cost-saving software is a win-win-win for everyone."

Created by GIS professionals in response to the very time-consuming nature of creating cross section and profile diagrams, CrossView makes it easier and more cost effective for ArcGIS professionals to communicate surface and subsurface data to planners, developers, engineers, and scientists in the format they most commonly embrace—a simple 2D cross section. Before CrossView, creating cross sections was an exceedingly difficult task, often involving non-GIS specialists and the use of outside software, such as CAD or Adobe® Illustrator®.

For more information on CrossView™ go to www.aprimesoftware.com or call 877-MAP-DOWN (877-627-3696).

The ESRI Business Partner Program is a network of more than 2,000 domestic and international developers, consultants, data partners, value-added resellers, authorized instructors, and authorized partner education centers that, utilizing ESRI technology, provide solutions and training to meet the GIS needs of every industry. Working together, ESRI and its business partners solve business problems with new software applications, data, value-added services, and training.

About CrossView

CrossView for ArcGIS is an intuitive, wizard-based plug-in for ESRI's ArcGIS Desktop applications. It provides a simple, fast, and cost-effective way to develop professional looking cross section and profile diagrams using ESRI GIS data within the familiar ArcGIS workflow. By allowing ArcMap users to create compelling cross section presentations in minutes, not hours, CrossView drastically hastens the workflow of today's ArcGIS professionals, leveraging the skills and tools they already have ... and eliminating the need to export data or learn outside software.

About A-Prime Software

A-Prime Software is focused on enhancing the workflows of ESRI products and dedicated to saving ArcGIS users both time and money. Our vision is to continue charting new ground in the mapping industry by developing innovative software that broadens and sharpens the way ESRI software users view and model the world. Visit A-Prime Software at www.aprimesoftware.com.

About ESRI

Founded in 1969, ESRI (www.esri.com) is the world leader in the GIS software industry. ESRI offers innovative solutions that help users create, manage, analyze, and display information to make timely decisions and solve problems they encounter every day. ESRI's comprehensive product line ranges from desktop GIS to GIS for the enterprise.

* ESRI, ArcGIS, ArcMap, ArcObjects, and www.esri.com are trademarks, registered trademarks, or service marks of ESRI in the United States, the European Community, or certain other jurisdictions. Other companies and products mentioned herein are trademarks or registered trademarks of their respective trademark owners.