



Maria Pellegrini, Editor  
Maria@geoconnextion.com

## Winds of change for the geoindustry

Over the years the geoindustry in the UK has enjoyed a good market, making it relatively easy to perform well, perhaps without major innovations. However, with the current downturn and budget cuts, companies, their clients and shareholders are looking more critically at their requirements and investments and are prepared to give and take more for less.

2010 has been a tough year for many. Looking through news and comments in this issue's special supplement, Looking Back, Looking Forward (page 10) we start to observe a push for new ways of doing things or perhaps as the chorus of sceptics may say 'refreshing new ways of doing the old things.' In the outlook for the year to come the sector is ready to propose new business models, new ways of saving money with new data/applications/services, more web sharing, new mobile interfaces, more free data and 'the cloud'. So if the British geo-industry really has one (or more) of these types of ace in the hole, then it needs to find a table to play both in the UK and on the world stage.

But the geoindustry looks like it needs refreshing too. At the annual AGI (Association of Geographic Information) Geocommunity re-union in September, the controversial campaign of Dr Waite reiterated the lack of knowledge, at political and business level, of the value of the geo-industry. Maybe this is a repeated polemic for some but it certainly has a good dose of truth. "One of the problems we have seen is that many engaged in policy and decision-making do not really understand the use of geo-information and the implications of its use – or non-use." says Dr. Bob Ryerson, President of Kim Geomatics Corporation introducing to us a new book "Why 'Where' Matters" written together Dr. Stan Aronoff. And the comment made by the former Deputy Prime Minister of Canada that appears on the back cover of the book states: "This book should be read by anyone who wants or needs to understand the sweeping implications for individuals, governments, and business of the modern use of geographically based information."

[www.geoconomy.com/GeoEconomy/About\\_the\\_Book.html](http://www.geoconomy.com/GeoEconomy/About_the_Book.html)

There is more. Andy Hudson-Smith of University College London concluded the first day of the plenary section of the AGI event with an even stronger challenge: let's "stop to use the word Geographic Information Systems". We wonder how the industry will respond to that. But, at the end of the day does it really matter? Let's talk about technology instead, virtual tools, simulations, applications, new ideas, innovations. Perhaps this was the message from Andy and let's translate it into a language that can be understood by all – not just the techies or the professionals.

So winds of change are forecast for the year to come!

In the first issue of GeoUK 2011 (for the first time issued six times a year!) we will look into innovations and technology starting with those mind-brewing factories, the British Universities.

Until then happy reading and best wishes to all for the festive seasons!



## Online risk analysis for underwriters

Astrium launches the TerraSure Services range for the insurance market, delivering easy access to affordable decision support information through a dedicated online portal. The secure web service enables professionals to gain access to flood and subsidence risk rating both at an individual property level and across their whole portfolio. With their reliance on historical information and past experience, insurers are ignoring the impact of a changing climate reshaping our landscape, resulting in new opportunities as well as increasing risks. [www.terra-sure.co.uk](http://www.terra-sure.co.uk)

## A Mission to Reduce Traffic Congestion for all

The Traffic Manifesto launched by TomTom last month, is the public commitment to reduce traffic congestion for everyone. In it they have outlined four key area areas and twenty key action points that they will undertake over the coming years. According to the company's estimates if 10% of drivers use TomTom's HD Traffic™ navigation system the "collective effect" could help to reduce journey times for everyone by up to 5% - also helping to reduce the £8bn lost by the UK national economy each year through traffic congestion! [www.tomtom.com/manifesto](http://www.tomtom.com/manifesto)

## Northgate calls for focus on health inequalities

Tackling health inequalities should be made a key focus of the coalition government's plans for NHS reform if better services are to be delivered for less, commented Northgate Public Services recently. Responding to the NHS white paper Equity and Excellence: Liberating the NHS, Northgate welcomes the government's overall approach, but argues that not enough is being done to tackle inequalities in health. Northgate is urging the government to achieve significant cost savings by ensuring a strategy for tackling health inequalities is fully embedded in the plans for NHS reform.

## NSG to 'Communicate' Olympic Route Network Information

The National Street Gazetteer (NSG) is being used as part of the planning for the Olympic Route Network (ORN) and Paralympic Route Network (PRN). The ORN/PRN is the definitive list of designated transport routes essential to the smooth running of the London 2012 Olympic and Paralympic Games. [www.intelligent-addressing.co.uk](http://www.intelligent-addressing.co.uk)

## New tracking solutions for UK businesses

A new range of products from Ctrack, formerly DigiCore, is part of the company's expansion plan within the UK following the acquisition of Minorplanet's operation earlier this year. According to Ctrack's Managing Director Tom O'Connor the company is committed to create tracking solutions that will help businesses reduce, costs, increase productivity, boost

customer service and protect mobile resources. Ctrack MaXx together with more than 120 individual reports, provides an overview of key areas including speeding, maintenance, emissions and fuel consumption and more. The package also incorporates a CO2 Emissions Reports tool.  
[www.to-arrive.com](http://www.to-arrive.com)

## UKMap supports climate research

Forest Research, the Forestry Commission's research agency, is GB's principal organisation for forestry and tree related research. The agency is tasked with exploring climate change's impact on the UK's urban tree population and its potential effect, a study which will require empirical and published data. UKMap was acquired to

provide the location of trees, adjacent land use and the location and height of surrounding buildings. Mr. Brunt from the Ecology Division commented that FC has many datasets of its own but UKMap provides cost-effective data that are key to the research.  
[www.forestry.gsi.gov.uk](http://www.forestry.gsi.gov.uk)

## Offering skills and knowledge abroad

Three British companies are working together offshore Greenland in waters that could have significant potential resources of oil and gas with the possibility of changing the Country's future economy that currently lies in industries such as fishing. Coastline Surveys Ltd supported Benthic Solutions Ltd to carry out a series of extensive environmental surveys on behalf of Cairn Energy, also a UK based company that drilled a number of exploration wells off the west coast of Greenland this year. Coastline's MD David Hitchcock says that "Working in places like Greenland reflects the



Company's exciting growth into new markets and new regions."  
[www.coastlinesurveys.co.uk](http://www.coastlinesurveys.co.uk)

## Building stronger INSPIRE...

1Spatial, recently acquired with a reverse takeover by IQ Holding investment Group, and other consortium members (RSW Geomatics and Rob Walker Consultancy), has just completed a project for the Joint Research Council (JRC) on Schema Transformation Network Services for INSPIRE. The project involved a review of the current tools and

standards available to the community to achieve schema transformation into INSPIRE compliant data structures. The primary objective was to develop Technical Guidance for the practical implementation of the INSPIRE Implementing Rules for schema transformation.  
[www.1spatial.com](http://www.1spatial.com)

## British Library's 2020 Vision

The vision launched late in September, outlines five key themes that set out the priorities for the British Library: to guarantee access for future generations; to enable access for everyone who wants to do research; to support research communities in key areas for social and economic benefit; to enrich the cultural life of the nation and to lead and collaborate

in growing the world's knowledge base. The Chief Executive of the British Library, said: "...We also aim to significantly increase our digitisation activity and therefore our visibility in the Web environment, through a range of partnerships with private and public providers."  
[www.bl.uk/2020vision](http://www.bl.uk/2020vision)

# THE REVOLUTION IS HERE

## FROM ALIGNED ASSETS

"While other software vendors have cut their prices, we've completely scrapped them."

Dinesh Thanigasalam  
Managing Director

## SOFTWARE BY SUBSCRIPTION

...welcome to the future



[ALIGNED-ASSETS.CO.UK](http://ALIGNED-ASSETS.CO.UK)