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OnTerra Systems Completes Web Mapping Application To Support New Documentary Film: “Waiting For Superman”

***New Web mapping application created by OnTerra Systems for “Waiting for Superman”
combines nationwide volunteer & teaching opportunities into one convenient Web map
to spur volunteerism in American education***

DENVER, Colo., Sept. 20, 2010 – OnTerra Systems

(www.OnTerraSystems.com), a technology leader in Web mapping, fleet optimization, and Geographic Information Systems (GIS) integration solutions and services, today announced it has developed a Web mapping application released in conjunction with “Waiting for Superman” – a new documentary film about the American education system. “Waiting for Superman” was directed and co-written by Davis Guggenheim – an Academy Award®-winning director and producer whose work includes “An Inconvenient Truth” featuring former Vice President Al Gore (which won the Oscar® for Best Documentary in 2007).

To provide ways for concerned viewers of the film to take action and help improve America’s education system, Microsoft hired OnTerra Systems to develop a Web mapping application that pulls information on teaching, education volunteer and donation opportunities into one convenient, easily searchable Web map. The Bing Education Map can be accessed at:

http://www.bing.com/maps/explore/#5003/0.60124=showitems:MentorPro,GSSchools,DonorsChoose,AllForGood:embeddedmap_zoom:11:embeddedmap_latitude:47.47800064:embeddedmap_longitude:122.275001525/5872/style=auto&pid=5874

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Alternatively people can navigate to <http://www.bing.com/maps/explore> and look in the gallery for the same Bing Map App. Once viewers access this link, they are introduced to four non-profits involved in improving American education, including:

- **MENTOR** -- www.mentoring.org -- MENTOR helps children by providing a public voice, developing and delivering resources to mentoring programs nationwide, and promoting quality for mentoring through standards, cutting-edge research, and state of the art tools;
- **Great Schools** -- www.GreatSchools.org -- A Web site that provides K-12 school ratings information nationwide, including parent ratings, reviews, and test scores;
- **Donors Choose** -- www.DonorsChoose.org -- an online charity connecting donors with classrooms in need of everything from pencils and books to calculators and musical instruments; and
- **All For Good** -- www.AllForGood.org -- a Web site operated by Our Good Works that lets people browse and sign up for volunteer opportunities based on geographic proximity and their interests.

Users of this Bing Education Map can select which non-profits interest them.

The application automatically “reads” the Internet address from their computer to assign a geographic area, or users can set a geographic preference by typing in their zip code. This application will then automatically pull information from the non-profits selected by the user, and create a Web-based map with a series of icons highlighting teaching, volunteer & donation opportunities related to education in the specified geographic area. Once users click on a specific icon on the Web map, more information about that particular teaching, or volunteer/donation opportunity will pop up on the screen.

As recognized experts in these new Web mapping technologies used for business, marketing, non-profit, government, and research applications, OnTerra Systems was commissioned to develop this Web mapping application in June of 2010, and completed the work in September 2010 in advance of the premiere of “Waiting for Superman.”

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“The ‘Waiting for Superman’ Web mapping application highlights OnTerra’s technical expertise in developing easy-to-use Web maps for a wide variety of applications,” said Steven Milroy, OnTerra president and co-founder. “Simply put, map-based visualizations of information often are much easier for people to ‘digest’ than reading text – and the OnTerra team specializes in these Web mapping technologies.”

Patrick Campbell, OnTerra’s Chief Operations Officer and co-founder, added, “This project also highlights OnTerra’s ability to manage complex projects with many stakeholders to a successful conclusion. In addition, OnTerra also developed the Web mapping application for the DonorsChoose.org Web site, and it operates in a similar fashion to the ‘Waiting for Superman’ Web mapping application.”

About “Waiting for Superman”

“Waiting for Superman” (www.WaitingForSuperman.com) is a provocative exploration of the current state of public education in the United States and how it’s affecting American children. Director Davis Guggenheim follows the lives of five unforgettable kids whose dreams, hopes for a better life, and potential are affected by the current state of American education. Guggenheim’s intent is to spark a vital national conversation about American education, and spur positive change for America’s children. This film is presented by Paramount Vantage and Participant media present “Waiting for Superman” in association with Walden Media, an Electric Kinney Films production of a film by Davis Guggenheim, and written by Davis Guggenheim and Billy Kimball. The producer is Lesley Chilcott, and the executive producers are Jeff Skoll and Diane Weyermann.

About OnTerra Systems

Founded in 2005, OnTerra Systems is a company of Web mapping experts, programming specialists, and project managers that provide Web mapping services and products, fleet optimization systems and products, and Geographic Information Systems (GIS) integration services and consulting. OnTerra Systems provides these services to businesses, non-profits, government, and research organizations that need map-based visualizations of data – either to improve operations and bring about cost savings; provide company and product location information for customers; support a marketing initiative, or to make connections and see patterns and trends for business or research planning. OnTerra Systems has completed hundreds of Web mapping projects, and is a long-time Microsoft partner. OnTerra can be reached at: www.OnTerraSystems.com, or 720.836.7201.

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