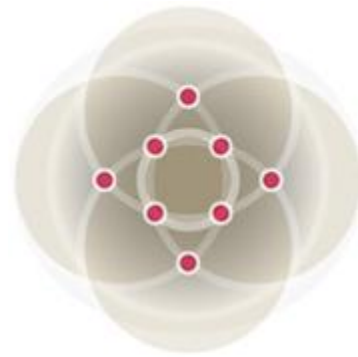


# Identifying Hotspots: Assessing When the Use of Heat Maps is Preferable to More Conventional Cartography



5th Annual

**Global TechMining**  
Conference

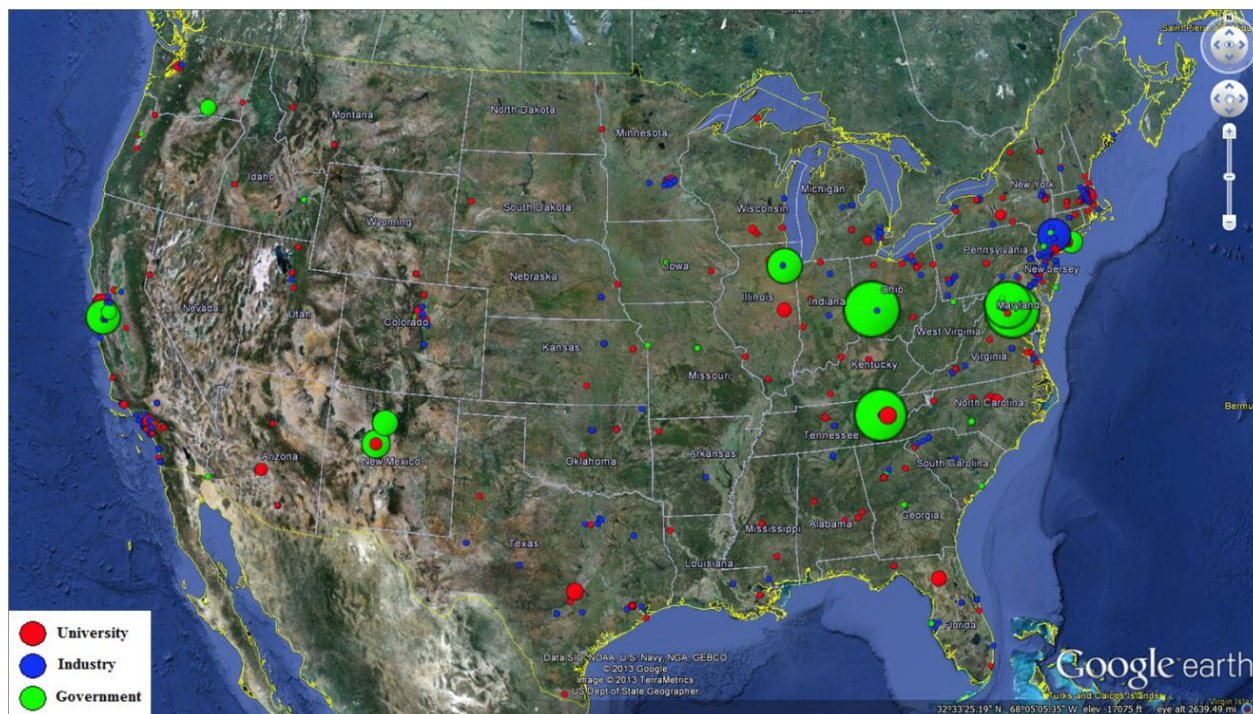
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# Overview

- What is a Heat Map?
- How is this technology relevant to VantagePoint?
- When is the use of Heat Map technology desirable?
- When is the use of Heat Map technology undesirable?

# VantagePoint Visualized via Placemarks



- The placemarks in this map are color-coded by affiliation type
- A number of placemarks overlap in more densely clustered areas
- Smaller icons that overlap and/or are overlapped do not emerge prominent in this scheme

# VantagePoint Visualized via Heat Map Technology



- Icons are opaque, but opacity is increased when they overlap
- Densely clustered and/or overlapping icons are better visualized using Heat Map technology
- Maps with lighter backgrounds are better suited for this map type
- Heat Maps can be a challenge to interpret for color blind audiences
- A color coded scheme (as was used in the previous map) does not lend itself to multi-color Heat Maps—i.e. those using color spectrums