



# Middle East Geospatial Forum

Hexagon Geospatial Keynote

Johann JESSENK, JAN 2016



Global mega-trends are pushing industry to find big answers to big challenges...





# Technology trends are the driving force of our response:

- Cloud computing
- Big data – Access to Content
- Innovation Cycle expected by consumers
- New Pricing Models
- Fast and Specific Analytics
- New collectors
- Sensor fusion
- Intelligent mobility
- Actionable analytics
- Internet of things

But we must not lose sight of the fact that we are really after **smart information** and **big answers**.



## To More Detailed Sources



“We went from 10m to 50cm and now we’re down to 25cm....Think about that....That's discerning windshields on a car and understanding which direction its moving. Its very, very high quality.”

Rob Zitz, VP and CSA at Leidos





## World Wide Coverage



Jeddah Saudi Arabia March 13, 14 and 15 2014

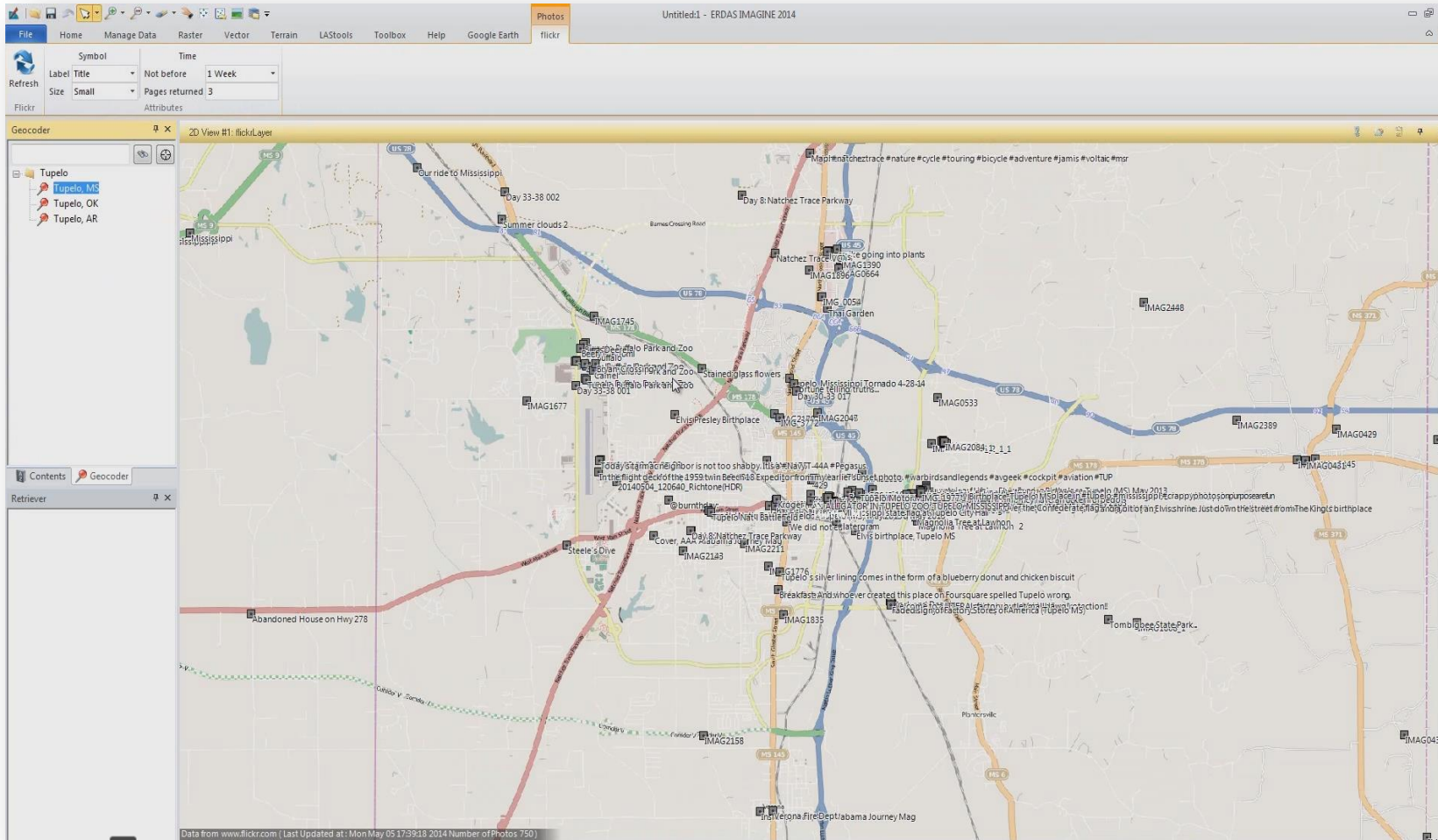
“There are currently more than 300 active earth observation satellites orbiting the earth...by 2023 governments and commercial enterprises collectively will launch 353 more.”

Euroconsult,  
Trajectorymagazine.com Issue 3, 2015





## And Crowd Sourced data...



“...crowdsourced geospatial data ..comes from a myriad of widely distributed locations – literally anywhere people and their devices are located – resulting in previously unheard-of potential for large-scale geospatial data collection.”







Raj Singh,  
Director of Interoperability  
OGC



## To a Potential Game Changer



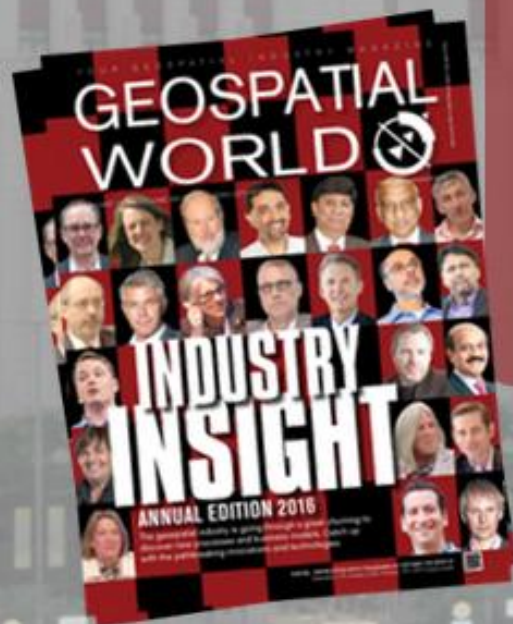
## Hexagon Geospatial Helps You

-  Make Sense of **Raw Data**
-  Harness the **Power of Change**
-  Transform Geospatial Content **into Information**
-  Create Meaningful Solutions **with Answers**
-  Streamline **Decision Making**
-  Quickly **Take Action**





**We can't solve  
Today's Problems  
with yesterday's  
Technology**



**Industry Outlook 2016**

**Ola Rollén**

President and CEO,  
Hexagon



**POWER**

**Portfolio**

**Suites**

360° - A Complete coverage of the  
geospatial information life cycle



Photogrammetry



GIS  
Remote Sensing



Data Management  
Compression  
Data Publishing  
and Streaming



Desktop  
Web  
Smart Client  
Mobile

**POWER** Portfolio  
**Producer  
Online**





# WHAT IS THE MAP OF THE FUTURE?





# IT'S NOT JUST A MAP.

A MAP DOESN'T DIRECTLY  
GIVE ME ANSWERS.

A MAP IS NOT ALIVE.

A MAP IS NOT FRESH.

A MAP IS A REFLECTION  
OF WHAT WAS.





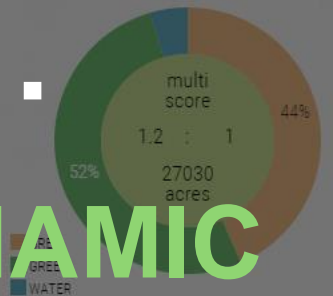
# THE MAP OF THE FUTURE IS...

## AN APPLICATION THAT DELIVERS A DYNAMIC INFORMATION SERVICE THAT:

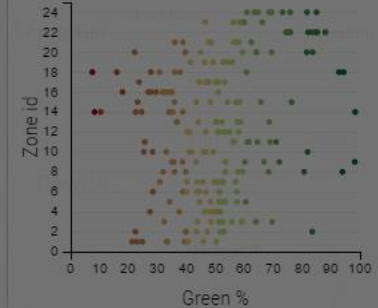
- IS FRESH
- PROVIDES ANSWERS
- IS PORTABLE
- PROVIDES AN EXPERIENCE THAT MAKES SENSE

DATA: MILTON KEYNES, UK, 1985-2011

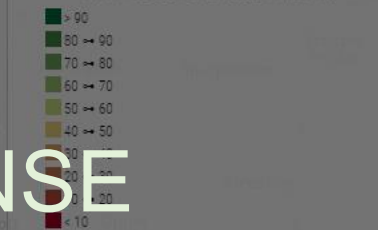
GREEN-GREY RATIO



ALL OBSERVATIONS



MAP LEGEND: GREEN AREA %



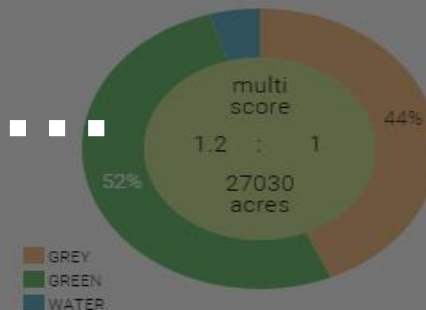
# THE MAP OF THE FUTURE IS...



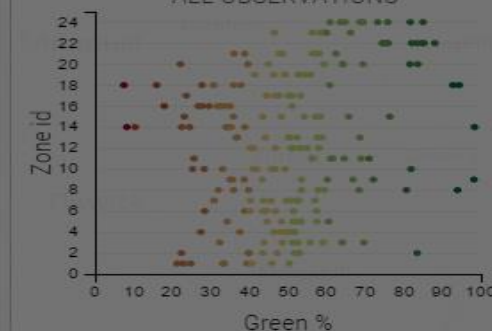
# HEXAGON SMART M.APP

DATA: MILTON KEYNES, UK, 1985-2011

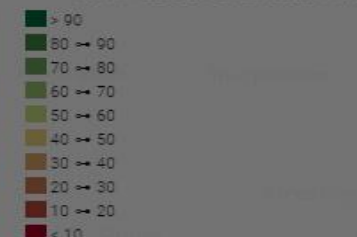
GREEN-GREY RATIO



ALL OBSERVATIONS



MAP LEGEND: GREEN AREA %





## Hexagon Smart M.App



Content



Workflow



Analytics



Presentation

Targeted.  
Lightweight.  
Dynamic.



# M.App Portfolio: A Powerful New Ecosystem



Hosting platform and core geospatial web services for building geospatial cloud applications.



Interactive web framework for designing and building Apps.



Online marketplace to publish, discover and buy Apps.





# Content Partnerships Fuel Each Hexagon Smart M.App





# Hexagon Geospatial Core Apps







## Smart M.App: M.App Reader

- ✓ Discovery and viewing
- ✓ Rapid preview and rendering on a world map
- ✓ Basic functionality such as pan and zoom, transparency adjustments, visibility, add and remove layers



## What is M.App Chest?



# M.App Chest

**Store and Manage** big geospatial data

**Safe and Secure**

**Easily Distribute** with web services





**Contest for building  
Smart M.Apps**

**Win 100k USD**

**IGNITE**

<http://www.hexagongeospatial.com/ignite>

# Information Technologies





**Thank You**

**For Your Attention**

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