

For Immediate Release:

x-span results, inc. Retail Site Analytics with Bing 7 in the Cloud

Durham NC. and Las Vegas, NV , May 23, 2011 — x-span results, inc, a leading provider of location intelligence and real estate trade area analysis technologies, is pleased to unveil new functionality to its SDS (Site Decision Systems) platform that enhances online user innovative and sophisticated site planning analysis.

Bing 7 is an enhancement to the Bing platform already available on SDS. SDS is developed in both Bing and Google platforms, providing ultimate viewer flexibility for the client-user. The introduction of Bing 7 brings many enhancements and new features to that platform and SDS will fully leverage those capabilities. Our customers have a choice of mapping platforms (Bing and Google) to display data from their internal systems, from traditional data providers and most recently crowd-sourced and social-media data. The functionality provided by Bing 7 includes:

- An Improved Mapping Template, enhancing the user experience with more clearly readable place and street names in differing levels of zoom.
- Enhanced Oblique Aerial views, revealing imagery key to site selection decision making.
- Bing Search utility tool, for finding social, reputation and important local knowledge provided by crowd-sourcing to prevent those embarrassing errors. Search can find, for example, all the coffee shops in your location or understand competitors' reputation and web marketing activities without additional costs.
- Driving directions tool, as an adjunct to trade area analysis by calculating driving distance and returning actual roads covered, business users can test assumptions to make sure that their retail location is on the right track.

SDS is a cloud-based, Software as a Service, Business Intelligence solution for marketing decision making and at the forefront of business decision effectiveness in Trade Area Analysis. The cloud-based platform allows features and functionality not available within even the most sophisticated client-server solutions.

“Our customers are seeking a competitive edge and we have the only platform that continues to deliver and exploit cloud-based capabilities. SDS brings scalability, flexibility, quick implementation, low IT demands, and delivers access to the most current data and analytics available. Our client's key success factors stay at the forefront of our development processes and we remain committed to them to bring the best blend of intelligence, analytics, and technologies” said Tracy Nagel President.

About x-span results, inc

Founded in 2000, x-span results helps organizations drive various site and trade area development and management efforts. We utilize decision-forward technologies to meet the specific needs of businesses, allowing companies to use business intelligence. Our real-time software as a service provides a range of value, more effective and productive trade area analysis and site planning efforts delivering return on investment with the first decision.

A privately held company, x-span results, inc is headquartered in Durham, NC. For more information, please visit www.xspanresults.com or call 1.866.524.2804.

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