

- ▶ Site owners can use this map technology to enhance their online presence and add functionality to a website
- ▶ Google Maps is a search tool for geographical location based searches.
- ▶ Point to point navigation, almost as good as GPS system. Kilometers to destination, detailed directions, drive times
- ▶ Maps navigation show fastest route by default. Route can be moved by click and drag and new route will be worked out.
- ▶ Maps searchable in number of languages and SA map will translate for international users planning trips to SA
- ▶ Trip planning made easy, zoom in to see more details on roads and the areas you are going to.
- ▶ Maps allow for local acronyms of cities. Eg. Joburg. JHB
- ▶ Google Maps users are able to find businesses (to locate restaurants, bars and most biz services) and check driving directions.
- ▶ Users can click more info on a business listing for reviews, service offering, address, contact details, opening hours and more.
- ▶ Businesses will be able to add their own business listings for free via Google Maps Local Business Centre.
- ▶ Using the Local Business Centre feature, companies can enter information about their business, including their service offering, address, contact details, opening hours and photos.
- ▶ Users can also submit their own user-generated content for locations, make their own custom maps and access other information.
- ▶ The new maps also include 'My Maps' and hotspots of a number of South African artists and experts.
- ▶ The My Maps feature allows users to highlight their favourite locations, and share the information with other users. In this way Google hopes to enrich the map viewing experience.
- ▶ The My Maps feature allows sharing and collaboration.
- ▶ A driving directions feature includes innovative functions such as the ability to drag the Google generated route about the map, if one wishes to change the direction plan. The direction instructions can then be printed out.
- ▶ Google maps driving directions can be used on both the website, <http://maps.google.co.za/> as well as the iPhone Maps app
- ▶ Among the familiar overlays such as Map, Terrain and Satellite, there are numerous new overlay functions.
- ▶ The photo's overlay will bring up thousands of user uploaded images for popular sites.
- ▶ Photos on Google Maps are relevant to geographical area searched
- ▶ The Wikipedia overlay will add links to Wiki articles about the sites.
- ▶ A webcam layer allows users to view live feeds from cameras all over the country.
- ▶ Integrated transit and transport layer for JHB and Cape Town. Showing all train and transport grids for the area.
- ▶ In preparation for the 2010 World Cup, Google Maps is committed to having the Street View function operational in time for the event.
- ▶ MyMaps really useful for customising locations for events, new office locations etc
- ▶ Google Maps for #Mobile really powerful, great satellite imagery and good, fast search. Very similar to desktop version.
- ▶ Mobile zooming functionality and detail good enough to use as GPS. Streetview still pending

