

Approach:

Planagraphics is a group based in Washington, D.C. and Houston, Texas, that focuses on research and technology as tools to gather more information on markets for consumer applications. GIRVIN worked with this group, in partnership with IBM, to aid in managing their image and marketing communications for a new product offering.

SPANS ALIGN

REDEFINE YOUR BOUNDARIES

Turn your redistricting challenge into an opportunity.
The advent of the 1990 U.S. Census TIGER data brings new opportunities for redistricting analyses. That's why TYDAC™ Technologies, the leading analytical GIS developer, has teamed up with IBM to bring you SPANS ALIGN™ on a PS/2.

Simple, informative, comprehensive.
Now, proposals for district boundaries can be simply defined on your PS/2 by the click of a mouse. With SPANS ALIGN, user defined statistical indicators and maps are interactively displayed, so you can design, evaluate and converge on viable solutions quickly and efficiently.

An application with a future.
SPANS ALIGN can be expanded to a full GIS for land use planning, tax assessment, and many other local and state government applications.

For information on the many ways SPANS ALIGN can work to benefit your community, contact:

IBM GIS Solution Center
MC 808
3700 Bay Area Boulevard
Houston, Texas 77058
Tel: (713) 335-3201
Fax: (713) 335-3422

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Result:

Called SpansAlign, this tool allows for a combination of research queries to formulate consumer relationships for census, redistricting, land use and energy uses. GIRVIN worked with this engineering and development team on creating a brand strategy and story, visualizations of the interface, messaging, identity, collateral, Web site and national advertising.