

POPMaps

Worldwide, consistent and high resolution population maps

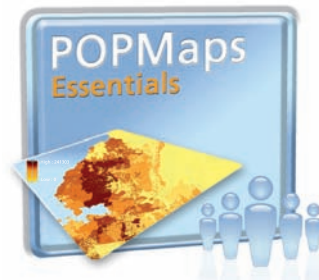
Population is all about numbers and densities. But when it comes to spatial distribution, population maps may not be available everywhere and are not always really accurate or reliable. Based on a strong experience in producing geo-information products, Spot Image has developed a brand new approach of population distribution to answer such needs.



More than data...

POPMaps is based on a state-of-the-art methodology combining national censuses, administrative boundaries at district level and land cover maps at urban scale. Our maps have the competitive advantage of providing a refined approach of population distribution by inserting urban oriented land-cover maps to populated administrative data.

The aim: providing you with worldwide, consistent and high resolution population maps.



POPMaps Essentials

POPMaps Essentials is a product range of specified products either as part of the catalogue or to be produced on a standard mode.

Specifications:

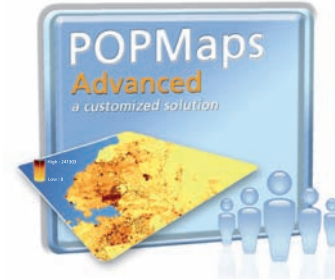
- Clutter (i.e. urban oriented land-cover map) produced by Spot Image.
- Administrative limits Level 2 (polygons showing departments, provinces or districts depending on the countries...)
- Latest census or population figures available
- Projection : UTM WGS84
- Resolution : 200m
- Value per pixel : population density

POPMaps Essentials Off-the-shelf is a catalogue of population maps available in 30 countries (soon available on line!).

These products are delivered in raster formats: [Geotiff and AsciiGrid upon request](#).

POPMaps Essentials On demand refers to population maps that are not on the catalogue but which are produced upon customer request.

The maps are delivered using the same raster formats.



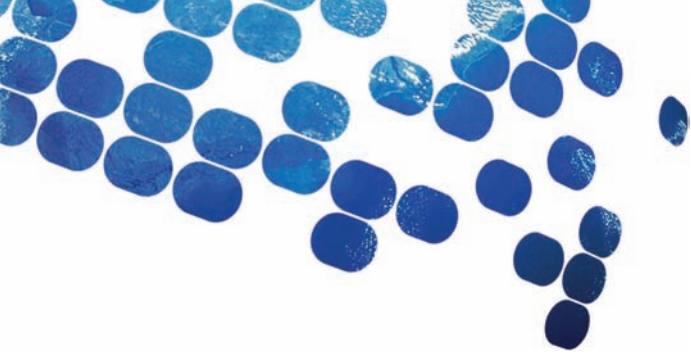
POPMaps Advanced

Spot Image has the tools and know-how to answer any specific demand. Our team of experts take time to understand your objectives and mapping requirements.

We will then define together the end-product specifications that best fit your needs: resolution, population distribution representation (density or number of inhabitants), cartographic system (local projection or datum), format delivery (raster in AsciiGrid / Geotiff / others or vectorial in shapefile, / TAB MapInfo, / others) to name a few.

Administrative level and customized clutter (resolution, classes, number of classes, ...) are also selected in coherence with your project scale.





What makes POPMaps different?

POPMaps is a regional product based on a large archive of urban land cover maps (clutters), thus giving a better understanding of a territory in terms of demography.

- “population oriented” clutter
- in house production (Telecom products)

Standard & homogeneous product worldwide

As far as standard products are concerned, population maps are produced by implementing the same specifications wherever the area of interest.

Worldwide availability

Looking for an accurate and detailed population map over unmapped countries or countries with obsolete data? POPMaps is available over any part of the world.

5 times more detailed than what already exists on the market

The methodology used is combined with the access to high resolution satellite sources.

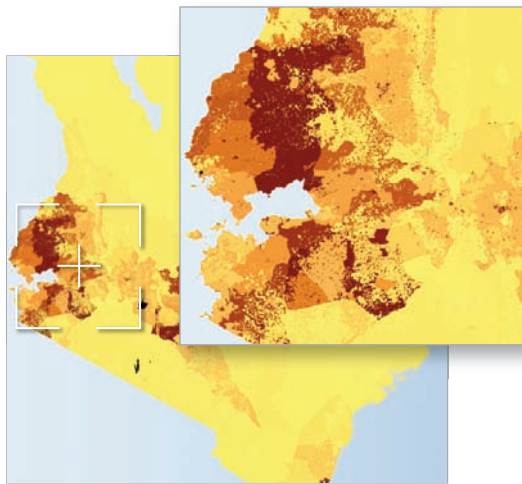
Interoperable

Map delivery in raster format: Geotiff and AsciiGrid upon request.

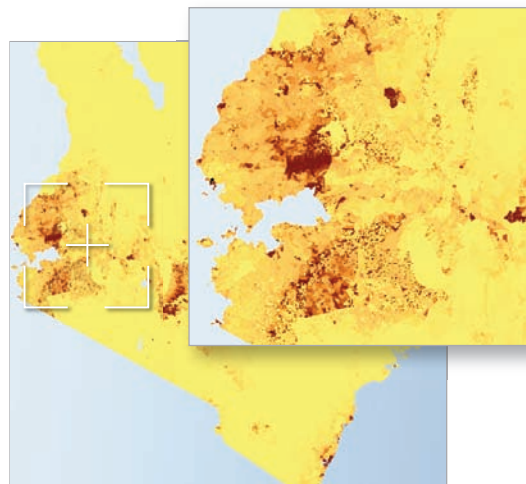
POPMaps & the Telecom industry

Accurate data and the ability to identify different densities within the same administrative unit lead to better informed network deployment strategies.

POPMaps has been designed **to answer RF Planning project management need for a decision-support tool** at bid preparation and submission level. Either on standard or project mode, **POPMaps is also the best tool for geomarketing** by localizing and targeting potential customer bases (e.g. advertising campaigns, loyalty campaigns etc.).



Kenya Population Essentials 200m



Kenya Population Advanced 200m



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