

**Date**

Tuesday 14th July 2009

**Title of session**

Plenary – Mapping: Our role in a turbulent (technology) world

**Name of presenter/chair**

Chris Parker, Propositions Portfolio Manager, Ordnance Survey – Chair

Steve Hagan, Vice President of Development in Server Technologies, Oracle

**Name of rapporteurs**

Gillian Horner & Jevon Snell

Turbulent influences on our industry come and go, but disruptive influences are here to stay. Our role is to make sense of our constantly changing world.

In these turbulent economic times the public sector is in distress. California used to be the world's 8<sup>th</sup> largest economy; they're now printing IOUs (I Owe You). Governments have responded by allocating billions to stimulate the economy.

We are seeing the increasing power of the individual to report on world conflicts. During the recent Iranian election people used twitter, flickr etc. to communicate what was occurring. These individual reports were out of government control.

The technology that drives social networking has also challenged user privacy. With billions of GPS enabled phones, sat navs, and cameras it is possible for businesses and government to know more about 'who' and 'where' than ever before.

We have tackled disruption and change with innovation and technology. Multicore processors and virtualisation have enabled Cloud Computing. Established vendors will need to adapt and become more flexible to work in this new market.

Each year the amount of data used and created by the mapping industry grows rapidly. China has begun to map cities with LIDAR. The web has allowed the creation of new mapping sources that move away from the authoritative data produced by national mapping and cadastral agencies and towards an open source user contributed approach.

Oracle believe that no technologies will be broadly adopted in the absence of standards and are strong supporters of the work being carried out by OGC, ISO, W3C, INSPIRE etc. (Open Geospatial Consortium, World Wide Web Consortium, Infrastructure for Spatial Information in Europe).

Oracle aim to embrace the turbulence and provide an infrastructure for customers to find value in the massive amounts of data we now have access to.

Questions/Comments	Answers