

*NEW for 2010  
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:

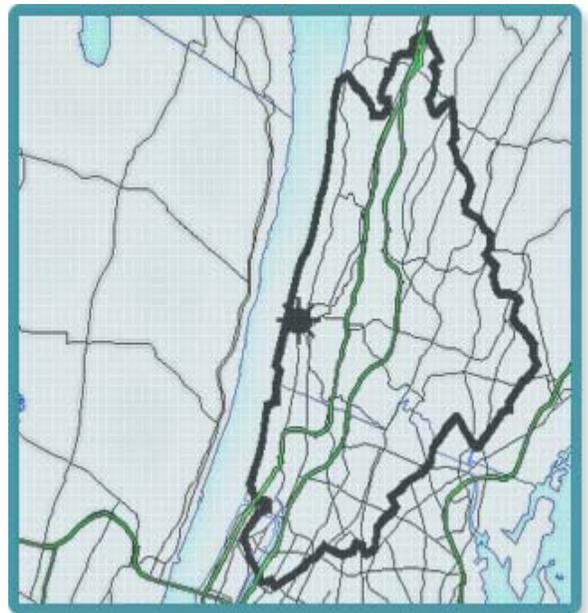
- ♦ polygons representing the area which can be driven from a specified point within a specified amount of time under user specified traffic conditions
- ♦ point-to-point drive times between a single origin and single destination point
- ♦ tables of drive times between a set of one or more origins and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