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geoAMPS featured in Right of Way magazine

Posted by Dan Liggett on May 22, 2013 at 9:24am

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Advertising billboards, for better or worse, are part of the American landscape. Hundreds of thousands of billboards can be seen from the nation's interstates and federal highways. Some people find them informative and entertaining, while others regard them as eyesores.

Starting in the 1950s, the federal government has taken action to establish controls of outdoor advertising. Those controls have made a tremendous impact on the outdoor advertising industry, and state departments of transportation that are charged with regulating outdoor advertising. Those state agencies have a challenging task of tracking and controlling billboards over thousands of highway miles on limited staff and budgets.

In the May/June 2013 edition of Right of Way magazine, Yogesh Khandelwal, geoAMPS President and Chief Executive Officer, and Dan Liggett, Communications and Public Relations Manager at geoAMPS, study issues related to control of outdoor advertising.

The article offers new technological solutions that can help state agencies with the formidable task of conducting effective outdoor advertising controls. These solutions can save tax dollars and help state agencies do more with less.

dotAMPS, one of the suite of powerful, highly configurable software products offered by geoAMPS, provides transportation solutions that streamline the process of handling transportation projects or managing an effort as extensive as regulating outdoor advertising. Utilizing a centralized Web-based repository, dotAMPS is a single solution for end-to-end management of transportation projects. It provides detailed coverage through the planning, budgeting, management, appraisal, survey, relocation, condemnation, payments and legal processes. With an optional detached platform for field agents, an optional mobile app for on-the-go users and optional geographic information system (GIS) capability, dotAMPS delivers a complete integrated solution for transportation programs and projects.

geoAMPS is a technology located in Powell that specializes in software solutions to manage land rights and infrastructure assets. For more information about geoAMPS and its products and services, call 614-389-4871 or visit www.geoamps.com.

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