

**MapIT supplies Private Property with digital mapping
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Private Property, the busiest property website in Southern Africa is now employing MapIT's digital mapping and street index for its comprehensive property website.

Private Property provides a well structured and functional property portal that allows users to easily browse the site and get accurate up-to-date information when wanting to buy, sell or rent property.

MapIT now offers Private Property and its users more extensive map data and additional points of interest which is essential to a user when considering buying or renting a property. Potential buyers will have the opportunity to see a more comprehensive directory of amenities such as schools, shopping malls, and hospitals in the area of interest.

Private Property's popular features include multiple search options that are functionally guided to assist the user find exactly what they are looking for in a property. Private Property's success over the years rests not only on its extensive register of properties across South Africa, but its street search capabilities that enables users to use the street index to search for a property in a particular area and familiarize themselves with the area on the map.

MapIT Managing Director, Ray Wilkinson says "Digital mapping plays an integral part for an interactive website such as Private Property and with the use of MapIT's digital mapping, users can now expect better usability and interactivity".

"We are confident that MapIT's digital mapping will enhance the websites success and provide added value to its clients," Wilkinson says.

About MapIT

MapIT is at the forefront of digital mapping in Sub-Saharan Africa powering the next generation of location enabled technologies. MapIT's data is used in products and applications such as asset tracking, fleet management, business and market intelligence and web services. Its partnership in Africa with Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location based solutions, has enabled MapIT's data to be incorporated into Tele Atlas' international map offering, thus providing clients with map data of international standards.