

# Orion's mapping system starts with videotaping

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ence the information with the business parks in the city they can click on a dialogue box and add the information to the map.

Using different layers on the map a person can add or remove information, customizing the map as they please. The city also offers similar features for residents and tourists.

In addition to the GIS system, the Markham site also has a 3-D map of the town, a technology Orion pioneered.

In order to create the 3-D map Orion has a helicopter fly over the town and capture it on video.

Using the pictures, Orion employees recreate the city in three dimension. The map is detail oriented and even shows plant life in the city.

"It's a fairly tedious task," Jiwani said. "We make it as realistic as (possible)."

The service costs from \$3,000 to \$5,000 a month. The map is updated once a year. Markham is the only city that has a 3-D map on their website.

Chait said Markham chose Orion to make their website because they were the best in the field.

Rob Prentice, the Town of Newmarket's director of corporate services, said the municipality has begun collecting data for the mapping system for in-house use.

Prentice said that information may be adapted to the town's website.

"It's a very useful tool," he said. "It's an effective way to present information."

Orion's reputation as one of the leaders in the field extends beyond York Region.

"They are really focused in on the local government (applications)," Nigel Roberts, chapter leader, of the Urban Information Systems Association of Ontario said.

"They are one of the early developers of the technology. They have a mature product."

But the application isn't limited to use by local governments. The technology can be used by businesses as well.

Richard Talbot, president of Talbot Consultants International Inc. said GIS is a great tool for retailers.

"It's very useful for the retail side of demographics and sales," the Unionville resident said. "It can be used for a store's direct marketing."

Jiwani doesn't know what the future holds for his company.

"The growth is gradual. We will bring on additional staff," he said, adding they plan to hire 20 more staff next year.

"We're not businessmen. Our weakness is our business mind."

# Town's holiday Stuff The Bus program underway

Stuff the Bus, Markham Council's annual holiday food drive, kicked off last weekend with the town's Christmas bus ready to be filled outside area grocery stores.

Donations go to local food banks for distribution. Canned goods, powdered milk, peanut butter, spaghetti sauce, cereal, baby formula and other non-per-

ishable foods, as well as personal care items are all needed for families in distress.

"The Town of Markham is very proud of the warmth and compassion our residents and businesses exhibit each year," said Regional Councillor Gord London.

Donations to Stuff the Bus will be accepted at:

• Loblaws (Hwy. 7/Warden) — Saturday, Dec. 1, 10 a.m. to 4 p.m.

• Longo's (Hwy.7/Woodbine) — Sunday, Dec. 2, 10 a.m. to 4 p.m.

• Longo's (Bayview) — Friday, Dec. 7, 5 p.m. to 9 p.m.

• Dominion (Thornhill Square) — Saturday, Dec. 8, 10 a.m. to 4 p.m.

• No. Frills (Markham

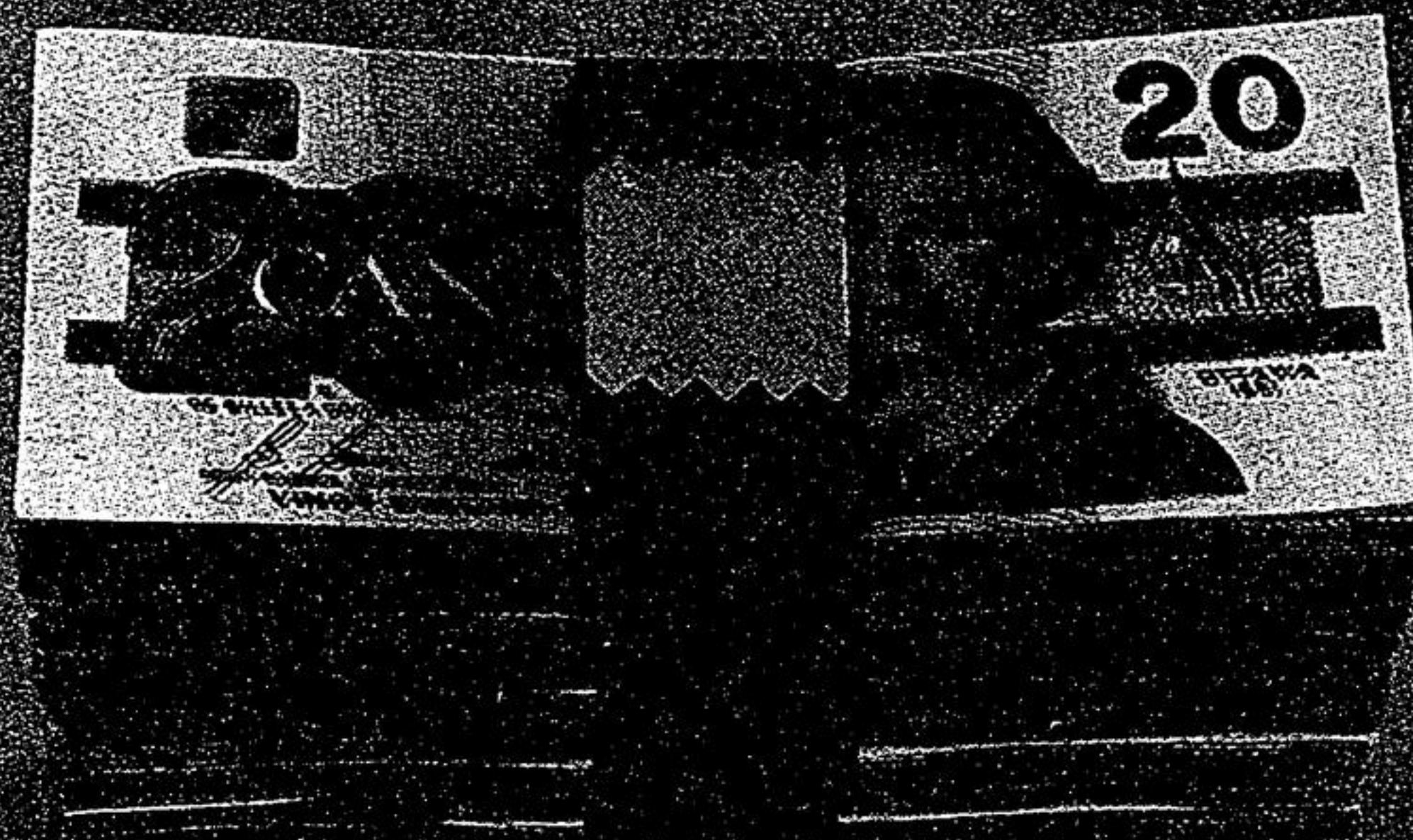
Rd/Denison) — Sunday, Dec. 9, 10 a.m. to 4 p.m.

• Loblaws (Bullock/McCowan) — Saturday, Dec. 15, 10 a.m. to 4 p.m.

• Garden Basket (Hwy. 48/16th) — Sunday, Dec. 16, 10 a.m. to 4 p.m.

For more information contact your local Markham councillor at 905-477-7000.

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