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For immediate release:

Survey & Ballot Systems Launches DirectVote® Geo-Spatial Mapping for Graphic Representation of Member Information and Voting

Survey & Ballot Systems (SBS) announces ability to geographically illustrate member data for easy visualization of voting activity.

MINNEAPOLIS – September 15, 2014 – SBS a leading provider of election services and Internet voting systems, announced today that it will offer geo-spatial mapping capabilities for client member data. DirectVote Geo-Spatial Mapping plots member information, including voting data, into attractive, interactive maps for graphic representation and instant understanding.

"Until now, displaying member data and voting activity has primarily been through the use of tables, bar charts and even spreadsheets," states Bob Claus, Sales Manager at SBS. "While useful, summarizing data in this way doesn't always allow for quick realization of opportunities and insights. With DirectVote Geo-Spatial Mapping, geographically plotting member and voting data becomes a reality, allowing organizations to rapidly spot areas for participation growth and identify member trends."

Features of DirectVote Geo-Spatial Mapping:
- Plot multiple layers of data on to the same map – segment and filter for fast analysis
- Create territory, radius, pin or bubble maps of membership and activity
- Heat maps that identify trends and areas of strengths/weaknesses
- See data at state, county, city, zip code, street or coordinate level
- Exportable graphics for reports and executive summaries

DirectVote Geo-Spatial Mapping is available with SBS election services and voting systems.

About Survey & Ballot Systems
You run elections, we provide the resources, services and security to make those elections highly successful. Since 1990, SBS has worked with the world's top associations, cooperatives, credit unions and member-based organizations to plan and manage their voting processes. Whether you need traditional paper balloting, online voting, on-site voting or a hybrid election, we have the expertise to make it happen. Let us be the independent third party to administer your election or provide you with the tools to run it yourself. Contact us for more information and we'll customize an election solution for your organization's unique needs.