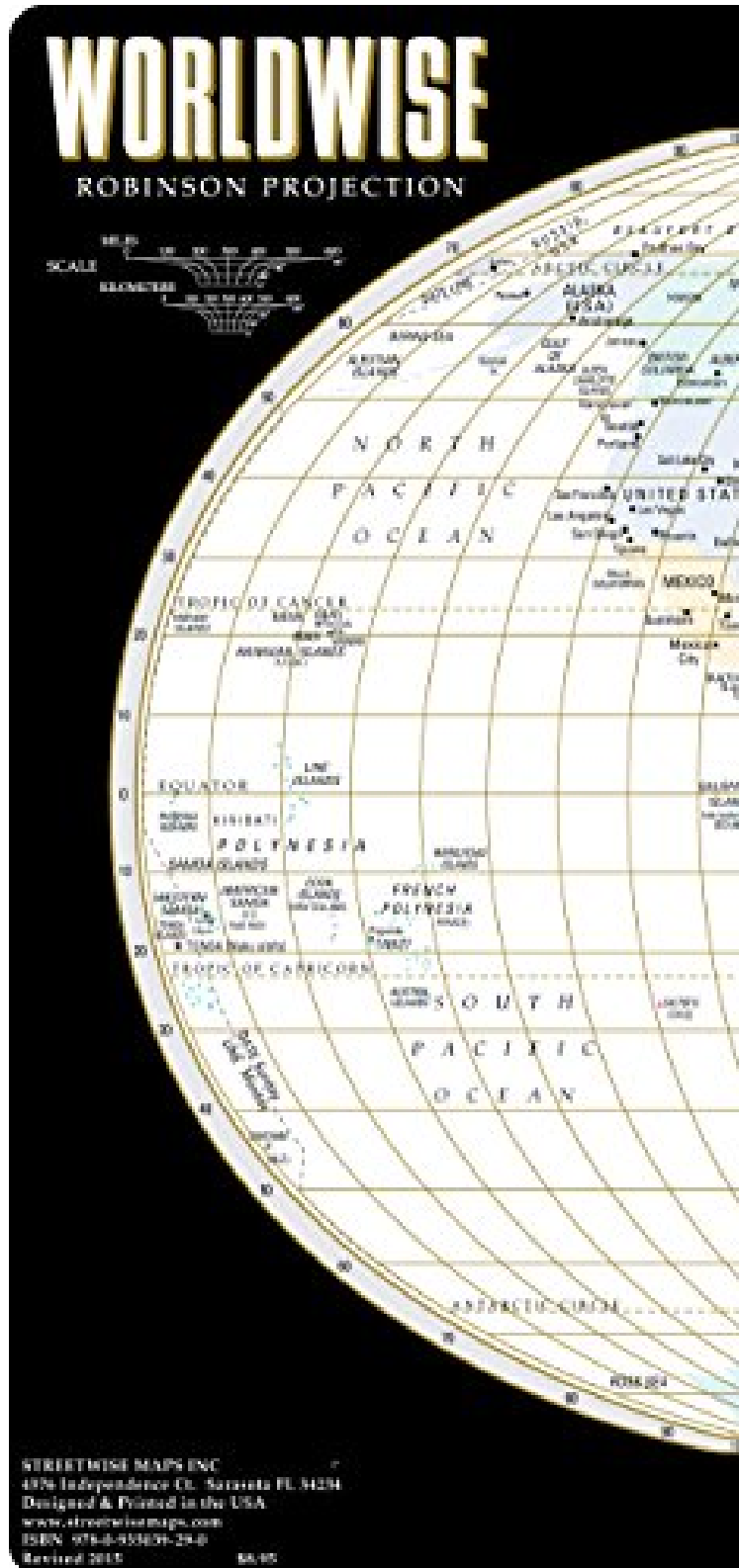


Streetwise World Map - Laminated Time Zone Map of the World - WORLDWISE

Streetwise Maps Inc.

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Streetwise World Map - Laminated Time Zone Map of the World - WORLDWISE:

0 of 0 people found the following review helpful. Small Map but still Usefull. By pat This map is small compared to city Streetwise Maps that we use and like so much. It's the whole world. Make it big! 1 of 1 people found the following review helpful. Five Stars By Super girl Really handy map I keep for reference. 0 of 0 people found the following review helpful. Very useful. By Patty R My 93 year Mom wanted a easy to use map of the world. This fit the bill exactly for what she wanted.

Streetwise World Map - Laminated Map of the World - Folding pocket size travel map featuring a world time zone chart This map covers the following areas: World Map World Time Zones Map For the armchair traveler and geography student, STREETWISE gives you the world at a scale that fits easily into the palm of your hands. WORLDWISE depicts the world in two different projections, Robinson and Mercator, in an attempt to address the difficulty of depicting a curved surface onto a flat sheet of paper, which always creates distortion of the true layout of the earth's surface. On the front the world is presented in the Robinson projection. Developed by Arthur Robinson in 1963, this is an elegant projection where the earth's meridians are spaced evenly and curve gently toward the poles with the effect of minimizing distortion at mid latitudes. On the reverse side we show the world in the Mercator projection including world time zones. The Mercator projection was invented in 1569 by Gerardus Mercator and was, and still is, particularly useful for determining longitude. Nautical charts use the Mercator projection and many aircrafts use this projection to plot their routes. WORLDWISE is more compact and practical than a globe of similar scale. You can see larger portions of the earth's surface at once for greater perspective. Plus, the map conveniently folds into a format which you can transport with you anywhere you travel try that with a globe!

'Don't leave home without STREETWISE.' --The New York Times 'STREETWISE is an absolute travel essential.' -- -- Travel + Leisure Magazine About the Author STREETWISE is the first map to be designed with modern graphics and is the originator of the laminated, accordion-fold map format. We've set the standard that every map company has imitated but never duplicated. Our mission is to make you feel comfortable, to make you feel safe in a place where you've never been before and to enable you to experience a familiar place more fully. The company was founded in 1984 by Michael Brown, who had been in international publishing for many years, setting up subsidiaries for textbook publishers. In the 1970s, Brown traveled extensively throughout Africa, India, the Middle East and Southeast Asia. Brown would take a large paper map, cut out the city center, folded it up and slip it into his pocket, thus preventing him from looking like a tourist in areas where discretion is the better part of travel. This was his tool for surviving. After many years on the road, Brown settled back in New York and decided to start his own business, based on the adaptations he had made to maps in his travels. His goal was to give someone the ability to navigate easily in unfamiliar terrain. He started with a new map format: the accordion fold. Such a simple idea, but at the time it was revolutionary. No more struggling to fold an awkward, oversized paper map. This new format would enable the user to blend in like a native, instead of stick out like a tourist. Brown then added lamination to ensure that the map would be a lasting tool. More important than the format was the design of the map itself. It had to be a map that not only succeeded above and beyond any map he had used, but was esthetically appealing as well. The look of it had to be as striking as the functionality. Color was introduced in a way that was never seen before in a map - vivid purple for water, soothing gray for the background of street grids, gold to highlight elements of the map. Clarity, conciseness and convenience in a very stylish package. Building the business was a 24 hour job. Brown sold the maps during the day, zipping around Manhattan making deliveries on his Harley Davidson. At night he packed the orders and did the design work. More titles were added, each title requiring months of research and design. Today, STREETWISE produces over 130 titles for major destinations, regions and countries throughout the United States, Canada, Mexico, Australia, Europe, the United Kingdom and Asia. We have grown from the back of a motorcycle to selling millions of maps around the world. Yet each title is still painstakingly researched and updated. STREETWISE is one of the only, if not THE only map company that conducts research by walking or driving an area to ensure accuracy. After all, what good is the map if what you hold in your hands doesn't match what you see on the street sign? This lengthy fact checking results in superior accuracy; in effect, we've done the work, now you have the adventure. In the end, it's not about the map, it's about getting out and finding your own authentic experience wherever you go. It's about being in a city or a region and discovering things that you never thought you would find. You can do this if you have confidence and you

have confidence if you have a great map. STREETWISE is the great map that you need.