

## **introNetworks is Changing the Way You View Your World: New Mapping Capability Expands Leadership in Community Visualization**

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Santa Barbara, CA ([PRWeb](#)) November 18, 2008 -- introNetworks, creators of smart social networks, have integrated Google Maps into their award winning platform giving audiences another powerful way to picture relationships. This is the first integration of its type into an enterprise social networking platform using Adobe Flex®.

"We have always been a leader in providing audiences with unique and powerful ways of viewing connections within a community of interest," said Mark Sylvester, CEO of introNetworks. "With more of our customers creating communities that are geographically diverse we saw an opportunity to better serve them by delivering an insightful geographic display, built on the Google Maps platform. There is no learning curve to this new capability, allowing users to instantly take advantage of geographic searching within the context of their social network. Imagine being able to find subject matter experts and view them by region in an instant."

This deep integration of Google Maps within the introNetworks platform is more than a superficial mash-up, rather it is a complementary capability that furthers introNetworks' leadership in using dynamic information and visual displays to help people connect to the people and resources they need most. Users returning from a tradeshow can now find other attendees in their local area or members of a large association can find contacts in a city they may be traveling to on business or online learning communities can now facilitate local study groups by instantly showing who else is studying the same material within driving distance.

"introNetworks helps Umpqua deliver a unique and valuable experience to our customers as we pursue our vision to redefine what a bank can be," said David Hawkins, Director of Experience Innovation, Umpqua Bank. "Since first launching our LocalSpace community, we have seen how providing small business customers with a powerful tool for making themselves visible to each other and a larger consumer audience promotes commerce," said Hawkins. "introNetwork's new mapping capability enhances our ability to help a small business quickly further extend its reach and more effectively grow its business."

Using introNetworks Visual Matching Engine™ technology, Map View shows users their connections within any geographical region and requires no additional setup on the part of introNetwork community managers other than optionally capturing more detailed address information. In addition to viewing all members of a community, individual users instantly see relative distances between themselves and others with a single click. The Smart Search capability has been expanded to search by distance, opening up new criteria to find meaningful connections. These searches can be saved and used later as the need arises.

Community managers can easily add custom "Points of Interest" to their maps giving them complete control over what information is displayed, and providing a new revenue opportunity by offering sponsors and advertisers a targeted way to make relevant connections with their target audiences. Information about these specific locations can include photos, files and documents, external links and a place to offer targeted messaging.

The optional Map View module is available immediately to introNetworks Platform customers. Call (805) 722-1040 for more information.

#### About introNetworks

Based in Santa Barbara, CA, introNetworks offers smart social networks that are dedicated to helping people identify, and then make meaningful connections to who and what matters to them in their work and interests. Since 2003 the company has successfully deployed over 250 introNetwork Systems across a growing customer base that includes such high profile companies as Adobe, British Airways, Starcom MediaVest, HP, Harvard, Autodesk, Fortune, Xerox, Ziff Davis, and Intel. These companies have learned that introNetworks' smart social networks are the best way for any organization to deploy a valuable online community that allows all of its members to identify and connect with the people and information that matters to them in business, special interest groups, learning communities or at events.

<http://www.intronetworks.com>

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