

*MundoGEO#Connect 2013*

# Top Technology Trends Everyone Should Know Now

**Joe Francica**

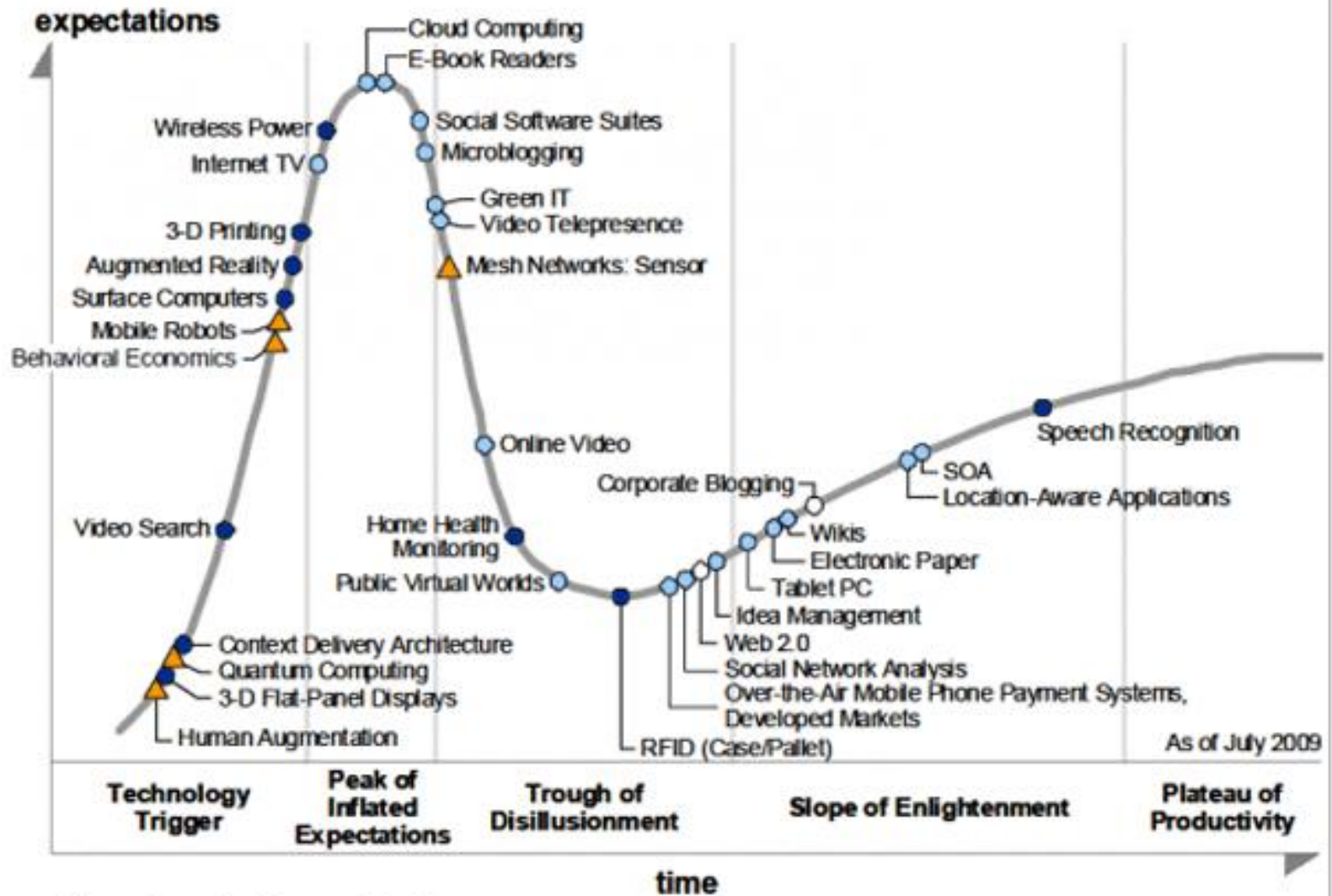
Directions Magazine

# The Problem with Trends?

*They almost always end with disappointments*



# Hype Cycle For Emerging Technologies



Years to mainstream adoption:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

# Disruption in Geospatial

*From GPS to Google*



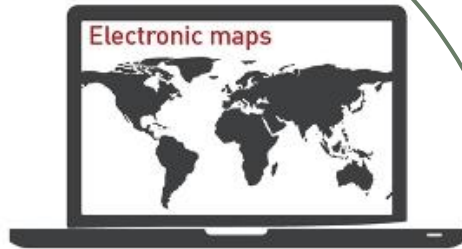


# What is the economic impact of GEO SERVICES

Geo services are:



Satellite receivers and manufacturing



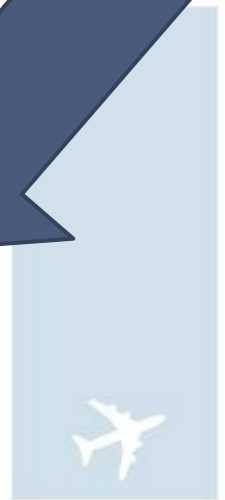
Geo services global revenues are \$150-\$270 billion per year



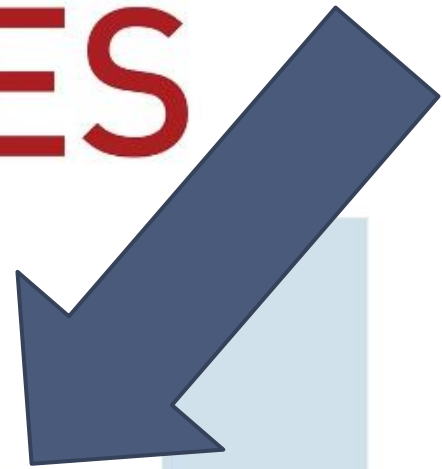
Video games industry \$25 billion



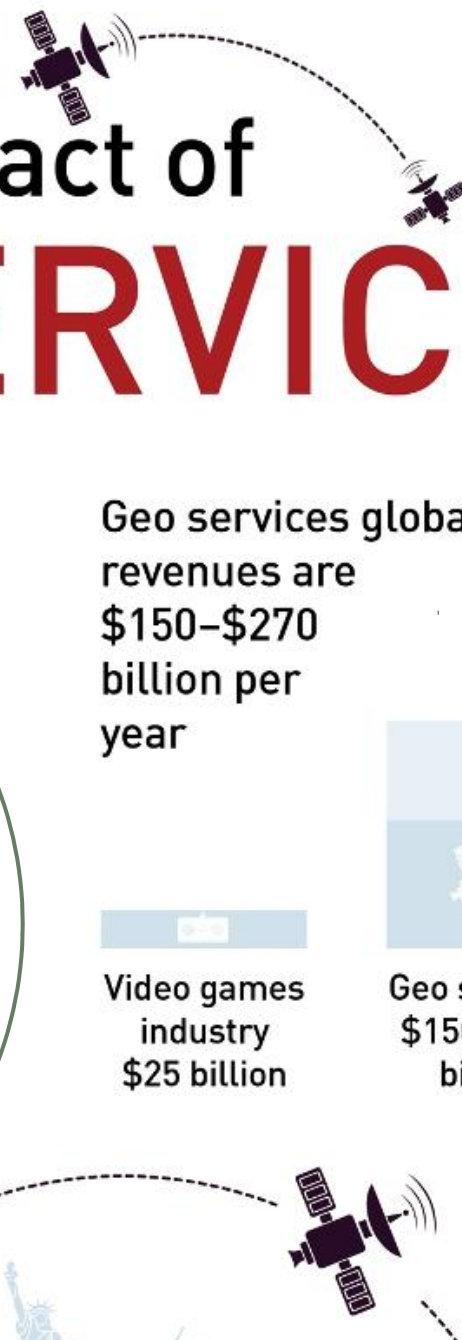
Geo services \$150-\$270 billion



Airline industry \$594 billion



Geo services global added value is around \$100 billion per year



Which of these five elements will cause the most disruption in location technology in the next two years?

posted 8 days ago • 44 votes

Indoor location  
and navigation

Big data analytics

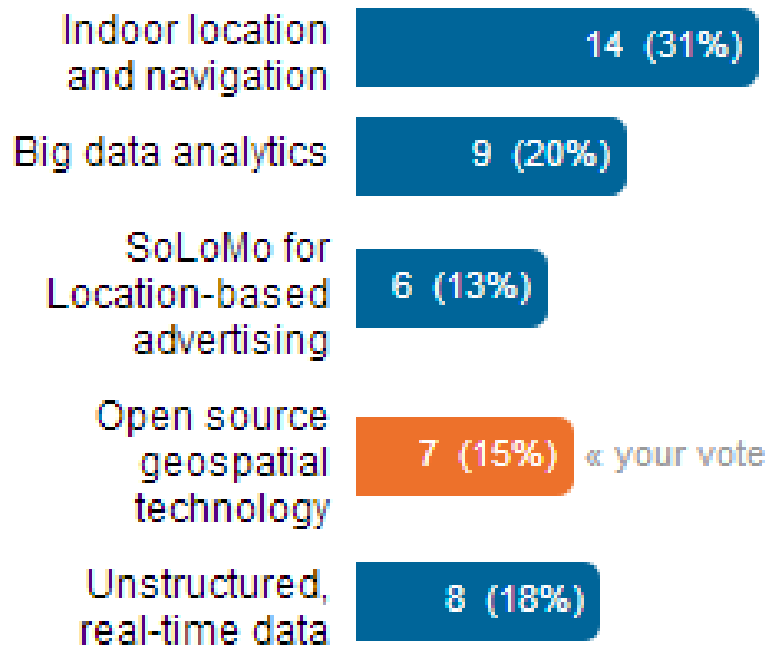
SoLoMo for  
Location-based  
advertising

Open source  
geospatial  
technology

Unstructured,  
real-time data

## Which of these five elements will cause the most disruption in location technology in the next two years?

posted 8 days ago • 44 votes



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# THE WALL STREET JOURNAL.

U.S. EDITION ▾

Monday, March 25, 2013 As of 8:08 PM CDT

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## TOP STORIES IN WSJ

1 of 12



Best of the Web  
Today: Don't Nudge  
Me There



The King of the  
Accidental Phone  
Call

2 of 12



## WSJ BLOGS



March 23, 2013, 7:08 PM

# Apple Acquires Indoor Location Company WifiSLAM



**BREAKING NEWS**

Sprint Files Suit to Block Dish Tender Offer for Clearwire

# Google Buys Waze in Push to Expand in Mobile Mapping

By Brian Womack - Jun 11, 2013 3:04 PM CT



COMMENTS

QUEUE



# Directions on **LOCATION-BASED SERVICES**

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## Geofencing Finally Emerges to Enable New Multi-billion Markets by 2018

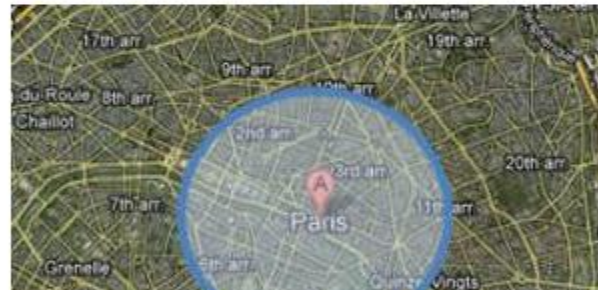
Friday, February 1st 2013

ABI Research | London, UK

With low-cost developer's tools becoming available, geofencing is finally coming out of the shadows, moving beyond traditional location-based applications, to form the backbone of a host of new applications and services.

As the back-end complexities of supporting location-based services continues to escalate, developers are in

to platform providers such as Google, Qualcomm, Esri, and others to provide an easy, scalable geofencing service. In its recent report, Applications and smartphone applications, push notification, local search



Patrick Connolly comments "Collectively geofencing will enable around these emerging areas. However, the provision of geofencing is in right, forecast to reach almost \$300 million in 2017. More demand to enterprise applications, where companies are happy to pay for geofencing will open the door."

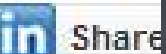
# Connected Cars Take to Michigan to Reshape the Driving World

BY LOU FANCHER 08.21.12 1:30 PM

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# Trakdot™



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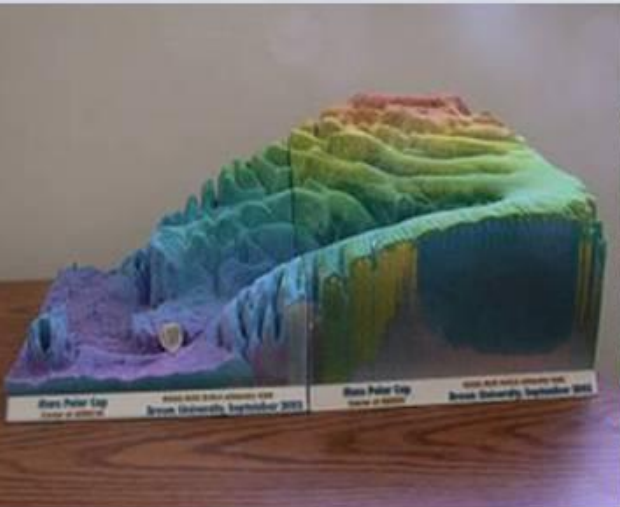
What We Do  
Our Products





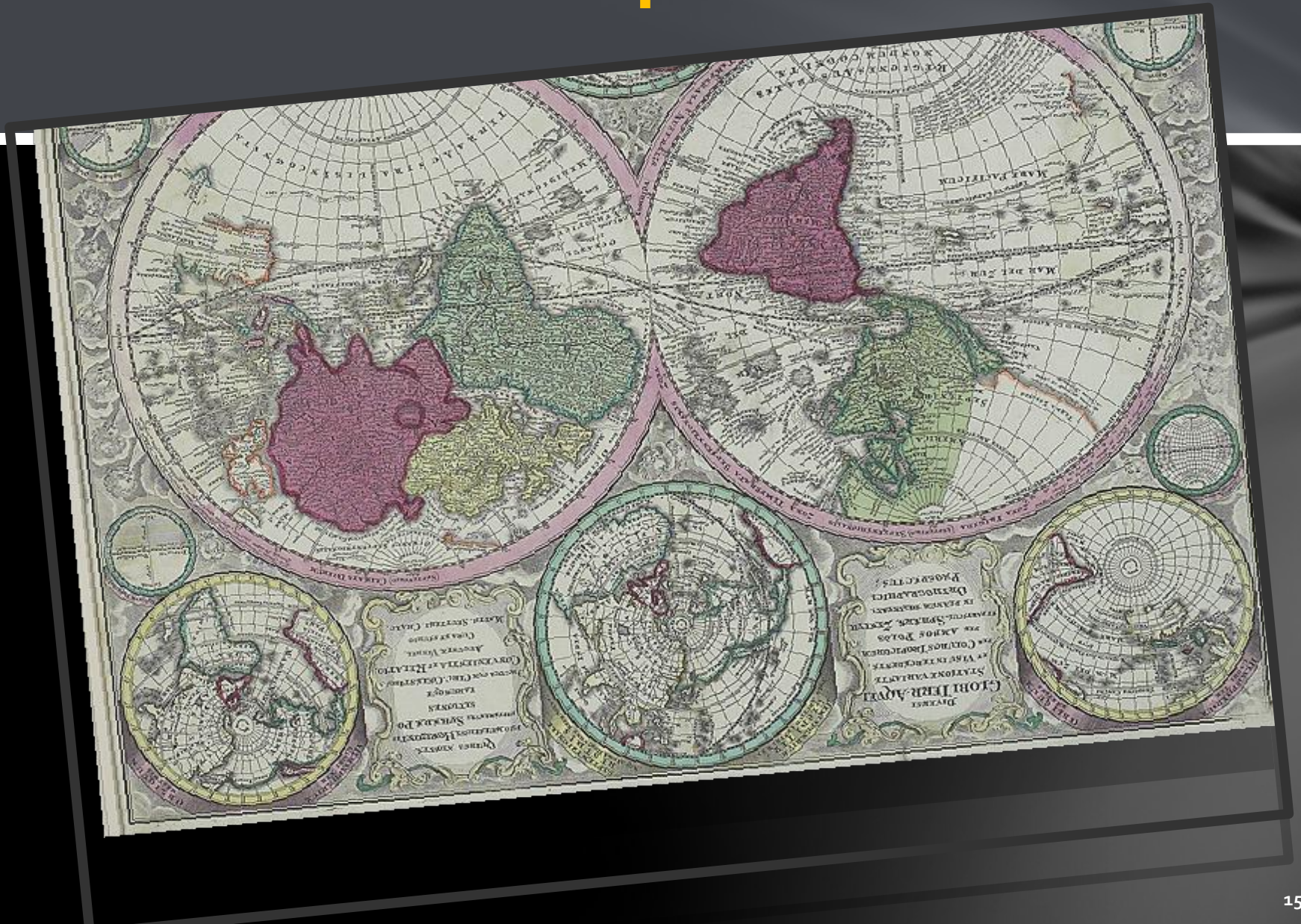
# Augmented Reality







# Your World is upside down!





FREE  
PREVIEW  
EDITION

"A blurb will go somewhere in this general area that is probably going to be around two or three lines."

— John Doe, *Title Goes Here*

# DIGITAL DISRUPTION

UNLEASHING THE NEXT WAVE OF INNOVATION

FORRESTER RESEARCH

JAMES L. MCQUIVEY

# *What does it take to start a company?*

*James McQuivey*

*There will emerge a new type of company ... the disposable company.*



Meet your new competitor ... a 12-year who builds smartphone apps

*James McQuivey*

*The force of digital disruption  
doesn't just reduce these barriers  
... it **OBLITERATES** them*

The pace of disruption is accelerating

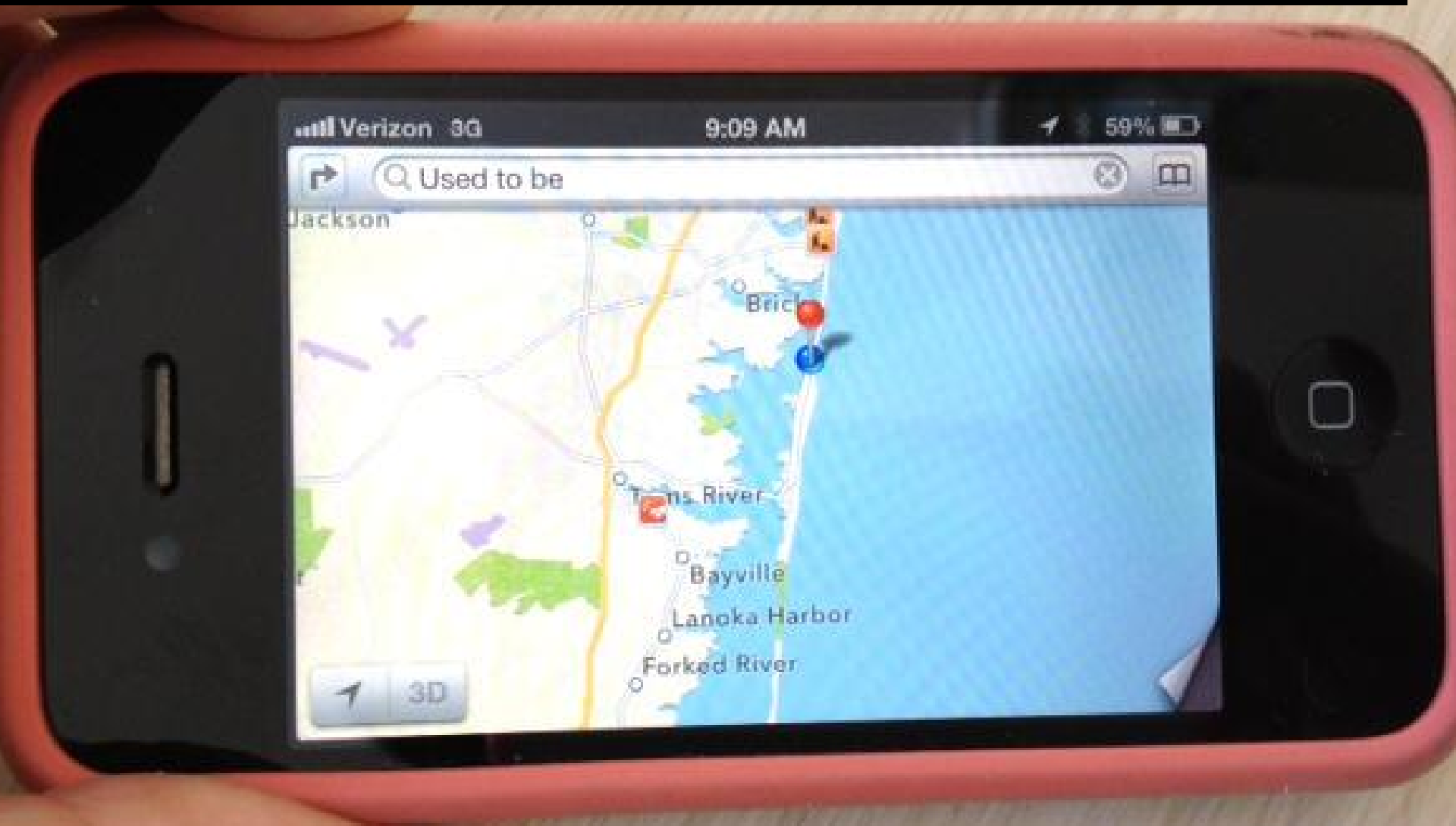
**Basic observations that are or  
have radically changed  
Geospatial FOREVER!!!!**

**Sent by anonymous Directions Magazine Reader**





Cell phone GPS capabilities have virtually replaced recreational GPS and portable navigation devices



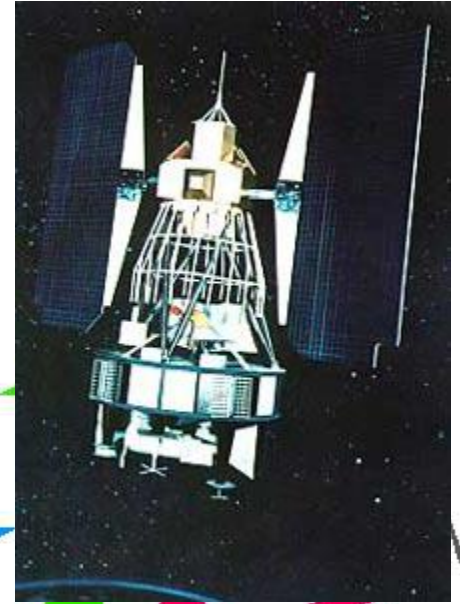
# OpenStreetMap data has commoditized if not marginalized map data providers



**OpenStreetMap**



GOOGLE



Google has commoditized satellite imagery

# What's Next?

*Good bye to the desktop!*



**Thank you  
for coming to  
Let's get  
disruptive**

Click to edit Master text styles

Second level

Third level

Fourth level

Fifth level





# MundoGEO#Connect

Trevor Taylor

OGC



Eric Van Praag

Program Coordinator GeoSUR -  
Venezuela

