



# Oracle BIWA 2017 Presentation Abstract

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## **Visualizing Logical Data with Geographical Information**

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The inherent value of traditional map views is that they produce easy-to-understand visualizations of geographically linked information that is immediately recognizable to users and matches their mental map. But what if that geographically oriented data set also contains logical data that does not contain geographical information? A traditional graph drawing is excellent at visualizing complex logical data sets, but lacks the relatable mental map that helps orient users the way a geographical map does. To solve these inherent limitations in traditional geographical map views and graph drawings, Tom Sawyer Software developed the geographical drawing view to visualize data sets containing both geographically fixed objects and logical objects. When combined with our powerful automatic graph layout, labeling, routing, complexity management techniques, and rich visualization capabilities, our new geographical drawing views combine the best of both worlds in this ground-breaking capability. In this presentation, we demonstrate the power of geographical drawing views and discuss how this capability revolutionizes the way you visualize your data.