

**Date**

Tuesday 14th July 2009

**Title of session**

Workshop: Research and innovation  
Local to Global Geographic Platforms

**Name of presenter/chair**

Peter ter Haar, Director of Products, Ordnance Survey - Chair  
Tim Warr, Microsoft - Presenter

**Name of rapporteurs**

Martin Lea & Carolina Sanchez Hernandez

Tim started by looking at a brief history of GIS and mapping APIs. It started with traditional vendor software which was stand-alone, expensive, powerful and had lots of add-ons. It was over-engineered and confined to people with experience.

This was followed by the Google Map generation which brought mapping to the web in a simple interface and API. Very little expertise was required to get spatial data published. It was global and not confined to a national grid; it was also convenient on a local scale for locating businesses and facilities and gave free access to mapping for simple websites.

Tim then moved on to demonstrate the move to ultra-rich mapping experiences. He showed a video of Microsoft Surface which is a flat screen that can accept multiple touch-point interactions to enhance the tactile manipulation and viewing of mapping data.

This was followed by a website demo of Microsoft Photosynth. This cutting edge technology takes a series of overlapping still images and mosaics them together and creates a 3D point-cloud of the environment the photos were taken in. This allows the user to navigate through the photos in context of their 3D relationship.

To demonstrate how pervasive mapping technology has become, Tim showed a few examples of what he calls "silly" mapping such as mapping MP's expenses, reaction to Michael Jackson's death and mapping Twitter.

To conclude Tim mentioned that mapping is now expected to be easy, global, free and imbedded in daily life.

Questions/Comments	Answers
Martin Lea: Has Microsoft used the Photosynth 3D cloud to create 3D environments and map drape the photos over a 3D frame?	Tim Warr: this has been done with an Austrian product called Geosynth.
Rachapudi Siva Kumar: Can Photosynth and Silverlight be used together?	Tim Warr: No, not yet, they are similar technologies but still separate products.
Sang-Ki Hong: Standardisation bodies are at a loss with all the new technology and trends, what is your view?	Tim Warr: It is important that we support and maintain standards but they are coming and going too quickly to pin down.