

MapTheWay User Guide - Basics

(Silver Mapper is delivered with additional functionalities described in the document Silver Mapper Add-On)

Table of Contents

I.	Installation of the tool and configuration of your maps	2
A.	Installation Procedure	2
1.	Step 1 – Extract Zip	2
2.	Step 2 - Embed a map in your web page	2
3.	Step 3 - General Configuration of your Maps	6
4.	Step 4 - Upload files on your server	7
II.	TIP	8
III.	Package Structure.....	9
IV.	Technical Specifications.....	10
V.	About Version Silver Mapper	11

I. Installation of the tool and configuration of your maps

A. Installation Procedure

1. Step 1 – Extract Zip

Once you have downloaded the zip file save it somewhere on your computer in a safe place and make an extract of the contents in a directory of your PC.

2. Step 2 - Embed a map in your web page

Open the text file HtmlHead.txt, copy the code in it and paste it in between the <head></head> of your web page

It must appear like this ;

```
<HEAD>
<!--other instructions-->
<script language="javascript">AC_FL_RunContent = 0;</script>
<script src="AC_RunActiveContent.js" language="javascript"></script>
<!--other instructions-->
</HEAD>
```

Open the text file HtmlBody.txt, copy the code in it and paste it in your webpage at the location where you want your map to appear.

It must appear like this ;

```
<BODY>
<!--other instructions before the map-->
<script language="javascript">
  if (AC_FL_RunContent == 0) {
    alert("This page requires AC_RunActiveContent.js.");
  } else {
    AC_FL_RunContent(
      'codebase',
'http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=9,0,0,0',
      'width', '620',
      'height', '620',
      'src', 'MTW_MapTheWayEmbed',
      'quality', 'high',
      'pluginspage', 'http://www.macromedia.com/go/getflashplayer',
      'align', 'middle',
      'play', 'true',
      'loop', 'true',
      'scale', 'showall',
      'wmode', 'window',
      'devicefont', 'false',
      'id', 'MTW_MapTheWayEmbed',
      'bgcolor', '#dce4fa',
      'name', 'MTW_MapTheWayEmbed',
      'FlashVars',
'myXML=mapthewayDir/myWebPage.xml&myContext=mapthewayDir/mapthewaycontext.xml',
      'menu', 'true',
      'allowFullScreen', 'false',
      'allowScriptAccess', 'sameDomain',
```

```

        'movie', 'MTW_MapTheWayEmbed',
        'salign', ''
    ); //end AC code
}
</script>
<noscript>
    <object classid="clsid:d27cdb6e-ae6d-11cf-96b8-444553540000"
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=9,0,0,0"
width="620" height="620"
id="MTW_MapTheWayEmbed" align="middle">
    <param name="allowScriptAccess" value="sameDomain" />
    <param name="allowFullScreen" value="false" />
    <param name="FlashVars"
value="myXML=mapthewayDir/myWebPage.xml&myContext=mapthewayDir/mapthewaycontext.xml" />
    <param name="movie" value="MTW_MapTheWayEmbed.swf" />
    <param name="quality" value="high" />
    <param name="bgcolor" value="#dce4fa" />
    <embed src="MTW_MapTheWayEmbed.swf"
FlashVars="myXML=mapthewayDir/myWebPage.xml&myContext=mapthewayDir/mapthewaycontext.xml"
quality="high" bgcolor="#dce4fa"
width="620" height="620" name="MTW_MapTheWayEmbed" align="middle"
allowScriptAccess="sameDomain" allowFullScreen="false"
type="application/x-shockwave-flash" pluginspage="http://www.macromedia.com/go/getflashplayer"
/>
    </object>
</noscript>
<!--other instructions after the map-->
</BODY>

```

Note the text in red, above, corresponding to the name of the text file you will have to edit to configure the markers which will appear in the map.

Open the file **myWebPage.xml** in a text editor, then do “Save As” and give it a different name. If we imagine that you give it the name **mapofaustralia.xml**, for example, then you will have to go in your web page inside the text described above and change the text in red **myWebPage.xml** by the text : **mapofaustralia.xml** .

To summarize;

- your web page has now 2 new pieces of code, one in the header, one in the body.
- For the one in the body; you have changed (3 occurrences of) the string **myWebPage.xml** to the string **mapofaustralia.xml**
- You have create a file named **mapofaustralia.xml** which has for the time being the same content that **myWebPage.xml**.

Now you need to edit **mapofaustralia.xml** to customize it with your own markers.

Let's have a look at the structure of this XML file.

In the XML file **myWebPage.xml**, there are 4 lines (4 markers, meaning 4 spots on the map) with following type of structure; (corresponding for each to a set of attributes describing your markers)

```

<marker
ref="2009_3_1_22_47_24_355"
lat=""
lng=""
title="Manaus"
description="Manaus is the capital of the state of Amazonas."

```

```
url="http://en.wikipedia.org/wiki/Manaus"
urlblank="yes"
country="Brasil"
postcode=""
city="Manaus"
address=" "
youtube=""
type="city"
generate=""
urlphoto1="http://www.googlebrazil.net/images/manaus.jpg"
urlscore="http://www.maptheway.com/mapthewayDir/2StarGreen.png"
radiusinfluence="1200"
radiuscolor="green"
radiusalpha="0.5"
/>
```

Here is an explanation of each attribute:

Attribute	Description	Version
Ref	Identifier of the marker. Can be let blank	Free and Silver
lat(*)	Latitude of the marker. Can be let blank if the address attribute is filled in, then Google Map will identify the latitude by geo-coding the spot based on the address. For performance reason it is better to fill in this value. You can use the utility php function to resolve the lat and lng : MTW_OPEN_findGoogleLatLng.php delivered with the tool.	Free and Silver
lng(*)	Longitude of the marker. Can be let blank if the address attribute is filled in, then Google Map will identify the longitude by geo-coding the spot based on the address. For performance reason it is better to fill in this value. You can use the utility php function to resolve the lat and lng : MTW_OPEN_findGoogleLatLng.php delivered with the tool.	Free and Silver
Title	The name of the spot. Can be let blank. In this case Maptheway will replace the title with the attribute address.	Free and Silver
url	Link appearing in the box the visitor open when he clicks on the marker. You can use this url to allow the visitor to access a page dedicated to the spot. Can be let blank, then no link will appear in the marker box. Tip : you can use this feature if you want to zoom from a general map to a local map. You can have, for example, markers located on general areas. When the visitor open the marker text box the url address can point on a web page showing a local map. This gives him the possibility to navigate from a general map to a local map.	Silver
urlblank	If the value is "yes" then the visitor by clicking on the link (url) will open a new page in your browser. If "no" the visitor will replace the current page with the new page. Tip : Usually you open a new web page only if the web page is in another website.	Silver
country	Country where is located the spot. Can be let blank if the attributes lat and lng are filled in, then Google Map will locate the spot by using the lat and the lng. If the lat and lng are blank you need to fill in the country.	Free and Silver

postcode	Post code where is located the spot. Can be let blank if the attributes country, or lat and lng are filled in, then Google Map will locate the spot by using the country or the lat and the lng. If lat and lng are not filled in then adding the postcode to the Country will add precision on the localization.	Free and Silver
City	City where is located the spot. Can be let blank if the attributes country, or Postcode or lat and lng are filled in, then Google Map will locate the spot by using the Country or the Post code or the lat and the lng. If lat and lng are not filled in then adding the city will add precision on the localization.	Free and Silver
address(*)	Detailed address where is located the spot. Can be let blank if the attributes country, or Postcode or City or lat and lng are filled in, then Google Map will locate the spot by using the Country or the City or the Post code or the lat and the lng. If lat and lng are not filled in then adding the detailed address will add precision on the localization.	Free and Silver
youtube	Not yet used in version 1.00Nx. Will permit to include youtube video in next version.	Silver - Not yet available
type	The different types are city, landscape, etc ... these type correspond to the files marker[xxxx].png included in the directory mapthewayDir. You can create your own types and png files. The type value must be the same as in marker[type value].png file. If you define for example the type "animal" then must exist the file "markeranimal.png" in the mapthewayDir directory. If not, then MapTheWay will not make appear the marker. The png file must have the dimensions 20x34 pixels. It is advisable to use transparency mode for better rendering.	Free and Silver
generate	Not yet used in version 1.00Nx. Will permit to dynamically generate HTML page, using the content of this XML file.	Silver - Not yet available
urlphoto1	Photo located at an url address to describe the spot. The photo must not exceed 800x800 pixels.	Silver
urlscore	Picture located at an url address to give an appreciation on the spot. You can create your own png. The png files must have the dimensions 50x16 pixels. It is advisable to use transparency mode for better rendering.	Silver
Radiusinfluence	Radius of the circle of action of a spot. For example if the spot represents a provider this attribute could be used to define the distance of delivering goods by this provider. The value is in Miles (1.6 kms). If not filled-in there will not be any area appearing.	Silver
Radiuscolor	It is possible to define a color for the radius influence for each marker. The list of colors is blue, green, black, red, yellow. If not filled-in the color will be green.	Silver
Radiusalpha	It is possible to define a transparency for the radius influence. For example if areas in spot's Radiusinfluence overlap (between many markers) it would be preferable to lower the transparency so that areas intersections do not darken too much. The value is a number from Radiusalpha = 0 (transparent) to Radiusalpha = 1 (opaque). If not filled-in the alpha will be 0.5 .	Silver

(*) **IMPORTANT NOTICE - 1** - you have the choice to fill in either the lat and lng or to fill in the address. The map will be more performant if you fill the lat and lng since google map will not have to resolve the location by “geo-coding” the address for each marker. Be aware as well that **Google Map define limitations in the geo-coding of addresses**. Assumptions are 1 geo-coding every 200 milli-second and 15000 geo-coding per month for a website. If you have a lot of markers in a map or a lot of visitors it is better to resolve the addresses beforehand (it means find the value of lat and lng based on the address or on the position of the spot in the map). You can do this by using the PHP functions in the program : MTW_OPEN_findGoogleLatLng.php.

You will notice

- A temporization of 2milliseconds (usleep) in the functions in order not to be rejected by Google geo-coding.
- The 2 parameters: \$address (a text keyed by the postal address) and \$mapkey, (the map key of your website provided by Google, see section 3 Step 3 of this document).

IMPORTANT NOTICE - 2

MapTheWay XML files do not accept following characters;

- Do not use the double quote: (“) or single quote: (‘) in the value of attributes. The program will interpret it as the **end** of the attribute value and the XML upload in your map will fail. This is due to the structure of the XML where these characters are used as attributes delimiters.
- Do not use *ampersand* character: (&) in the value of attributes. This is a special character used in XML and http protocol.
- The same goes for “>”, “<” and %

If you need to have these characters in your XML file then replace them the following way;

Forbidden string	Replacement string
&	&
“	"
%	%
<	<
>	>

The Map will be able to interpret the replacement strings and fill the texts with the correct characters.

3. Step 3 - General Configuration of your Maps

The tool gives you the possibility to customize your maps by using the file mapthewayDir/mapthewaycontext.xml. This XML template file can be opened with a text editor and the unique line of the file has the following structure;

```
<map
mapkey="ABQIAAAAjdb9Zc-
m0SJJQDtrrReBMhTsFEfADo_gVsh55YAaDpby1WazQhTGE-
VrbPpEg2yFjrC2WIQGvqir9A "
language="en"
messages="no"
```

info="Click on the markers for more information"
/>

Here is an explanation of each attribute:

Attribute	Description	Version
mapkey	This value is provided by Google Map. You need to go to : http://code.google.com/apis/maps/signup.html fill-in in your website name (e.g. thedomainwhereisthemap.com) and click on the Generate key button. Copy the key in a safe place and paste it between the quotes of the mapkey attributes as it is shown above. Google will ask you to create an account to do so unless you already have a Gmail account then it will propose to use your gmail account as an open id.	Free and Silver
language	en = English fr = French po = Portuguese	Free and Silver
Messages	Enable the messages in the bottom of the map to give feedback when uploading your markers in the map. Can be useful when you start the configuration of your map since it tells you if a geo-coding is failing for example. You can switch if back from "yes" to "no" once your map have been completed and is working fine.	Free and Silver
Info	Large text appearing at the bottom of the maps	Free and Silver

IMPORTANT NOTICE - 3

The mapkey attribute should be filled in by **your** Google map key otherwise the map will not function. It is a way for Google map to monitor the workload on the service per website.

4. Step 4 - Upload files on your server

Once you have done this modifications you need to upload the files on your server.

Use an FTP tool and copy following files on your server (in the same directory where stand your web page where you have copy pasted the HtmlHead.txt and HtmlBody.txt);

- MTW_MapTheWayEmbed.swf
- MTW_loadXMLFile.php
- AC_RunActiveContent.js
- mapthewayDir/
 - o myWebPage.xml (or the name you will have given to your XML)
 - o mapthewaycontext.xml
 - o *.png (of type marker<Type>.png)

You are done.

If you encounter problems in the setup have a look at the FAQ :
<http://www.maptheway.com/html/faq.html>

If you are familiar with Flash or programming you can adapt the directories on your server by adapting the FlashVar (shown in HtmlBody.txt) by changing the tree structure in the allocation of myXml and myContext Flashvars.

II. TIP

If you would like to use a different approach and first install Maptheway, see it running and then apply step by steps customization to the installation you can do the following;

1. Unzip the Maptheway archive file
2. IMPORTANT → Update mapthewayDir/mapthewaycontext.xml with **YOUR** mapkey (described in section I-A-3 step 3)
3. Copy all files including the mapthewayDir into a dedicated directory of your server
4. Go to your browser and access the page
http://www.yourserver.com/yourdedicateddirectory/MTW_WebPageExample.html

You should see a map corresponding to the spots described in mapthewayDir/myWebPage.xml.

From there you can play around and start to update myWebPage.xml and customize it to your own needs.

If you want to create a second page then duplicate and rename both myWebPage.xml and MTW_WebPageExample.html. Update MTW_WebPageExample.html by replacing the string myWebPage.xml in it by the new name you gave to myWebPage.xml and it's done.

III. Package Structure

The package includes following data;

File name	Description
MaptheWay User Guide.pdf	This document
MTW_agreement.txt	Agreement between you and MapTheWay.com
HtmlHead.txt	Code to copy paste in the HTML header
HtmlBody.txt	Code to copy paste in the HTML body
MTW_WebPageExample.html	An example of Web Page ready to use
mapthewayDir/myWebPage.xml	Template Text file (XML format) that contains the markers which will appear in the map.
mapthewayDir/mapthewaycontext.xml	Text file (XML format) that contains the general information about the maps of your site.
AC_RunActiveContent.js	JavaScript Program which allows the browser to correctly identify and manage Flash Map.
MTW_loadXMLFile.php	PHP Program
MTW_MapTheWayEmbed.swf	Flash Program
MTW_AfficheComponent.swf	Flash Program
MTW_OPEN_findGoogleLatLng	Php utility to help you resolve Geo-Coding and find latitude and longitude based on the address.
mapthewayDir/*.png	Picture files used on the map

IV. Technical Specifications

MapTheWay needs following components on your server to work;

- OS Unix or Windows
- PHP version 5
- HTTP server

The application is built with Flash, Google Map API and PHP. The browser of the visitors must have recent version of flash plug-in to be able to visualize the maps.

The technical limitations related to Google Map can be found at <http://code.google.com/apis/maps/signup.html>

Note that the service you propose associated with MapTheWay must be freely accessible to end users, as an extension of the policy of Google Map.

It is advisable to limit the number of spots per map to 150 for performance and readability reason. If you want to show more spots you can split your map in smaller local areas. You can as well put more than 150 spots per map but the performances may not be optimum, something you should consider for your visitor navigation experience.

The map is shown in following dimensions : 620 x 620 pixels.

V. About Version Silver Mapper

The Silver Mapper Version provides you with the following additional functions;

- Map - Navigation link inside the Spot's text box
- Map - Associated image when clicking on the marker
- Map - Associated score to the marker
- Map - Associated radius to the marker
- Map – Automatic Toggling feature per type (checkboxes list)

- Utility – Generation of XML Map file using a CSV file as an input

- WebPage – Generation of Webpages (php) with the textual list of the spots (useful in order to have your map information indexed by search engines.)

The Silver Product documentation is delivered with the product. You can see some map examples at http://www.maptheway.com/html/premium_and_silver.html .