

Customer Success Profile: Advanced Digital Mapping



Advanced Digital Mapping Makes Tracks to Success with HI-TECH C® Compilers

With over 10 years experience, Advanced Digital Mapping continues to shape the industry with innovative software development for the PC environment and embedded solutions.

Additional information on Advanced Digital Mapping and their comprehensive mapping, navigation and logging solutions can be found at www.digimap.com.au.

Advanced Digital Mapping specialises in the design and manufacture of hardware and software solutions for trucks, buses, cars, boats and much more.

Since first using HI-TECH's PICC™ and PICC-18™ compilers in 2000, Advanced Digital Mapping have been able to design and deliver a superior range of precision sports timing systems, GPS tracking systems, minor real-time applications and building automations. "We chose the PIC microcontrollers and ever since Microchip recommended the HI-TECH compiler as the most efficient compiler for the PIC product, we have not looked back" states Robin Bell, Proprietor of Advanced Digital Mapping.

By using a compiler over assembler, Advanced Digital Mapping has realized great advantages – one being, minimal development time. The portability of the C language allows the organization to run code in a PC compiler IDE environment, debug it, and then port it into the microcontroller environment. "This approach really makes the development process much more efficient, productive and satisfying to work with," says Mr. Bell. "We have found that we can achieve in a day using the C compiler what would take a week using assembler.. consequently, we have banned assembler in our organization and the efficiency improvements have been substantial!"

No matter which PICmicro® project the team at Advanced Digital Mapping are working on, HI-TECH C compilers are used to ensure the success and prompt delivery of their progressive designs.