

Conference News

Established 1928



Tuesday 17 July 2007



Cambridge Conference 2007 opens for business

Yesterday, the conference was sponsored by ESRI and got down to business without delay. Air Marshall Stuart Peach was our first speaker and he, as a mapping provider, reflected on the drivers for better mapping as:

- the area for which mapping is required is invariably unfamiliar;
- the circumstances are usually unexpected; and
- the need is usually very urgent.

Most of the podcasts from the morning's plenary sessions have now been placed on the Cambridge Conference website, see http://www.cambridgeconference.com/2007_conference_information/Podcasts/

The conference photograph, taken during a kind burst of summer sunshine, will be distributed later in the conference and will be placed on the website – more news of that later.

The exhibition was formally opened by Vanessa Lawrence and urged all delegates to make or remake contact with the exhibitors. A chocolate fountain was a surprise treat but despite its attraction, all exhibitors reported a successful opening session

Today is sponsored by Oracle and the day's programme includes a plenary and workshop on disaster management with new technologies, partnering, education, licensing and reference frameworks also covered, reflecting the pace and depth of content that this conference covers. Highlight of the day is the Hotine Lecture, starting at 8.30.



Off to a flying start

Opening Plenary

Vanessa Lawrence welcomed delegates to the Cambridge Conference 2007, the largest ever with 220 delegates from 70 countries. After summarising the conference history, she introduced this year's conference theme 'Expanding horizons in a shrinking world' and highlighted key points of progress from the Aide Memoire of the Cambridge Conference 2003, and from CC The Exchange in 2005.

Keynote address by Air Marshal Stuart Peach, Chief of Defence Intelligence.

CDI explained how geographic support to military operations has changed over a century. Examples from the two World Wars showed the early integration of maps and imagery intelligence. The narrow requirements of the Cold War have been replaced by a need for 'global situational awareness' of a great variety of areas and subjects.



Second Plenary

Dissolving Borders – from national mapping to regional and global SDIs?

Geospatial information is vital in many situations. Nationally produced GI is often inconsistent with neighbouring countries and so fails to meet the needs of sustainable development. Africa has a vision for spatial data to permeate every aspect of society and for it to be consistent across the continent. UNECA are working to achieve this.

Workshop 1

Land Administration for the 21st Century

Many National Cadastres are overcoming organisational barriers in merging cadastres and registries to form agencies capable of providing a single source of reliable information to meet multi-purpose uses. The debate continues on the need for accurate surveys and the role of the private sector in custodianship of records.

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Workshop 2

Models for Geospatial Rights Management

Copyright law is complex and rights provided to users are not always clear. The challenge is finding a way to standardise licensing terms so technology can implement them. An extension to the Creative Commons licensing to incorporate geospatial information has the potential to provide some answers to these issues.

Workshop 3

An Inconvenient Truth

Al Gore's award-winning documentary, An Inconvenient Truth, has altered many people's views on climate change. Our discussion on the response from national mapping agencies focused on the need to understand users data requirements; finding the appropriate role for NMAs in providing SDIs to fulfil these requirements; and whether NMAs should lead by example in their response to climate change.

Workshop 4

Imagery Matters

A review of the changing landscape of imagery was presented through three presentations representing the contrasting perspectives of: the Portuguese National Mapping Agency; Willis, a global insurance broker; and Google, a global information provider. Discussion focused on differing value of imagery, currency, fitness for use and ease of interpretation for the growing user base.

Workshop 5

Winning support from Key Stakeholders

Winning support from key stakeholders requires:

- Time
- Sticks and Carrots
- Political Support
- Rules of engagement
- Regular and effective communication
- Coordination and mutual cooperation
- Understanding of the cost benefit equation
- Patience
- State/Federal funding
- Working groups as successful forums for involvement

There are no serious technical issues!

Weather for Cambridge Tuesday

Max 20°C
Min 13°C



Programme changes for Tuesday:

Plenary 1. Bryn Fosburgh replaced by LaVonne Frazier, Director of the Connected Site, E & C Group, Trimble Navigation Ltd.

Plenary 2. R Siva Kumar replaced by Suha Ulgen, Technical Coordinator, Office for the Coordination of Humanitarian Affairs, UN

Workshop 1. Gavin Lewis replaced by John Cartledge, Partner Sales Manager, Ordnance Survey, Great Britain

Workshop 4. Additional contributor: Alan Easton, Bevan Brittan

Meeting for Chairs and Speakers in Wednesday's session at 17:45 on Tuesday evening in the Old Music Room, First Court.