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INTERGEO 2010 AND GEOMATICS DIVERSITY

INTERGEO 2010 WILL ONCE AGAIN DEMONSTRATE GEOMATICS DIVERSITY, CONVERGENCE AND INNOVATION

INTERGEO is the largest geomatics industry trade show in Europe, this year to be held at the **Koelnmesse** exhibition centre in Cologne, Germany, from 5 to 7 October 2010, with the conference theme "**Knowledge and Action for Planet Earth**". In 2009, the show attracted over 16,000 visitors from 30 nations, hosted more than 475 exhibitors and 1,400 participants in the parallel German national GIS conference. This year promises to be just as popular – and just as important a fixture in the annual geomatics industry calendar of events. The trade fair and conference cover all the key trends that comprise the entire geoinformation value-added chain – from geo-based information surveys and data processing to integrated applications. As a result, it is the industry's largest and most important gathering.

INTERGEO 2010 will be the 16th edition of this important congress and trade fair, and once again covers all sectors of the geomatics industry, showcasing products and services in the areas of geodesy, surveying equipment, geoinformation and GIS, location intelligence, remote sensing (UAVs, LiDAR, hyperspectral imaging), laser scanning, urban and rural land management, printing, open source software and data, and the evolution of national and regional spatial data infrastructures (SDI), where some of the most advanced work has been conducted in German *Länder*.

Participants at the June **INTERGEO** preview meeting agreed that geomatic disciplines need to be further integrated in order to promote environmental protection, because "environmental information is always geoinformation." Dr. Jens Riecken, vice-President of the DVW, noted the key role played by Cologne, as a centre for geoinformation where the *Länder* of North Rhine-Westphalia generates geoinformation market innovations stretching far beyond the state's boundaries.

At the **INTERGEO** preview, Prof. Klaus Greve, Executive Director at the University of Bonn, Department of Geography, called for a special lobby to advance environmental policies, for engaging and informing citizens. This would require "pooling the wide range of information already available on the environ-

ment and condensing it into relevant, planning-related and politically sound messages - not just to monitor the environment, however, but also to provide support for communicating environmentally relevant facts." The international conference **Enviroinfo2010** on information technology for environmental protection is taking place at the Koelnmesse exhibition centre on 6 October alongside INTERGEO. Industry professionals will then meet in Bonn on 7 and 8 October to discuss important environmental issues.

Olaf Freier, CEO of **INTERGEO** organiser **HINTE GmbH**, notes the special status of the INTERGEO conference and trade fair as a communications network and forum that generates "around 1.2 million contacts through the conference, trade fair, press and other media, naturally including the Internet. Impressive coverage is achieved through some 50 media partnerships throughout the world and INTERGEO makes use of around 200 media outlets around the globe".

GEO:connexion is proud to be among those media sponsors and readers can look for a full conference report following the event plus daily coverage in our web site's online News section during the trade fair.

In line with the environmental theme of **INTERGEO 2010**, in this month's issue of **GEO:connexion International**, we feature articles on the ways that geodata and GIS tools are used in environmental monitoring applications on land, in deserts and at the coast. We also take a look at various location based service applications and mobile GIS, from "enterprise mobility" to fleet operations, as well as the value of real-time geoinformation for decision makers. And don't miss the amazing story of 13-year-old Jordan Romero's conquest of Mount Everest in May this year, watched by tens of thousands of followers via the geoweb application 'Live on Everest' sponsored by Esri.

Enjoy the issue – and we look forward to welcoming you at the **GEO:connexion** booth at **INTERGEO 2010** in Cologne in October!

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