

# ZEH Software Helps Australian RTA Print Maps for the Rugby World Cup

## ArcGIS Users Print Large Images Quickly and Easily

The Rugby World Cup was only a few months away and the Roads and Traffic Authority (RTA) of New South Wales, Australia was still struggling to get critical maps printed. Maps were needed for traffic and congestion control, and for police command centers at each Rugby venue. RTA was not able to outsource printing to a 3rd party due to the sensitivity of the images. They tried numerous applications only to end up with prints clipped halfway through the map or taking hours to produce poor quality images.

The RTA was running out of time when Bryan Blake, SIS Manager of RTA's Transport Management Centre, noticed a ZEH Software booth at the OZRI Conference in Adelaide. The RTA phoned ZEH and immediately started a trial of the software. ZEH software allowed the RTA to print 200 maps in close to 24 hours, just in time to deliver to each Rugby World Cup venue. The traffic commanders used these detailed maps of bus routes and clearways to project traffic patterns and control congestion.

"When you compare printing before and after ZEH Software, there is just no comparison", said Bryan Blake, also Manager of GIS Training & Support for RTA, NSW Australia. "Street directory images are important to the traffic commanders during special events like the Rugby World Cup. With ZEH Software the map quality is almost the same as an actual book from a printed press. Also, the ZEH support staff based out of the UK were very helpful as we learned to use the new software. The ZEH support team was excellent."



[www.zeh.com](http://www.zeh.com)

United States (Headquarters)  
 ZEH Software, Inc.  
 1155 Dairy Ashford, Suite 250  
 Houston, TX 77079 USA  
 +1 281 589 7757  
 +1 281 497 2141 Fax

United Kingdom  
 ZEH Software Ltd.  
 Dorking Business Park  
 Station Road  
 Dorking, Surrey RH4 1HJ  
 United Kingdom  
 +44 (0) 1306 740105  
 +44 (0) 1306 740541 Fax

Singapore  
 ZEH Software Asia Pacific  
 #5 Rhu Cross #9-15  
 Singapore 437434  
 +65 6342 4101  
 +65 6342 4102 Fax

Once the Rugby World Cup was behind them, the RTA found many other opportunities to utilize ZEH Software products such as the printing of aerial photographs with 20 cm resolution. They found the file sizes of 200 MB or more are easily printed with high quality results. They simply click on the ZEH icon within ArcGIS and select multiple copies.

Maps continue to be created using ZEH Software for 20-30 events each year including the New Year's Eve parades, Australian Day parades, Sydney Marathon, and the Athens Olympics 2004 torch relay. Often when people see the maps created using ZEH Software they ask how the RTA was able to print such large, high quality, detailed maps. Sydney's use of maps helped them set a benchmark for traffic management. The RTA even received an internal "Quality Achievers" award in part for their impressive maps.

## **Plotting Environment**

RTA, NSW Australia utilizes ArcGIS 8.3 for GIS images on the Windows 2000 platform. High end printers include the HP Designjet 2500 and HP Designjet 750CM. Prints vary in size but are often A0, A1 or A3. File sizes can be as large as 200 MB or more. ZEH Software included PLOT EXPRESS for GIS and the ZEH integration tool for ArcGIS.

## **RTA, NSW Australia Agency Profile**

The RTA is responsible for promoting road safety and traffic management, driver licensing and vehicle registration. It is also responsible for the maintenance and development of the national highway and state road network in NSW. The RTA manages the operations, maintenance, and enhancement of 17,670 km of state roads including 3106 km of national highways. This includes facilities such as traffic lights, roundabouts, signs, and linemarking. It also manages nearly 3000 km of regional roads and local roads in the unincorporated area of NSW where there are no local councils.

The RTA employs about 6400 staff in more than 200 offices throughout NSW, including 130 motor registries. The 4.2 million drivers and owners of 4.5 million vehicles in NSW generate almost 380,000 road-related transactions and 60,000 phone calls per week.