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[Visited Sep'09] Geolocation technology is being so rapidly incorporated into mobile devices and Web-based tools that the 2009 Horizon Report <<http://wp.nmc.org/horizon2009/>> predicts that the world will become "geo-everything" in just two to three years. Unfortunately for those interested in creating custom maps and exploring the power of geospatial data analysis, geographic information systems (GIS) applications are typically expensive, involve steep learning curves, and require formal training before they can be used effectively. *SimplyMap* is an outstanding online subscription service that eliminates these significant technical hurdles for the average person, providing a user-friendly interface, access to a wealth of built-in data, and surprisingly rich GIS analysis capabilities. *SimplyMap* supports a broad range of academic, business, and demographic applications. Business students and owners can perform site location analysis, customer prospecting, and market research. Social scientists can conduct detailed demographic investigations. Individuals can map neighborhood characteristics and trends such as crime data and employment.<p>*SimplyMap* offers a simple, intuitive interface. The majority of the workspace is devoted to data visualization, while the left side of the screen provides access to mapping functions and analysis output options. Additional tabs support search or browse access to data sets, query building tools, and advanced location specification capabilities. Users manipulate the map window via a floating toolbar that supports zooming, panning, and point-and-click access to feature attributes. Geographic units can be readily changed to view map data with varying degrees of detail. An individual interested in, e.g., identifying regions with both high income and high education levels can quickly do so via the step-by-step, Query side tab. After optionally ranking results and customizing map elements, users may export data and maps via download or e-mail in a variety of file formats for incorporation into external publications. *SimplyMap*'s standard package offers ready access to a wealth of spatially referenced data sets (US only) from government and proprietary sources, including detailed census data (1980, 1990, 2000), marketing variables, and business location data. Projection data (2008 and 2013) support trend analysis. Licensed data sets represent a significant part of the product's underlying cost structure; additional data packages are therefore offered as optional add-ons. Discounts for consortiums and small institutions are available.<p>Quibbles are minor. Users with small laptops will encounter challenges with the application's minimal browser height requirements. Web tutorials are pithy and well designed but would be better served by the addition of audio narration. The hyperlink color scheme may lead novice users to misinterpret certain interface elements as being disabled. The phrase "A picture is worth a thousand words" succinctly captures the power of GIS. With *SimplyMap*, any user can convert complex data into easily interpreted, professionally formatted thematic maps. **Summing Up:** Essential. All collections; lower-level undergraduates and above; general audience. -- C. E. Smith, *University of Central Missouri*