

**FOR IMMEDIATE RELEASE**

## **Drive Customer Traffic and Increase Revenue: Guide Customers to your Locations**

**Toronto, Ont. – November 2<sup>nd</sup>, 2009** - Infusion Development announces today a new Location Intelligence Services offering, *Infusion LIS Locators*. These custom branded locators ensure your customers and clients always know where your locations are. The best part of this offering is the timeline; a standard locator package, customized for your brand, ready in a week's time.

"We wanted to ensure that any company or organization with a website has the opportunity to have mapping capabilities online", said Tyler Davey, General Manger of LIS & Managed Services at Infusion Development. "This affordable, yet customizable locator increases revenue and drives traffic to your locations; nowadays, customers are almost demanding location aware services and searches."

Built leveraging Bing Maps; Microsoft's high resolution satellite imagery, bird's eye imagery and rooftop geocoding, Infusion LIS Locators allow your customers to indentify locations, obtain directions, discover services, and incorporate your business into their trips at the push of a button. Infusion's LIS Locators deliver the branded and intuitive information that your customers need to reach you.

In a week's time, Infusion can implement your LIS Locator that includes custom branding, tailored pop-ups, customized panels, packaged functions, and near-route searching. Infusion LIS locators are built with Microsoft technologies, utilizing the .NET 2.0 Framework, and support all of today's most popular browsers.

### **ABOUT LOCATION INTELLIGENCE SERVICES (LIS)**

Infusion's LIS division identifies performance points within your data and provides answers through a unique geospatial view. Infusion's team of LIS specialists deliver a more effective way for maintaining, analyzing, and communicating your information – when and where it is most needed.

### **ABOUT INFUSION DEVELOPMENT**

Infusion solves business, logistics, and mapping problems by combining expert software engineering with appealing user experiences and design. Through a unique combination of enterprise development, innovative design, and a commitment to emerging technologies, Infusion offers a full suite of information technology services including: custom architecture, training and mentoring, hosting and support, and user experience and design solutions. [www.infusion.com](http://www.infusion.com)