



Making Maps for Real People

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Wellington-based international on-line mapping company ProjectX Technology has been recognised for its bold ambition, technological success and contribution to the community by being selected as one of four finalists in the Cyber Gold category at this year's Wellington Gold Awards.

Founder and CEO John Clegg say ProjectX is thrilled to be recognised in this way.

“We are proud to have been recognised and placed amongst Wellington region's best and brightest. To be one of four finalists is a huge boost for us as a young start-up company and it's a great incentive for us to do even greater things. Next year we're going for gold.”

The company, which is part of Wellington business incubator CreativeHQ, has fingers in several pies. It specialises in developing online mapping tools for the everyday person in the street.

Their flagship product is the free map website - zoomin.co.nz – which is about more than just finding something on a map. Users can view or add photos and video, read other people's comments and reviews and add information of their own.

The company also created TradeMe's Smaps product (www.smaps.co.nz), which became the most used mapping site in New Zealand within just three weeks of being launched.

ProjectX has already won two TUANZ awards (Telecommunications Users Association of New Zealand) for craft and inspiration in 2006.

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