



Dakota Worldwide

Celebrating over 25 Years of Gravity Modeling

LOCUS™ 2001 is the most advanced and complete gravity modeling system in the world. It gives you the power to achieve (real world) market simulations, giving your management teams the most accurate sales forecast possible.

Analysts will be more productive and find the process of building models to be less mundane and time consuming. The fact is, it is now easier and actually more fun to work on models. You will reduce paper usage, shorten screening times and become more analytical as all the parameters (guts of the model) are visually displayable at your finger tips.

Try the new features on the free preview CD-ROM.

For your evaluation there is a LOCUS™ 2001 trial CD-ROM available free for 30 days. You will be able to test LOCUS™ 2001 and compare it to your current modeling program. The manual for LOCUS™ 2001 is on the CD-ROM as well, and will help guide you through the set-up and modeling process. In addition, our staff will be available to answer questions over the telephone.

To request the trial LOCUS™ 2001 CD-ROM, please contact Dakota Worldwide at 1-800-475-4505. We are confident you will find it far superior to any other gravity modeling program.

To use LOCUS™ 2001, you will need to have a computer with the following capabilities:

- An IBM or compatible personal computer using a Pentium 166 system or greater.
- Windows 95/98 or Windows NT operating system.
- A 3.5" diskette drive and CD-ROM or DVD drive.
- Hard disk with a minimum of 5 MB (megabytes) free disk space.
- A minimum of 16 MB RAM (32 MB or greater is recommended).
- A VGA color monitor and a video adapter that supports a minimum resolution of 640 x 480 with 256 colors.

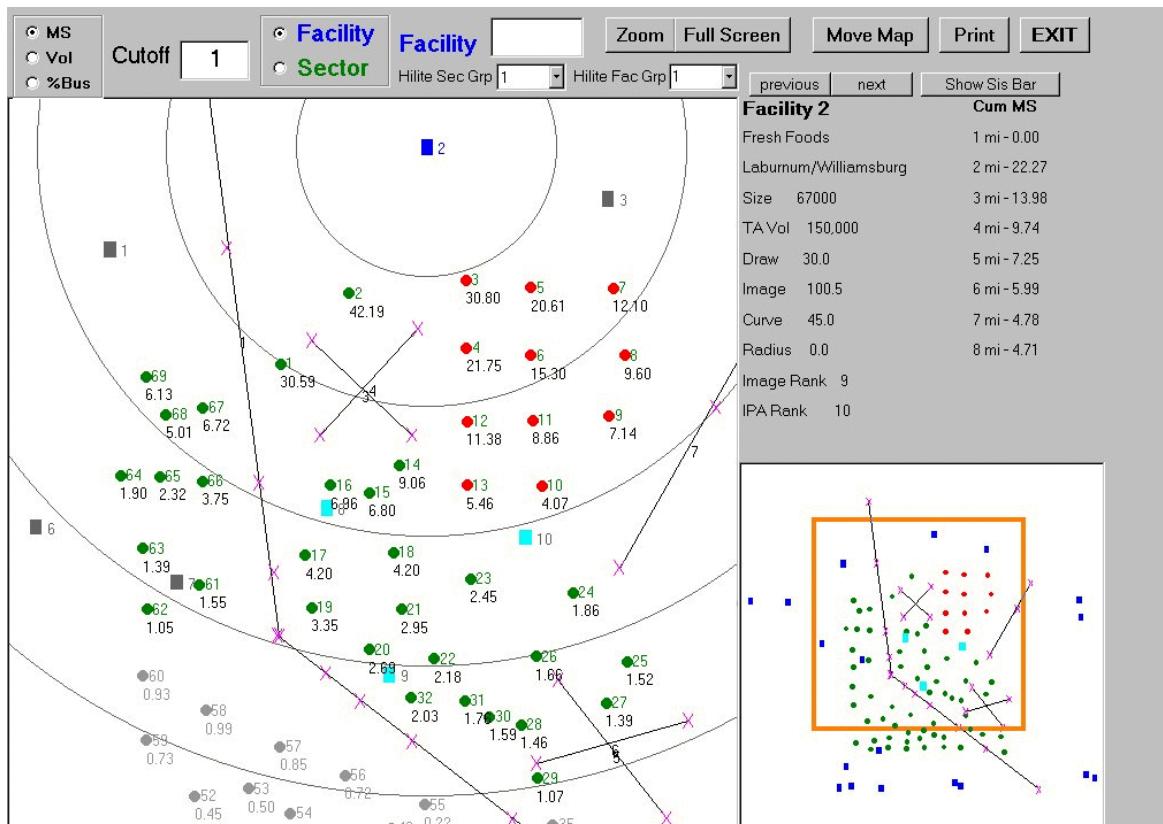
We are extremely proud of LOCUS™ 2001. All of our market analysts and current users have contributed to its development to make it faster, more accurate and exceptionally user friendly.

LOCUS™ 2001 gives the analyst new features, such as displays to view each stores components from draw to image, and each sectors variables from population to its demographic makeup. These additives have helped to tame the cumbersome amount of data inherent in building a market simulation.

Locus™ 2001
New Features December 2001
Site Evaluation file folder is now available.

<p>File Edit Grid Calculate Display Balance Reports Tactics Reports Report Writer Print w/o Sort Graphics About</p> <p>Header Info Facilities Sectors Barriers Curve Override Image Override Radius Override Sister Pairs</p> <p>Project Info Facility Groups Sector Groups Correlation Site Evaluation Market Totals Report Forecast</p> <p>Site <input type="button" value="New"/> Traffic Cnt Year <input type="button" value="New"/> Add New Site Delete Current Site Print</p>							
	A	B					
1	Site Evaluation						
2							
3							
4							
5	Total Area						
6	Sales Area						
7	Proposed Parking						
8	Co-Tenants						
9	Grade Of Lot						
10	Current Land Use						
11	Adjacent Land Use						
12	Street Conditions						
13							
14	Traffic Controls						
15							
16							
17	Traffic Flow						
18	Visibility						

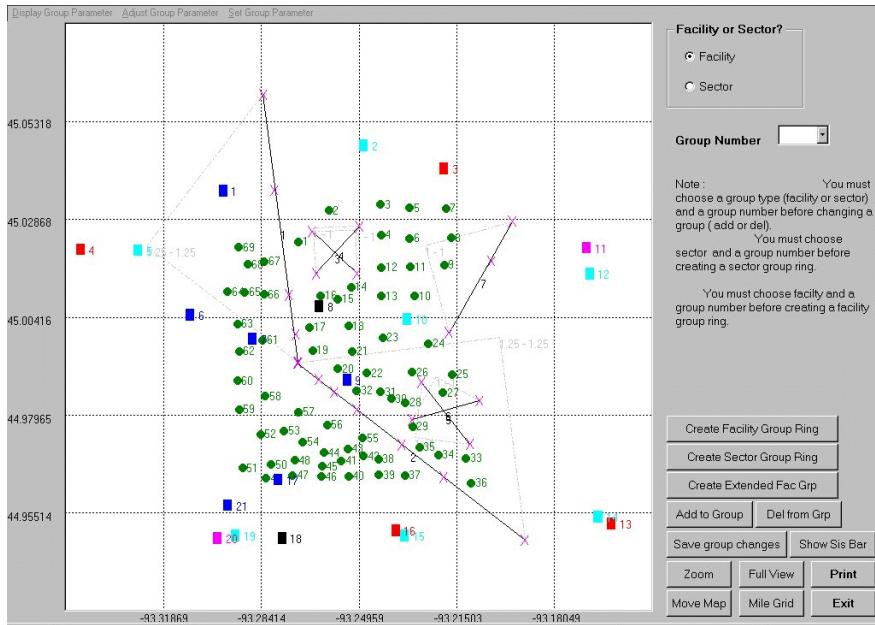
Display Market Share



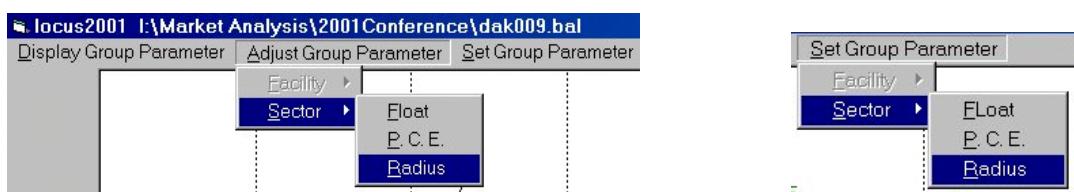
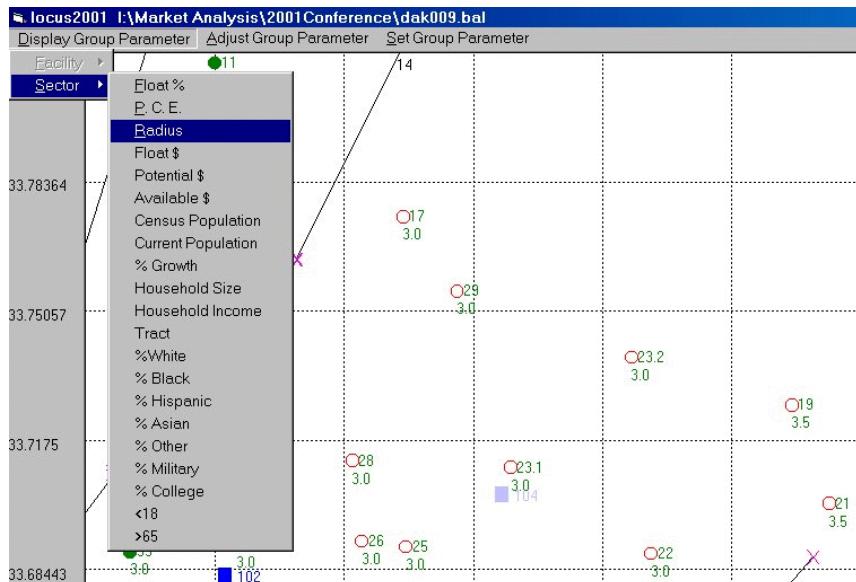
You are now able to look at sector groups and facility groups while displaying market shares by sector. In addition you can compare \$ per sector and the % of a stores business that a sector represents.

Cumulative totals are displayed and sister pair barriers can be shown or hidden. An easier to see orange box highlights the zoomed in area of the total model. You now have the ability to advance from one stores data to the next by simply clicking on next, or go back to the earlier store by clicking on previous.

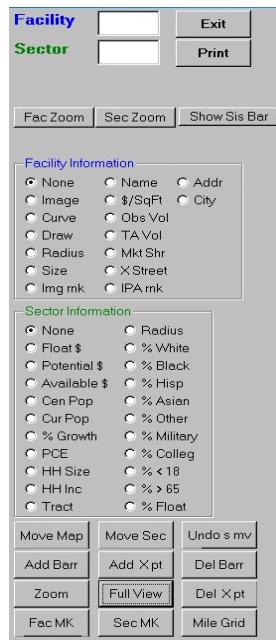
Advanced Modeling Techniques



You can display a sector or facility's parameters, adjust groups parameters or set a groups parameters.



Display Path



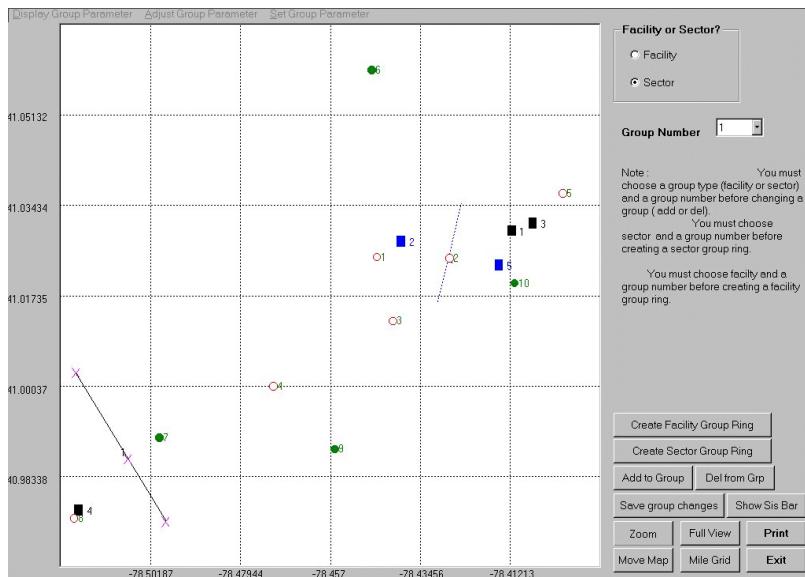
Enhancements Display Path

We have added features that will dramatically increase your speed when working on large metro models. For instance, the facility zoom feature will provide you with an immediate close-up look at the desired store and at changeable zoom levels. You will be able to check the competition around the store, as well as the sectors near it. No longer do you have to guess where a store is, just enter the store number and be zoomed right to where it is. **This feature is also available for sectors.**

You can show the following demographics and parameters of a sector: % White, % Black, % Hispanic, % Asian, % Other, % Military, % College students in dorms, % under 18, % over 65, % Float, % Float Dollars, Potential Dollars, Available Dollars, % Growth from Census to Field Date Population, and in Tactics, % Growth Field Date to Market Date, Sector P.C.E., Household Size, Household Income and Census Tract.

You can show the following data on a store: Name, Address, Cross Streets, City, Size, Observed Volume, Trade Area Volume, Market Share, Image, Image Rank in relationship to all stores in the model, Curve, Draw and Radius. In addition, you can move maps and sectors, and add and delete barriers and cross points.

Display Groups



These new features allow the analyst to perform many advanced modeling techniques, such as creating sector groups and sector rings that can be used in modeling, reporting or trade area analysis, or even to make directional curves that may be required to tame that difficult store. You are able to display the sector group parameters and adjust them or set them to a desired number. Analysts can vary image by demographics to increase or reduce market shares. The pull down menus are easy to use and will open up a myriad of modeling techniques that simplify the analysts work load. **These groups are now useable and can be sorted in the sector file folder.**

You can also create facility groups that can be used for reports or in neighborhood (district) modeling. Groups can be created in the file folders as well.

Default Radius 1.5																
key	name	obs.vol	\$/sqft	calc.vol	\$/sqft	ta.dir	sqft	drew	image	i-rank	IPA	curve	radius	pctchr	%facvol	longit
1	3.00 Superstore	790.000	10.53	790.000	10.53	0	76.000	30	145.64	2	2	48.00	0.00	7.44	0.14	-93.219
2	4.00 Superstore	1,050.000	11.93	1,050.000	11.93	0	88.000	10	133.84	4	4	42.00	0.00	3.30	0.02	-93.348
3	13.00 Superstore	900.000	12.00	900.000	12.00	0	75.000	7	111.28	7	7	38.00	0.00	1.98	0.28	-93.160
4	16.00 Superstore	700.000	10.77	700.000	10.77	0	65.000	25	121.75	5	5	62.00	0.00	5.50	7.22	-93.236

Use pull-down after highlighting the desired sectors or stores. This process creates a group and assigns a group number.

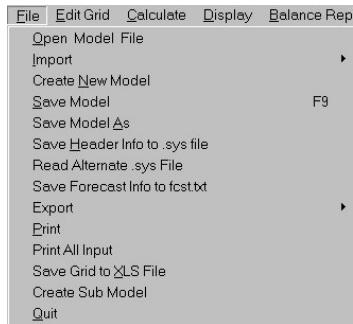
key	tract	census	2/01 Pop	2/01 Cur Pop	2/02 Pop	2/04 Pop	PCE	demand	float %	fix flt	float amt	avail dmd	radius
1	1.00	12.00	2,700	2,375	2,375	2,344	2,280	31.37	74,504	17.08	12,722	61,782	0.00
2	2.00	19.00	2,558	2,300	2,300	2,274	2,220	30.00	69,000	16.96	11,793	57,297	0.00
3	3.00	18.00	2,350	2,100	2,100	2,072	2,015	28.59	60,039	16.92	10,160	49,879	0.00
4	4.00	18.00	914	850	850	840	820	28.28	24,038	17.25	4,147	19,891	0.00
5	5.00	17.00	1,853	1,700	1,700	1,679	1,635	28.06	47,702	17.46	8,330	39,372	0.00
6	6.00	24.00	2,106	1,800	1,800	1,780	1,740	28.85	51,930	17.04	8,847	43,083	0.00
7	7.00	25.00	2,563	2,305	2,305	2,354	2,290	29.17	69,570	16.77	11,667	57,903	0.00
8	8.00	30.00	1,185	1,185	1,185	1,185	1,185	30.66	36,332	16.82	6,112	30,221	0.00
9	9.00	36.00	1,328	1,375	1,375	1,381	1,395	33.84	46,530	16.55	7,701	38,829	0.00
10	10.00	31.00	2,180	1,955	1,955	1,949	1,935	29.46	57,594	16.56	9,539	48,055	0.00
11	11.00	37.00	1,340	1,300	1,300	1,292	1,275	29.77	38,701	16.47	6,374	32,327	0.00
12	12.00	26.00	2,039	1,940	1,940	1,927	1,900	28.99	56,241	16.57	9,318	46,923	0.00
13	13.00	26.00	412	400	400	397	390	30.61	12,244	16.99	2,081	10,163	0.00
14	14.00	40.00	1,996	1,900	1,900	1,875	1,825	27.87	52,953	16.70	8,841	44,112	0.00
15	15.00	40.00	1,561	1,400	1,400	1,389	1,365	29.69	41,566	16.66	6,925	34,641	0.00
16	16.00	40.00	1,888	1,725	1,725	1,709	1,675	29.54	50,957	16.74	8,529	42,427	0.00
17	17.00	39.00	1,592	1,500	1,500	1,480	1,440	23.07	34,605	16.50	5,711	28,894	0.00
18	18.00	49.00	1,439	1,425	1,425	1,424	1,420	35.25	50,231	16.49	8,283	41,948	0.00
19	19.00	38.00	1,701	1,690	1,690	1,786	1,980	20.79	35,135	16.51	5,802	29,333	0.00
20	20.00	38.00	2,054	1,960	1,960	1,940	1,900	28.77	56,389	16.60	9,358	47,031	0.00
21	21.00	37.00	2,185	2,050	2,050	2,029	1,985	32.64	66,912	16.70	11,175	55,737	0.00
22	22.00	49.00	2,546	2,535	2,535	2,535	2,535	26.72	67,735	16.64	11,272	56,464	0.00
23	23.00	48.00	1,205	1,255	1,255	1,249	1,235	39.95	32,567	16.74	5,453	27,115	0.00
24	24.00	62.00	1,322	1,230	1,230	1,215	1,185	21.35	26,261	16.87	4,429	21,831	0.00
25	25.00	60.00	1,100	1,050	1,050	1,042	1,025	23.81	25,000	16.90	4,225	20,775	0.00
26	26.00	60.00	1,018	1,015	1,015	1,015	1,015	30.43	30,886	16.74	5,169	25,717	0.00

Insert row
Delete row
Append row
Add x rows
Del highlighted rows
Close Cur Open Ident
Copy
Paste
Sort Descend
Sort Ascend
Facility Group Sort
Sector Group Sort
redo last group sort F8
group multiply
group add
Renumber
Create Group

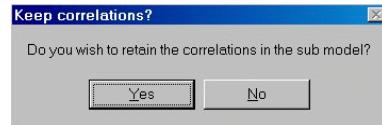
Sub-Model

You will find that the sector groups will be extremely useful in creating Sub-models from your Metro models. Go to the Display Group and isolate the area you want in your Sub-model and create the sector group. Then go to the pull down create Sub Model. Locus will ask you the following:

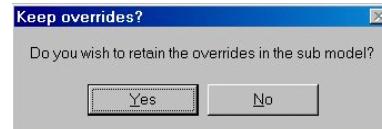
Step 1



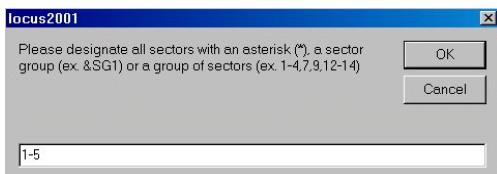
Step 4



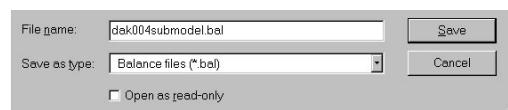
Step 5



Step 2

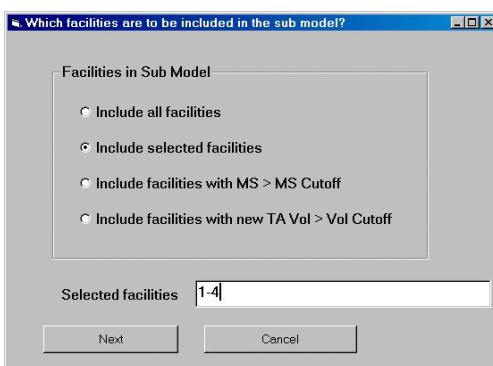


Step 3

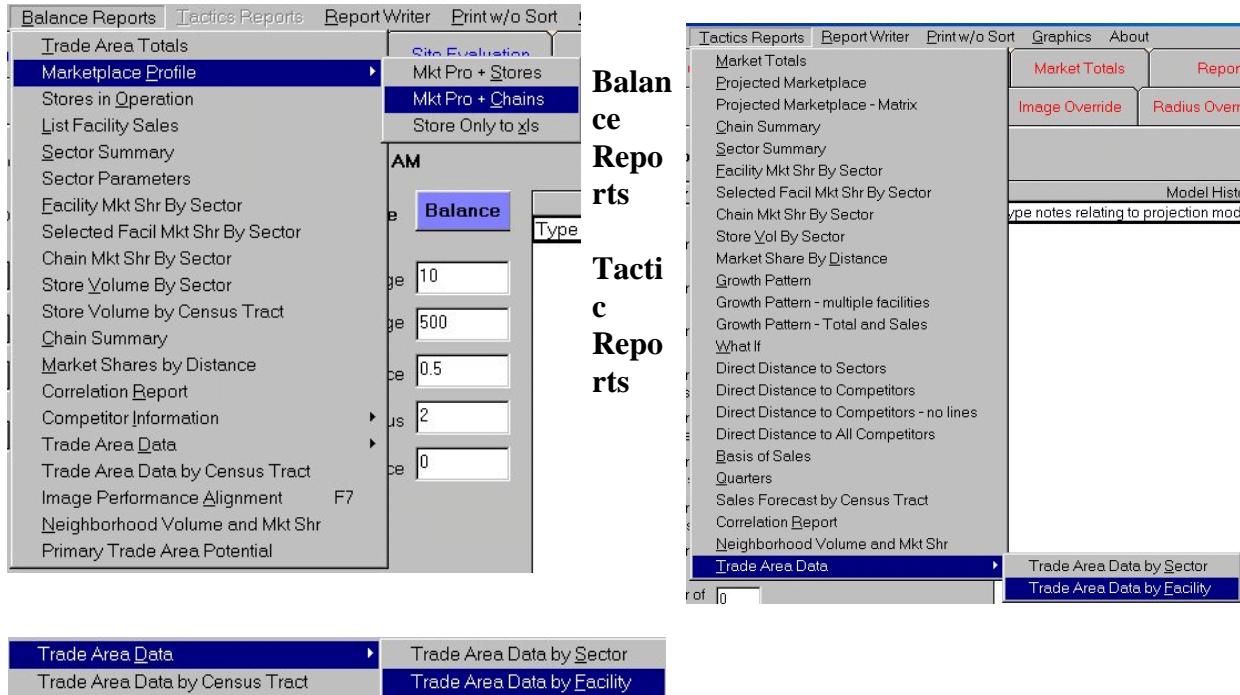


St

ep 6



Once you name it you can then open up the sub-model and begin your structuring of the micro-model. It's easy to use and saves you considerable time and effort. The beginning point is that the sub-model assigns the draws of stores and sector floats that the macro model experienced with these sectors and stores in place.

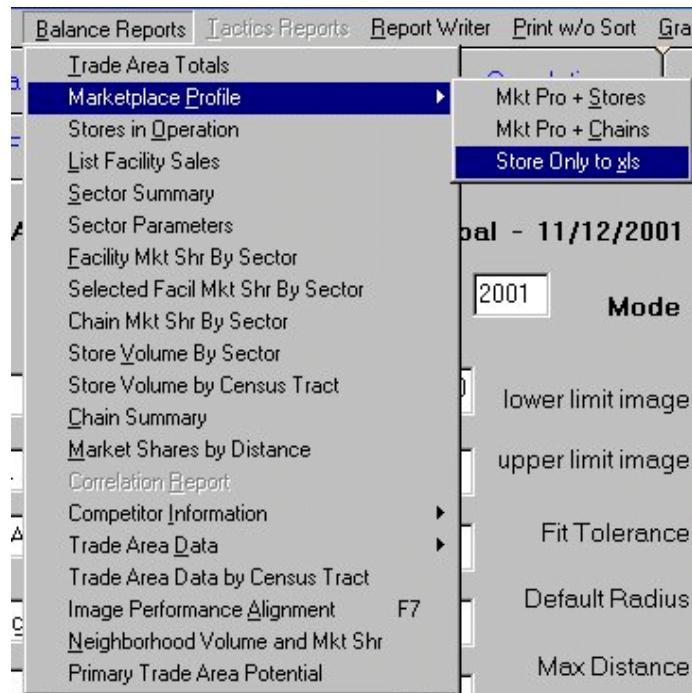


There have been numerous changes and additions to the reports available. To check these simply use the pull down menu to view them, as well as review the offerings in the report writer feature.

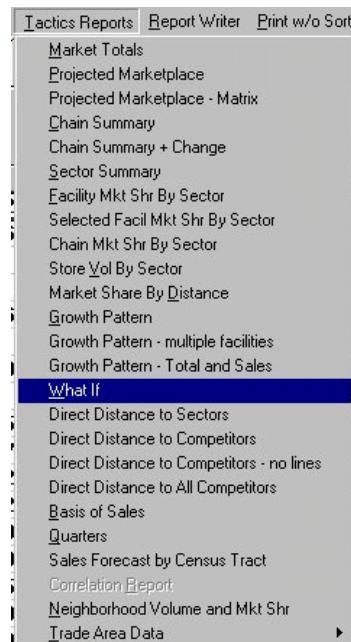
Trade Area Data by Facility

This new report gives you an entirely new look at the individual trade areas of all stores in the model. An analyst can now compare sister stores or even different type store trade areas at a desired distance, such as 3 miles.

New Reports



You can now run up to 99 What

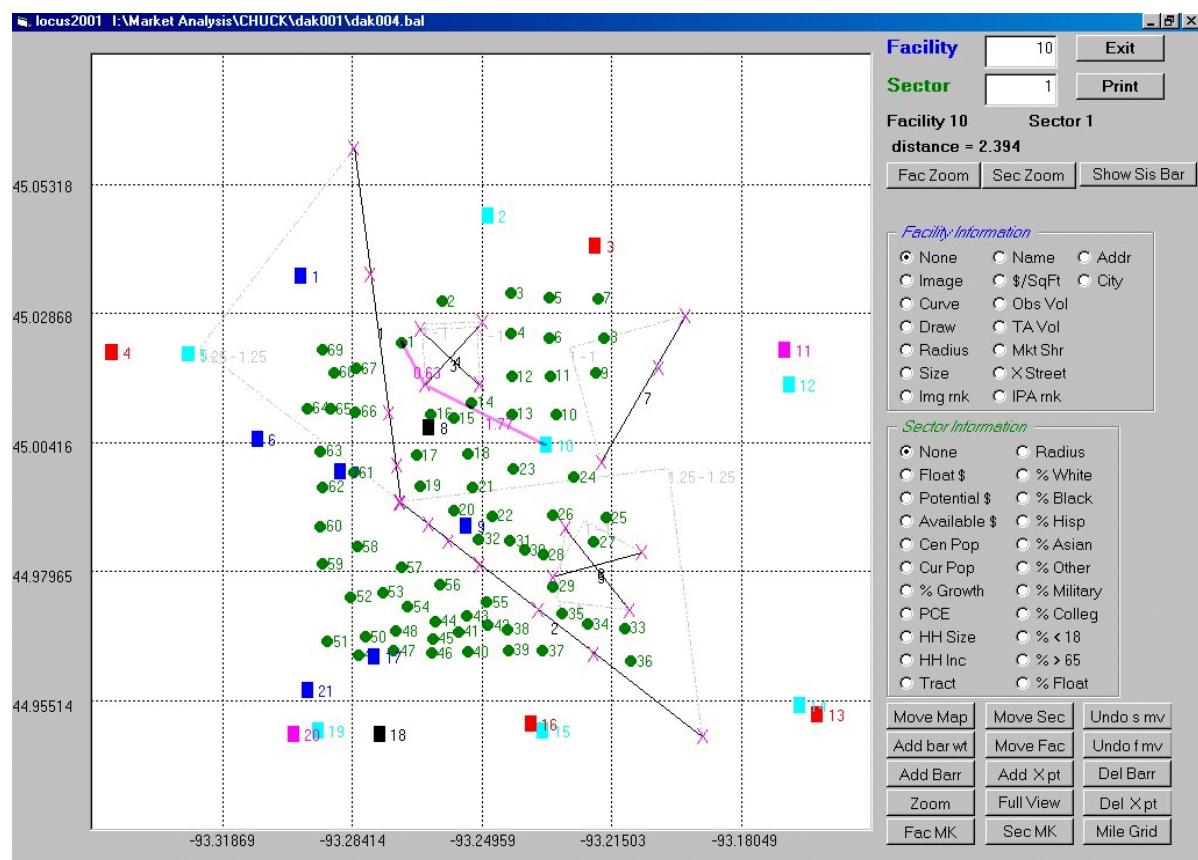


Ifs.

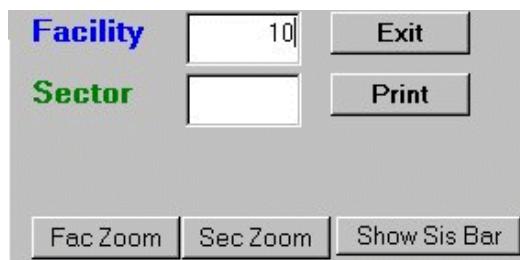
Locus - What if

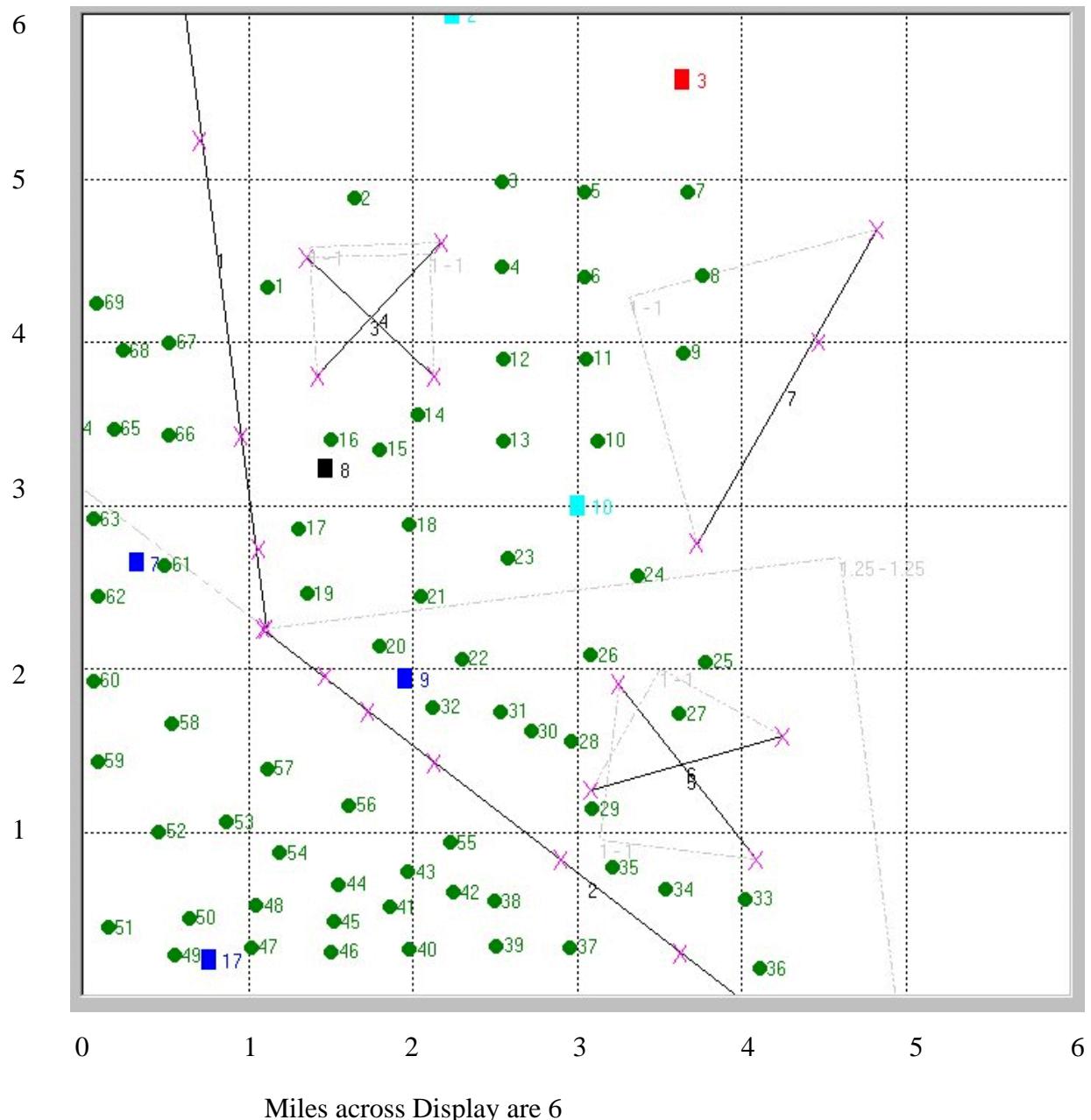
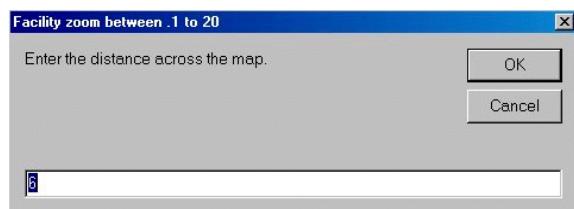
Facility Map Key	1000	Number of Tactics	3	Run Report	Cancel																												
<table border="1"> <thead> <tr> <th>Tactic</th> <th>Size</th> <th>Draw</th> <th>Image</th> <th>Curve</th> <th>Radius</th> <th>Footnotes</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>65000</td> <td>90.00</td> <td>120</td> <td>60.00</td> <td>0.00</td> <td></td> </tr> <tr> <td>2</td> <td>65000</td> <td>90.00</td> <td>130</td> <td>60.00</td> <td>0.00</td> <td></td> </tr> <tr> <td>3</td> <td>65000</td> <td>90.00</td> <td>135</td> <td>60.00</td> <td>0.00</td> <td></td> </tr> </tbody> </table>						Tactic	Size	Draw	Image	Curve	Radius	Footnotes	1	65000	90.00	120	60.00	0.00		2	65000	90.00	130	60.00	0.00		3	65000	90.00	135	60.00	0.00	
Tactic	Size	Draw	Image	Curve	Radius	Footnotes																											
1	65000	90.00	120	60.00	0.00																												
2	65000	90.00	130	60.00	0.00																												
3	65000	90.00	135	60.00	0.00																												

	A	B	C	D	E	F	G	H	I
1	Facility Map Key = 1000	Superstore				Feb 2003			
2									
3	Tactic	Volume	/Sq.Ft.	Mkt Shr	Size	Draw	Image	Curve	Radius
4									
5	Base	483,237	7.43	13.67	65,000	90.00	125.00	60.00	1.50
6									
7	1	469,981	7.23	13.30	65,000	90.00	120.00	60.00	1.50
8	2	496,210	7.63	14.04	65,000	90.00	130.00	60.00	1.50
9	3	508,911	7.83	14.40	65,000	90.00	135.00	60.00	1.50



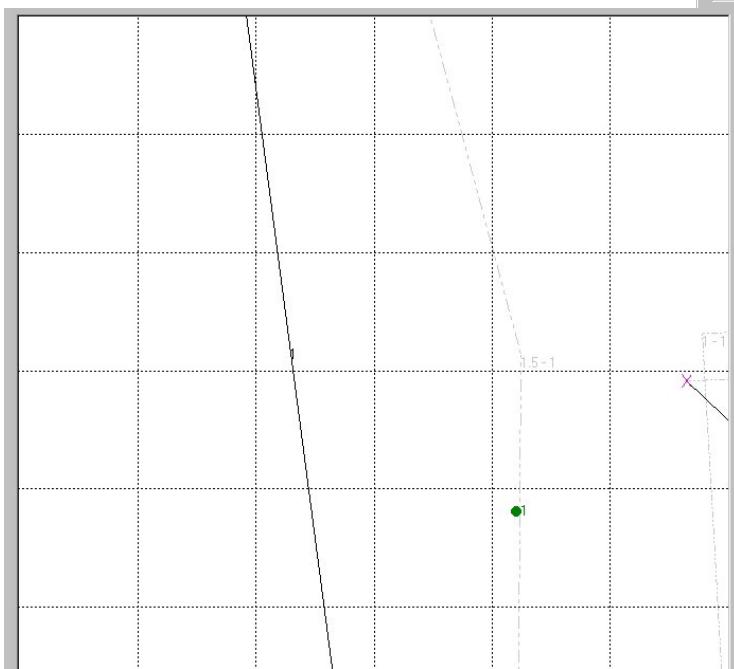
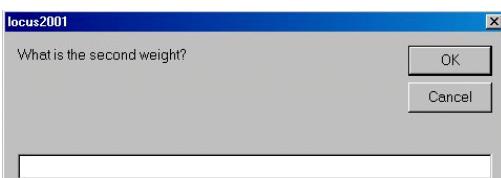
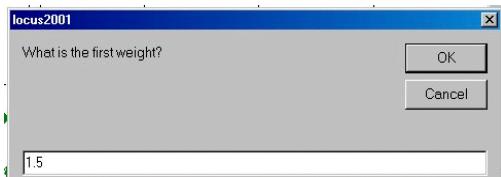
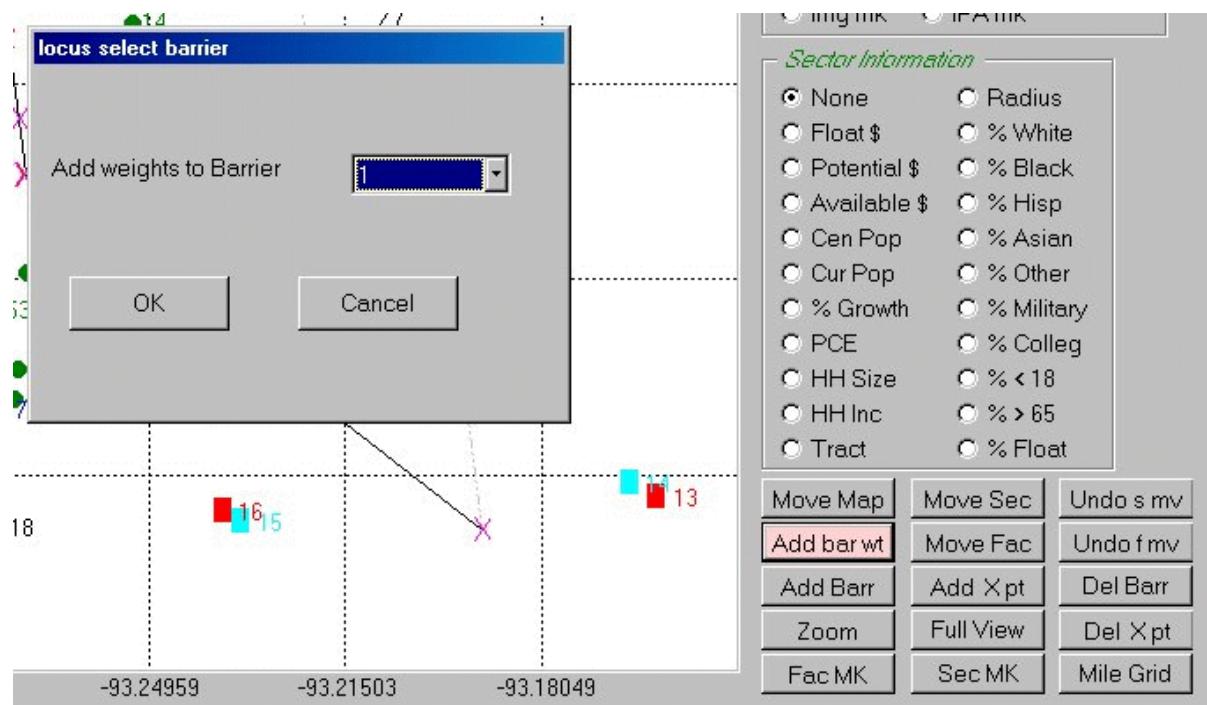
To do a quick Zoom to a facility type in number then click on facility zoom





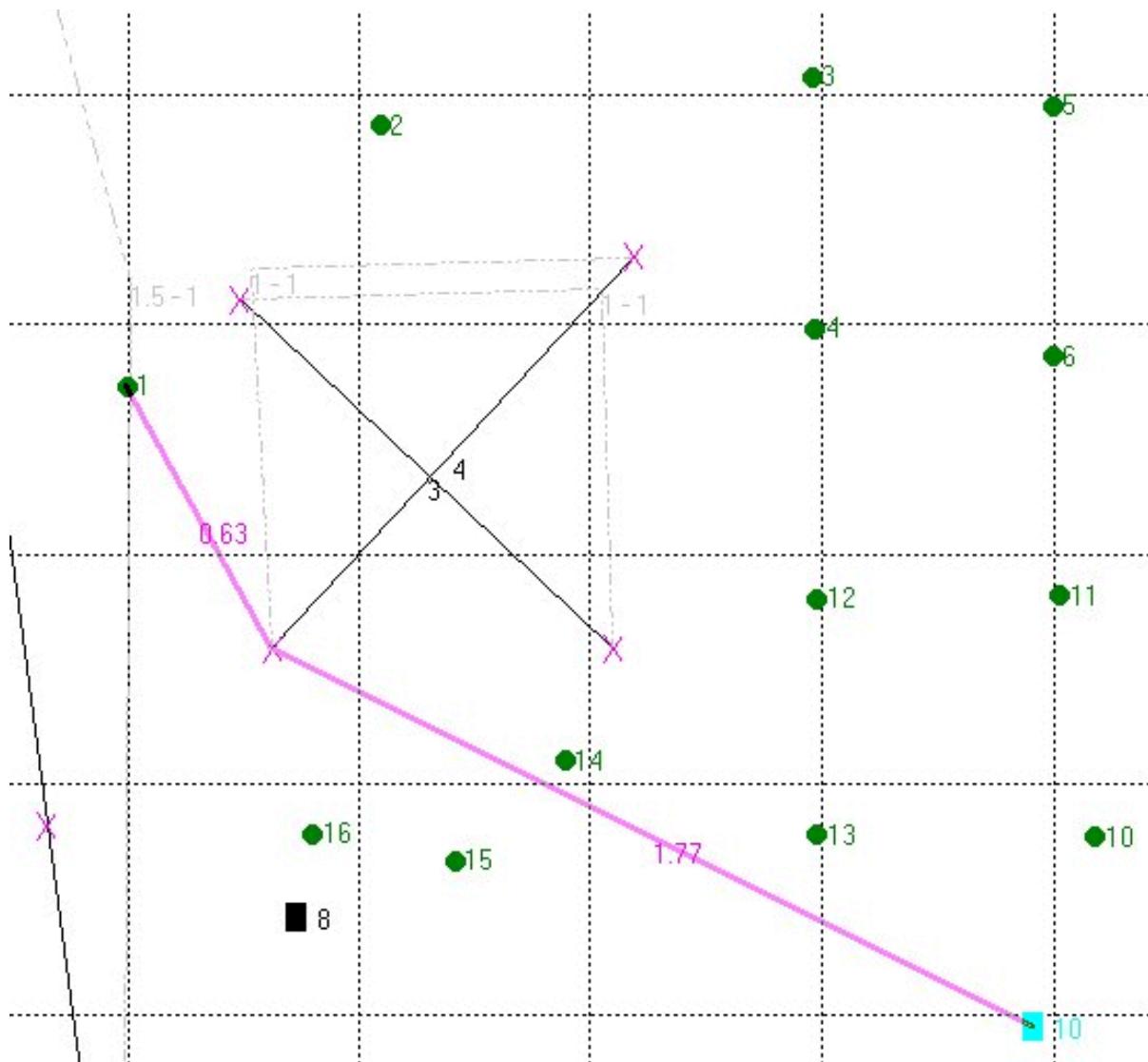
This feature is extremely helpful in large metro models.

Adding Barrier Weights



Facility Distance

Facility	<input type="text"/>	Exit
Sector	<input type="text"/>	Print
Facility 10	Sector 1	
distance = 2.394		
Fac Zoom	Sec Zoom	Show Sis Bar



You get the total distance and the break down on the display screen. If you weight a barrier you see the effect of the weighting.

Coming in 2002

