

Conference News

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Wednesday 18 July 2007



Cambridge conference weathers the storm!

Our venue was hit by a powerful thunderstorm yesterday afternoon, while most delegates were still in their workshops – the noise on the marquee roof was deafening! Let us hope that we will now have beautiful weather, especially while we are boating on the River Cam this afternoon.



For many, the highlight of yesterday was the now-traditional feature of the Cambridge Conference, the Hotine Lecture. Professor Sir Martin Sweeting gave us an amusing but fascinating lecture on the use of small satellites

for remote sensing and navigation. A podcast of his address will be added to the Cambridge Conference 2007 website later today. So, to today's business, which is jointly sponsored by Intergraph and Rolta. A rich variety of plenary and workshop sessions followed by two hours of punting and jazz.

Punting – using flat-bottomed boats propelled with a long pole - is a traditional method of travelling around in the long-ago swampy area around Cambridge, and it is hoped that everyone will have a try at this ancient art. Let's hope that nobody gets wet before dinner, but if anyone falls in, they can be sure that we will have many cameras on hand to record the splash!

Have a great day!

**Weather for Cambridge
Wednesday**
Max 21°C
Min 13°C



Additional meeting.

There will be an 'African Round Table' at 17.00 on Wednesday in the Castlereagh Room for anyone interested in issues relating to Africa.



First Plenary

New Technologies – Disruptive or Enabling?

Disruptive technology often leads to innovative uses, frequently unrelated to the original design intent. The challenge facing the industry is to embrace the disruption and integrate solutions and processes to adapt and grow their business. The future will see users expecting information at their fingertips in a simplified, automated way.

Second Plenary

Risk and Disasters

The four presentations highlighted the wide variety of disaster forms, the devastating affects on the local population and the differing responses. Knowledge of the disaster extent, the location of survivors and how to access them were all deemed to be critical for response plans. International standardisation would facilitate efficiency.

Workshop 1

Partnering

With only half the attendees using partners this workshop was immensely informative for all – even for the chair! Despite concerns over monopolies, mergers and globalisation, examples from OSNI, Ordnance Survey and the Norwegian NMA highlighted the benefits of sharing best practice and deriving maximum value for customers; all were thought to be positive outcomes of partnerships.

Workshop 2

Mapping for Disaster Response

Based on their operational experience, MapAction provided the workshop with a detailed presentation on the value of rapid response geospatial information following a

disaster. A simulated exercise generated a lively discussion and feedback session on the issues and complexities involved in providing a fast mapping response in the initial stages following a disaster.

Workshop 3

Education

In the UK and USA, programmes supporting the teaching of geography have gained political support in recent years. This and the ‘wow’ factor that the use of GIS in classrooms gives are driving a renewed interest in the subject amongst teachers and pupils. One day GIS will rule as a school tool!

Workshop 4

Licensing

The key considerations from the workshop were:
 Is there an ‘ideal’ Intellectual Property Rights ownership regime and licensing approach?
 Is there an ideal approach to dealing with public sector information & data and its use outside the public sector?
 What are the solutions?
 Assuming there are no ideals, what options are there and what will operate most effectively?

Workshop 5

Reference Frameworks and Active Networks

The session offered advice on creating the geodetic infrastructure to support development of an active reference station framework to support GNSS and RTK systems. The networks of Singapore, Great Britain and Trinidad & Tobago were described in detail. Representatives from Leica, Topcon and Trimble showed how their systems operated in the UK and beyond.

Programme changes for Wednesday:

Plenary 1. Business Models and sustainability. Jeff Labonté replaced by Eric Loubier, Natural Resources Canada

Plenary 2. Resourcing NMOs. Muhamad Alrajhi replaced by Željko Bačić, Director, State Geodetic Administration, Croatia

Workshop 5. Customer Experience Thinkings. Additional contributor, Julie Harding, Customer Contact Centre Manager, Ordnance Survey will take part in this exciting Workshop.

Speakers meeting for speakers and chairs for session on Thursday will be at 19:30 in the Old Music Room, First Court.



Newsletter kindly supported by HP and printed on the HP Colour LaserJet 5550dn



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