

About FireLocator (Beta-1)

FireLocator is an application created by Pitney Bowes Advanced Concepts and Technologies (AC&T) in collaboration with Pitney Bowes MapInfo. Currently released in Beta at FireLocator.net, this free, state-of-the-art site disseminates timely critical wildfire data and information to the public. FireLocator integrates data from multiple sources to provide users with comprehensive views of both current and past wildfires. By entering a target address in the address bar, users are able to mark a location of interest on the map using Pitney Bowes MapInfo's geocoding technology. This allows users to track fires around a specific address, neighborhood, or area of interest.

Data sources integrated on FireLocator include:

- [NASA Modis Data](#)
NASA's MODIS (or Moderate Resolution Imaging Spectro-radiometer) is a key instrument aboard the [Terra \(EOS AM\)](#) and [Aqua \(EOS PM\)](#) satellites. The data captured by these satellites include geothermal differences on the earth's surface. This use of geothermal imaging shows hotspots that are likely to be wildfires.
- [Incident Information System](#) (InciWeb)
InciWeb is an interagency information site that provides point information regarding the location of wildfires. InciWeb is a combination of data and information gathered from multiple government agencies. The data provided is accurate and updated frequently.
- [GeoMac Multi Agency Coordination \(GeoMac\)](#)
GeoMac is an interagency website that provides fire perimeter data from various incident intelligence sources (e.g. GPS data, Infrared Imagery). GeoMac data is often updated on a daily basis, ensuring accuracy.

California Wild-Fire Zones

The multiple components of MapInfo Risk Data Product Suite combine to give a detailed picture of the natural disaster history & potential risks in a region. FireLocator integrates with the wildfire component of this data to show classifications based on DRAFT model results for Fire Hazard Severity Zoning (FHSZ) developed in January 2007.

Draft data and maps for FHSZ in State Responsibility Area (SRA) have been updated and have been the subject of public hearings in 56 counties. These revised ("proposed") maps can be found on the [CAL FIRE web site](#).

Underlying Technology

The FireLocator user interface was created using [Microsoft Virtual Earth](#) and [Microsoft Silverlight](#) RIA (Rich Internet Application) technology. The geocoding and integration of data layers and thematic mapping is provided directly by [Pitney Bowes MapInfo's Envinsa Location Platform](#). FireLocator combines public data and mapping information with key location intelligence tools to provide accurate, up-to-the-minute data, enabling users to make quick and informed decisions in the most critical times.

About Pitney Bowes AC&T

AC&T (Advanced Concepts & Technology) is chartered with the creation and advancement of future opportunities for Pitney Bowes with a strong focus on the technology involved. Their domain is all that Pitney Bowes can do and all that Pitney Bowes might be interested in.

About Pitney Bowes MapInfo

Pitney Bowes MapInfo provides a unique combination of location and communication intelligent software, data and services that enable organizations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximizing the value of customer data, Pitney Bowes MapInfo provides the tools required to more effectively locate, connect and communicate with customers in today's global markets. Leading organizations rely on Pitney Bowes MapInfo solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit www.mapinfo.com and www.pb.com for more information.

Acknowledgements

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Some of the Icons used in FireLocator were provided by VistaICO.com.

Contact Pitney Bowes MapInfo

To learn more about Pitney Bowes MapInfo products and services, contact MapInfo at sales@mapinfo.com.

The FireLocator team is continually searching for up-to-the-minute fire incident data. If your organization is interested in sharing data sources to be published on FireLocator, please contact the team at FireLocator@mapinfo.com