

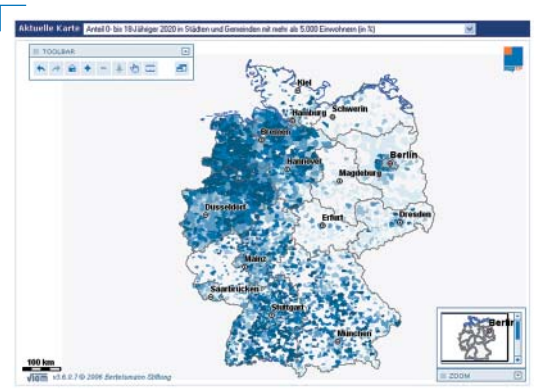
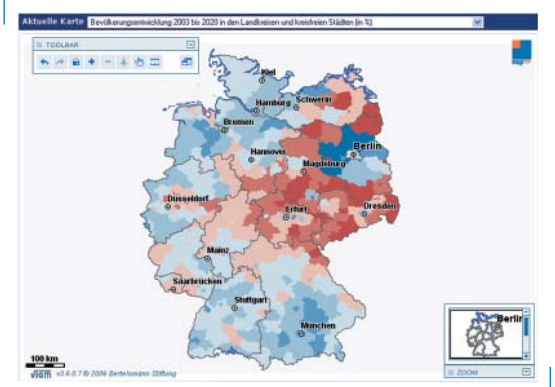
## Guide to Demographic Change - The Online-Information System of the Bertelsmann Foundation

The Bertelsmann Foundation offers an Online-Information System to communities in Germany that contains a broad spectrum of data and forecasts on the subject "Demographic Change". The portal was developed in conjunction with community experts in science and practice. It is divided into three subjects: "Demographic Data", "Population Forecast", and "Action Plans". MapTP is the central component of the visualization – the software for bringing targeted demographic data on the correct map.

Where the population reduces the most, the average age goes up and the birth rate is in decline - this is information the visitor receives from the online information system "Guide To Demographic Change". The online portal delivers an easy overview of important demographic information about the user's local community with the help of the vector-based mapping software MapTP. Seven different mapping modules are available to the user by mouse click. Those modules ensure the display of the demographic data in a clear overview. The "demographic type" of a region, key numbers for the population development, and other demographic data are emphasized using different colors. In addition, all important cities on the map are connected to relevant information, which the user can open in a new browser window. It is therefore possible to obtain additional statistical information for each region in the form of a table.

By using vector-based mapping material MapTP ensures interactivity and user friendliness when working with demographic information. The visual display of data that is possible with the interactive maps, makes statistical data easier to understand. The advantages for the user are clear: A maximum of transparency, intuitive user guidance, visually descriptive. During the implementation of the project demographic data was converted into thematic maps and then made available to MapTP services. MapTP services were quickly and efficiently integrated into the online portal

of the Bertelsmann Foundation using the standard protocol of XML/SOAP. This stable environment offers the foundation for seamless softwares and map updates, unnoticeable by the user.



### Facts & Figures

**The Foundation:** The Bertelsmann Foundation sees itself as a think tank and agent for social change. It is committed to working towards improved education, a just and efficient economic system, a preventative health care system, a vibrant civil society, and greater international understanding. Founded in 1977 by Reinhard Mohn, the Bertelsmann Foundation is the majority shareholder of Bertelsmann AG. The project work is independent and non-partisan. The "Demographic Change" campaign is a leading project of the Bertelsmann Foundation.

**URL:** <http://www.bertelsmann-stiftung.de>

#### Integrated MapTP Services:

MapTP Reverse Geocoding Service

MapTP MiniMaps

MapTP MGI Service

**Technical Implementation:** The thematic maps were custom developed for the application by Lutum+Tappert and are copyright of Bertelsmann Foundation. The mapping application is integrated into the portal using Java technology (Java applet). The integration of the different MapTP services was realized via XML/SOAP. This integration service was provided by VIOM GmbH.

**Hosting:** Hosting of the services is provided by VIOM GmbH on Windows 2003 Servers.