

Image Mapping Systems

presents

MacChoro

What is MacChoro?

A completely menu-oriented computer mapping, data classification and map-design program for the Apple Macintosh computer. **MacChoro** uses the excellent graphics capabilities of the Macintosh to create Choropleth maps. The choropleth method uses shadings to represent values and is one of the most common methods of statistical mapping.

Unclassified Maps -- Normally, data being mapped must be classified prior to mapping. Because the Macintosh is capable of producing so many dot shadings between white and black, it is possible to use the unclassified method of choropleth mapping. With this method, the intensity of the shading is proportional to the data value.

Four Methods of Data Classification -- MacChoro includes four common methods of data classification:

- standard deviation
- equal-interval (constant interval)
- quantile
- natural breaks (largest differences)

Each of these classification methods may be displayed with up to 16 classes. This means that you have a total of 61 classification options (unclassified plus 4 methods of classification with 15 classes each).

Speed -- Perhaps the most remarkable feature of **MacChoro** is its speed - a typical map is classified and displayed in approximately **3** seconds. This allows you to quickly view your data with a variety of classification options.

Data Manipulation -- **MacChoro** incorporates extensive data manipulation capabilities. Data may be modified through division, multiplication, subtraction or addition by another data set or by a constant. Logarithm or square root transformation is also possible. The data may be interactively viewed and edited and any modifications may be saved in the same or a different file. A data file can be initially created with **MacChoro** or may be extracted from a spreadsheet program such as Multiplan, Excel or Jazz.

Ease of Use -- All options are activated with the mouse. You'll only need the keyboard to enter new file names, enter data, enter constants for data manipulation and to enter text for the specific labelling of the map.

How does MacChoro work?

A **MacChoro** display is composed of 14 'elements' - map, legend, first neatline, second neatline and ten text elements. The user defines a rectangle for each element by moving and 'clicking' the mouse at the upper-left and lower-right corners. Map, legend and text elements are scaled, centered and placed within the user-defined rectangle. Elements can be outlined with a visible rectangle, moved to a new location or erased. In addition, the user-defined rectangles may be saved and used at a later time.

MacPaint your Map -- Once a map is created, it may be transferred to **MacPaint** for adding other text or graphics.

How can MacChoro be used? -- **MacChoro** is an excellent tool for data analysis. Maps can be created quickly and data can be easily standardized for more accurate mapping. Data analysis is enhanced by the ability to quickly view the map with a variety of classification options. **MacChoro** is also excellent for preparing maps for publication because of the high-quality of printed maps that can be obtained from both the Apple Imagewriter dot-matrix printer and the LaserWriter laser-printer. **MacChoro** is especially suited to analyze the effects of data classification. By using **MacChoro**, one obtains a true appreciation of the effects of the different classification methods on a mapped distribution.

Available Map Files -- **MacChoro** works with specially formatted map files. Map files currently available are:

- United States (included with **MacChoro**)
- Any of 48 states by county
- North America by country
- South America by country
- Asia by country
- Canada by province
- Europe by country
- Africa by country
- World by country

Map files not included here may be formatted by the user or through special arrangement with **Image Mapping Systems**.

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for your **Macintosh**

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1980 to 1983



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Control	Data	Classify	Map	Legend	Text	Neatline	Style
Help	DefineDataFile	✓UnClassed	DefineMapBox	DefineLegendBox	DefineTextBox	DefineNeatline	Monaco
DoNextMap	ReadDataFile	Standard-Deviation	Scale@DoMap	DoBoxLegend	DoText	DbfNeatline	Geneva
PrintMap	RewindDataFile	Equal-Interval	ScaleMaptoBox	DoRectLegend	OutlineText	EraseNeatline	✓New York
MacPaintMap		Quantile	DoMap	WiderRect	MoveText	EraseDbfNeatline	Toronto
		Breaks	OutLineMap	TallerRect	EraseText	
CreateDataFile	DivideData	2	MoveMap	BoxesApart	EnterText	DefineRect	✓Normal
CreateNamesFile	MultiplyData	3	EraseMap	BoxesTogether		MoveRect	Bold
CreateMapFile	SubtractData	4			✓EnableTitle1	EraseRect	Italic
	AddData	5			EnableTitle2	EraseScreen	Underline
SaveMapRect	DivideByConstant	6		GapsSmaller	EnableTitle3		ThinnerLine
GetMapRect	MultiplyByConstant	7		GapsLarger	EnableLegend1		ThickerLine
	SubtractConstant	8			EnableLegend2		
Exit	AddConstant	9		MoveBreaksIn	EnableSource		OutlineSmaller
		10		MoveBreaksOut	EnableClassMeth		OutlineLarger
	LogBase10	SubtractClasses		OutlineLegend	EnableDataTrans		
	Square Root	PrintClassStats		MoveLegend	EnableMapAuthor		
	ViewData			EraseLegend	EnableLogo		
	EditData						
	SaveData						

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For the Apple Macintosh™ 512K,
Macintosh XL™ and Macintosh Plus™

MacChoro with U.S. Map \$ 295.00
Extra Map files(s) - each \$ 50.00

Purchase Orders Accepted
Nebraska Orders add 5% Sales Tax
Shipping Included

TO ORDER,
or for more information,
send form to:

Image Mapping Systems
Box 31593
Omaha, NE 68132

MacChoro
with U.S. Map
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Extra Map file
in MacChoro
format - Area: _____
US \$ 50.00

More information

Name _____

Organization _____

Address _____

City, State, Zip _____

Phone _____

Current Hardware _____