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**New maps catching on**

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From the company's modest office in Amherst, ODT's maps have garnered attention and debate around the world.

The company's products have found favor with progressives like historian Howard Zinn, author of 'A People's History of the United States.' Zinn provides a cover blurb for the book 'Seeing Through Maps,' calling it 'an ingenious way of looking at the world.'

The Media Education Foundation in Northampton recently began selling ODT maps along with its media-literacy material, and the National Council for the Social Studies recently purchased 1,500 maps for teachers.

New Internationalist, a social justice magazine based in Adelaide, Australia, sells many ODT products on its Web site and recently purchased 2,500 copies of Abramms' 'Many Ways to See the World' DVD to give out to new subscribers.

'We're delighted to be able to promote the maps from ODT,' said Sandy Loffler, the magazine's finance and products manager, via email. 'Our subscribers say the main reason they get NI is 'It gives me a different perspective on international issues.' What better way to get a different perspective?'

Loffler says that when she gives presentations to teachers, even in Australia, she is amazed by the huge number who don't realize that many common maps afford the Northern Hemisphere two-thirds of the space. Hearing about alternative views, she says, leaves people in 'utter disbelief.'

ODT products have a habit of popping up in conspicuous places. The Peters map was prominently featured in a 2001 episode of 'The West Wing,' and former President Jimmy Carter used the Hobo-Dyer map in his media materials when accepting the Nobel Peace Prize in 2002.

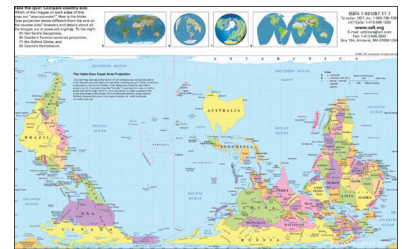
Most of ODT's maps are sold to map and book stores as well as fair trade stores like Ten Thousand Villages, which focus on providing a living wage for farmers and artisans around the world.

Others are purchased by corporations and religious groups for training sessions. Up against industry giants like Rand-McNally, however, founder Bob Abramms said, 'I'm sure I don't have one-tenth of one percent of map sales in the U.S.'

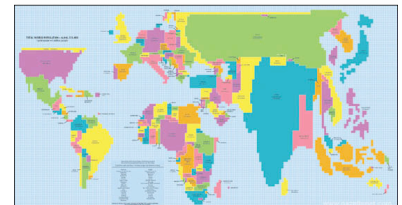
\_RYAN DAVIS



COURTESY OF ODT, INC.  
The Peters map is an 'equal area' map designed to show countries in accurate proportion to each other. Africa is 14 times the size of Greenland, and the map makes that clear.



COURTESY OF ODT, INC.  
The Hobo-Dyer equal area map shows the Southern Hemisphere on top with Australia at the center, dislodging the idea that north equals 'up.'



COURTESY OF ODT, INC.  
The Population Map assigns a country a size based on how many people live there, making China and India the largest nations on Earth.



COURTESY OF ODT, INC.  
The Mercator map is common in U.S. classrooms, even though North America, Europe and Greenland appear much larger than they really are.

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