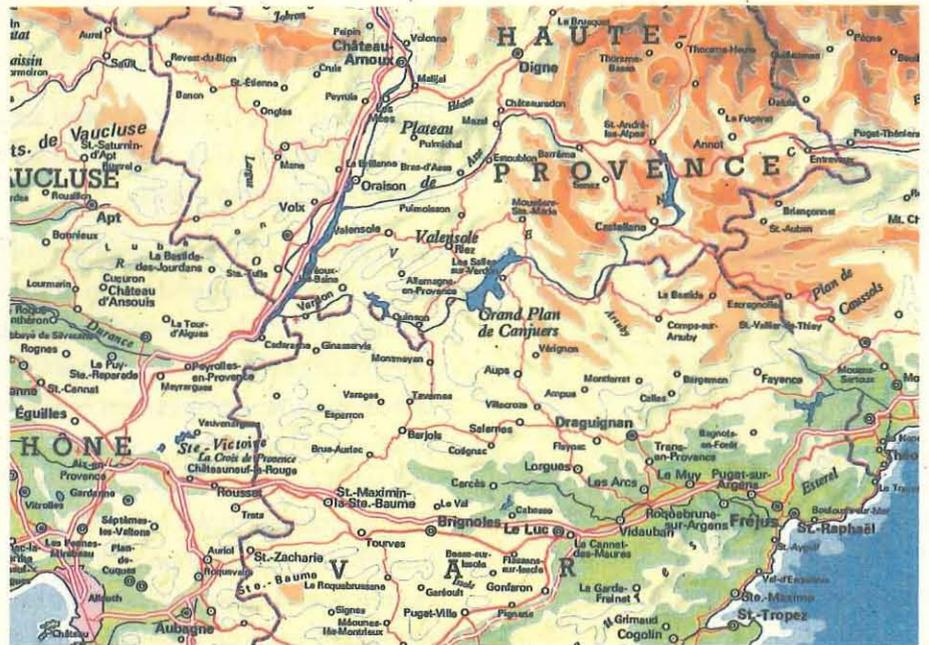


Laser-Scan's Map Production Business Solution – LAMPS

George Philip – a study in commercial mapping



digital



An example from the 1994 Philip's Modern School Atlas

George Philip is the cartographic division of Reed Consumer Books Ltd, part of the Anglo-Dutch company Reed Elsevier plc. Employing over 25,000 people, Reed Elsevier is one of the world's largest publishing groups, with a 1992 turnover of £2.4 billion.

In late 1990, Philip's began the search for a fully integrated digital map production solution to modernise their map and atlas production methodologies. Following a series of exacting benchmark tests against its requirement for a system that would offer significant improvements in costs and productivity, Philip's chose a Laser-Scan/Barco Graphics business solution.

Running on Digital's industry-leading workstations and servers, the system includes Laser-Scan manual digitising software, VTRAK data capture software and LAMPS automated mapping technology, using the Oracle relational database. Also included in the system are Mercator map representation software and a high-resolution scanner/plotter, both supplied by Belgian reprographics firm Barco Graphics.

The production benefits to Philip's are significant. With the Laser-Scan solution, maps can be combined with text and diagrams for full page make-up and colour proofing. Problems of different scale and projection are also much less of a problem than in the past. Laser-Scan's LAMPS can modify scale over a greater range while retaining a more accurate 'generalisation' of features.

From their own cartographic database, Philip's will be able to use the same digital map information – generated by Laser-Scan's data capture capabilities



– to create and derive a new range of maps. Topographic or thematic variants can all be easily created in a fraction of the time previously required.

Philip's estimate that for a typical set of maps, they can deliver colour-separated film to their printers in six weeks, rather than the six months taken using traditional methods.

The system is now an integral part of Philip's production flowline, with the first task being the production of print-ready film for a section of the 1994 edition of Philip's Modern School Atlas. Commenting on the new system, Philip's Digital Mapping Manager, Stuart Miller said, "We are now using the system in earnest to meet our publishing deadlines. The need to maintain tight printing and publishing dates meant that it was crucial to identify an efficient and reliable system and one which would consistently produce four-colour film separations to the required high standard. We felt that the Laser-Scan/Barco combination offered the right working solution which, after a degree of customisation, not only meets our requirements but provides a method of working with which our staff feel comfortable."

Laser-Scan

Laser-Scan was founded in 1969 by research scientists from the Cavendish Laboratory in Cambridge, and is the UK's foremost spatial information solutions provider. The company has an internationally recognised lead in high-speed data capture, display, plotting, digital mapping and geographic information systems.

Laser-Scan has a reputation for quality, reflected by its worldwide customer base which includes government, civil and defence agencies and major commercial organisations. Its impressive history of customer loyalty and satisfaction is based on high-quality support services and the company's proactive approach to upwardly compatible product development.

Alex Wood, Laser-Scan's Business Development Director said, "Laser-Scan provides quality business solutions based on Digital's industry leading computing technology because it represents the state-of-the-art in providing the best solution for the customer."

Digital believes the information in this publication is accurate as of its publication date; such information is subject to change without notice. Digital is not responsible for any errors.

Digital conducts its business in a manner that conserves the environment and protects the safety and health of its employees, customers, suppliers, partners and the community.

The following are trademarks of Digital Equipment Corporation: the DIGITAL logo.

Printed on recycled paper with a minimum of 75% waste fibre, including 40% post-consumer waste fibre, together with 25% virgin wood pulp from sustainable forests. This brochure is, itself, recyclable.



Digital and its Business Partners: The Way to Successful Projects

For further information, contact Digital's Environment & GIS Business Unit on (32) (2) 729 8282 or fax (32) (2) 729 8203.