

*NEW for 2008
UPDATED ROADS!*

*Accurately maps
drive time from
specified site*

*User specified road
conditions and
speed limit
assignments*

*Runs under
Windows 3.1, NT,
and '95, '98, '00,
ME, XP Home and
Pro*

*Works directly with
MapInfo, or as
stand alone
application*

*Comes with DLL for
application
developers*

*Packaged with
nationwide roadway
system*

*Multi-user discounts
and site licenses
available*

*Call AST to sign up
as a
Freeway Reseller*

*Looking to purchase
Freeway? Call AST*

The Challenge:

In retailing, location is everything.

Finding the "right" site can be a time consuming and nerve racking process.

Market researchers routinely evaluate market potential and site selection suitability by examining local demographics, competitor locations and logistical factors within a proposed trade area.

Defining a proposed trade area based on traditional radial ring studies can cause significant errors of omission and commission, and can lead to poor sales potential and site selection decisions.

The Solution:

AST **Freeway** Drive Time application uses sophisticated spatial analysis technology to more accurately define trade areas based on travel time from a proposed site.

Freeway can be used to produce:

- ♦ polygons representing the area which can be driven from a specified point within a specified amount of time under user specified traffic conditions
- ♦ point-to-point drive times between a single origin and single destination point
- ♦ tables of drive times between a set of one or more origins and a set of one or more destinations

Freeway is available as a stand alone Windows 3.1, NT or '95, '98, '00, ME or XP Home or Pro application, as a MapBasic application for MapInfo Professional or as a callable DLL for application developers.

Freeway comes packaged with a nationwide roadway system, and uses an innovative compression routine which requires less than 150 megabytes of disk storage for the entire country.

Freeway is fully documented and is designed for the end user

Freeway calculates drive times quickly and efficiently, and provides flexibility for user specified road conditions and speed limit assignments.



Drive Time Analysis

Call AST **(888) 440-4AST (4278)**
to purchase **Freeway** or to find
out about becoming a
Freeway Reseller