MapELEMENTS' International Capabilities Previews New Features At Mobile World Congress

American Roamer has big plans for Mobile World Congress, where it will unveil a new corporate name and branding strategy. In addition, American Roamer announces today new features and international components to MapELEMENTS, which it will demonstrate at Mobile World Congress (Hall 2.0, Booth #2D26).

MapELEMENTS is a hosted interactive mapping solution that enables strategic decision makers to access network and market intelligence on different segments of the wireless, cable and telecom ecosystem - all within one web browser. At Mobile World Congress, American Roamer will demonstrate the solution’s new GIS software-as-a-service features and its international mobile network coverage catalog.

American Roamer recently expanded the application beyond North America by adding international mapping and intelligence capabilities, bringing worldwide mobile network coverage information to its users’ fingertips. MapELEMENTS offers different modules, based on the customer’s geographic focus and telecommunications coverage needs, including regional and independent telecom coverage packages. This robust, flexible coverage viewer and analytical solution allows users to create maps based on different needs.

American Roamer has improved MapELEMENTS by expanding the available broadcast radial dataset, which now shows polygons and coverage areas for all broadcasters in the United States. The company has also made several user interface improvements into this platform, including a beta release of a boundary intersection feature. In addition to point intersection capability already in production, users will now be able to see the entire telecom ecosystem for a selected boundary in the United States.

“Incorporating the worldwide mobile coverage catalog is a natural step for MapELEMENTS and our consistent emphasis on providing better intelligence led us to considerably expand the broadcast television radials. Additionally, we continue to push forward with more robust geospatial capabilities, including the boundary intersection feature,” says Chip Strange, vice president, products and technology, American Roamer. “MapELEMENTS is now a global service that can help users make better strategic and tactical business decisions.”

For more details, please visit www.americanroamer.com [1].

Posted by Janine E. Mooney, Editor

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