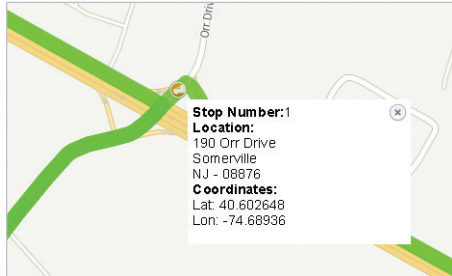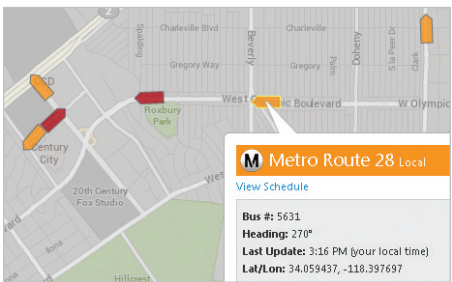# alk MAPS

Dynamic Asset & Route Visualization Platform

ALK Maps is a customizable interactive web mapping platform providing high-quality visualizations with precise geocoding and routing for enterprise applications.

Directions & Routing

Interactively plan simple or complex routes using a variety of parameters or route options before and during trips

Mobile Asset Management

Quickly track and monitor vehicles and assets in real time

Geocoding Solutions

Plot and save custom places using latitude and longitudes for more precise routing
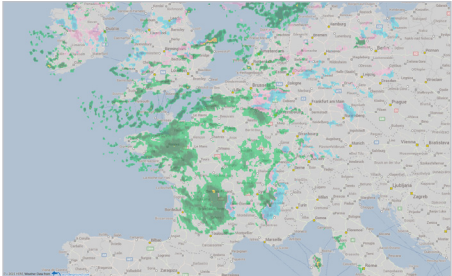
Weather Display

Overlay current weather data as an aid to measure potential impact on trip pre-planning

Features:

- Simple integration using a single source code

- Commercial vehicle types and routing restrictions available for continuous route optimization

- Measure driver performance and analyze routes for compliance

- Worldwide, street-level coverage

- Satellite street-view imagery

Technical Specifications

FLEXIBLE, EASY TO USE APIs

ALK Maps' **JavaScript** and **RESTful APIs** can be used in web applications, mobile apps, or desktop products, giving you complete flexibility in your product offerings. The APIs are designed to get you up and running quickly, while requiring the minimal technical investment.

Mapping

- Real-time and historic traffic information
- Pan and zoom with mouse, keyboard and touch devices
- 7 map styles
- Satellite view with street network overlay
- Commercial restrictions and hazmat designations can be displayed

Routing
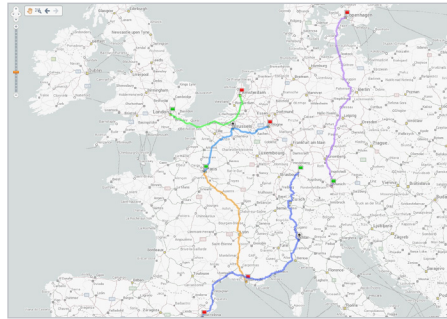
- Automobile, heavy duty, medium duty, or light truck routing options
- Route between locations with multiple stops
- Interactive route layers - modify routes in map view
- Customizable route options: Shortest, Fastest and Toll Discouraged

Geocoding
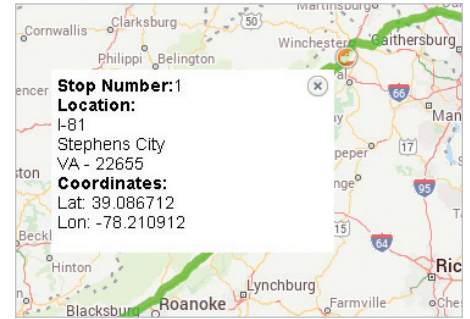
- Input addresses and postal codes to get latitude and longitude
- "Reverse" geocoding: latitude and longitude are used to return the nearest street address
- Geocoded locations can be added to the server-side map data as custom places
- Batch processing using Web Services

COMPONENTS

Basic Map Controls: Display a map in a browser window with just a few lines of JavaScript code. These maps can be panned and zoomed using on-screen toolbars, mouse (and mouse-wheel) controls, keyboards and also multi-touch inputs on mobile devices.

Flexible Layering: Displaying maps as a base layer, ALK Maps overlays routing, geocoding points and traffic as separate controllable layers. By layering the routing and other information on top of the map, you have full interactive control. You can also add your own external geographic data as a vector layer, or as an image overlay.

Custom Vector Objects: Most information with geographic coordinates can be plotted as a vector object, and attributes of the data can be used to change size, shape, or style of each element. Vector shapes can be a point, line, line-string (many points), regular polygon, or irregular polygon. Each vector object has a unique ID, which can be used to update location or attributes programmatically.

Location Markers: A marker displays a tooltip on hover and shows a popup when clicked. The popups can contain HTML content including images and video.

A complete list of capabilities and APIs can be found on the developer portal at **maps.alk.com/developer**

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