

GEOMATICS INDUSTRY UPDATE

MOBILE COMPUTING, SPATIALLY AWARE DEVICES AND NAVIGATION IN 2010?

As this issue contains feature focuses on mobile computing, PNDs and vehicle navigation, it is perhaps useful to review some forecast trends in the mobile industry, as set out by various experts, including mobile mapping pioneers Telmap, among others.

Location based services (LBS) are expected to see increased use of multiple location technologies, such as GPS, Wi-Fi, Cell ID, and A-GPS, offering location awareness to low-end mobile devices, not necessarily equipped with advanced GPS capabilities. This should see entry to the marketplace of new, low-cost mobile devices, potentially resulting in lowering of prices for the current higher-end products.

GPS-enabled device shipments will increase in 2010, and mobile operators will continue to expand their current service offerings to reach a wider mass market, at lower prices. Current users will expect the launch of more innovative services and these will also permeate down to the lower end of the device capability scale, over time. Pricing will remain a key issue. As the geotagging article in this issue illustrates, we already see the rapid rise of location aware functionality and services in the mobile social networking

market, further integrating location into an ever larger number of social communities. The key for the future is to make tagging and sharing georeferenced content as easy as making a phone call.

Something many have dreaded, i.e. location-based advertising, is fast approaching. As soon as the first location-enabled communication devices appeared, retailers began extolling the 'virtues' of advertisements beamed to mobile devices as potential consumers passed by their establishments. How this squares with users' desire to retain some of their privacy remains to be seen, and is a challenge for the mobile operators. This is especially true given the number of complaints organisations such as Google had in 2009 following implementation of their 'viewing' offering, StreetView, now available as an app on virtually all new mobile devices.

Location awareness and LBS at enterprise level have so far been restricted to specific applications in specific industries, e.g. vehicle navigation, routing applications, etc. Will 2010 see the mobile operators and service developers able to move their mass market products and services to enterprise level?

Stock Market Analysis 6 January 2010
closing price in US\$ (unless shown)

COMPANY	Symbol	Value on	Value on	Value on	%Change	%Change
		10 JUN 08	9 DEC 09	6 JAN 10	Δ from	Δ from
3D Systems	TDSC	10.42	11.61	11.63	11.61	0.17
AND International Publishers N.V.	AND:AMS	10.78	7.25	6.90	-35.99	-4.83
Autodesk	ADSK	39.90	23.74	25.28	-36.64	6.49
Aveva Group plc	AVV	1499.00	953.00	1,058.00	-29.42	11.02
BAE Systems	LON:BA	448.50	337.50	368.20	-17.90	9.10
BLOM ASA	BLO.OL	48.50	11.20	13.65	-71.86	21.88
Cognex Corp.	CGNX	26.96	17.34	17.71	-34.31	2.13
Dassault Systèmes	DASTY	64.53	54.80	58.60	-9.19	6.93
Digital Globe Inc. (fm 14 May 09)	DGI:NYSE	21.50	22.89	25.29	17.63	10.48
EADS NV	EAD:OPA	13.71	12.15	13.99	2.04	15.14
FARO Technologies	FARO:NASDAQ	27.92	21.27	20.91	-25.11	-1.69
FUGRO	FUR:AMS	56.24	38.54	42.35	-24.70	9.89
Garmin	GRMN:NASDAQ	46.80	31.33	32.26	-31.07	2.97
GeoEye Inc.	GEOY:NASDAQ	17.33	31.99	29.74	71.61	-7.03
Hexagon (SEK)	HEXAB.ST	109.75	102.00	111.25	1.37	9.07
HP	HPQ:NYSE	47.57	49.95	52.67	10.72	5.45
Image Sensing Sys.	ISNS:NASDAQ	13.50	11.79	12.10	-10.37	2.63
InfoTech Enterprises	INFOTECENT	254.90	285.50	304.90	19.62	6.80
Intermap Technologies Corp.	IMP:TSE	6.06	1.96	2.20	-63.70	12.24
ITT Corp.	ITT:NYSE	62.57	51.00	48.85	-21.93	-4.22
Macdonald Dettwiler Assoc MDA	MDA:TSE	43.00	41.83	41.28	-4.00	-1.31
MiTAC International Corp.	2315:TPE	26.00	15.60	16.20	-37.69	3.85
Nokia Corp. (with Navteq)	NOK:NYSE	25.80	12.58	13.25	-48.64	5.33
NovaTel Wireless, Inc.	NVTL:NASDAQ	11.57	8.10	8.22	-28.95	1.48
Oce N.V.	OCE:AMS	8.93	8.64	8.60	-3.70	-0.46
Oracle, Inc.	ORCL:NASDAQ	22.50	21.95	24.82	10.31	13.08
Pitney Bowes Inc. (w/PBBI)	PBI:NYSE	36.22	22.51	22.02	-39.20	-2.18
Qinetiq	LON:QQ	199.75	163.60	166.20	-16.80	1.59
RF Micro Devices	RFMD:NASDAQ	3.66	5.05	4.89	33.61	-3.17
CSR plc (w/irh SIRF)	CSR:LON	335.00	385.30	434.20	29.61	12.69
Sybase	SY:NYSE	31.85	41.33	43.49	36.55	5.23
Telvent	TLVT:NASDAQ	23.75	35.29	39.04	64.38	10.63
TomTom N.V. (with Tele Atlas)	TOM2:AMS	21.01	6.57	6.90	-67.16	5.02
TopCon Corp. (fm 17 Oct 08)	7732:TYO	542.00	498.00	462.00	-14.76	-7.23
Trimble Navigation	TRMB:NASDAQ	37.34	23.15	25.52	-31.66	10.24

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AWARDS

STAR-APIC customers **Northumbrian Water (NWL)** and **Department of Agriculture and Rural Development, Northern Ireland (DARD)** won prestigious awards for Innovation and Best Practice at the UK's Association of Geographic Information (**AGI**) annual awards event in November. Northumbrian Water were recognized in the **Private Sector** category for their Operational Planning and Management (OPM) application which helps the company deal with the impact of planned and unplanned water supply events. DARD won the **Central Government Award** for the Northern Ireland Countryside Management Scheme (NICMS) administration system. NICMS is a 7-year, £220 million agrienvironment scheme designed to help farmers and landowners and improve the environment. www.star-apic.com

PEOPLE

ERDAS Inc. announced that **Joel Campbell** joined the management team as President in January 2010, reporting to the ERDAS Board of Directors. Campbell is well known and highly regarded throughout the industry, as a featured speaker, lecturer and trainer for many geospatial organizations around the world. He has over 20 years of experience in the geospatial industry, in a variety of senior roles including sales, business development and product management. His previous employers include GeoEye, Definien, EarthData and ESRI, along with operating his own consulting firm. Most recently, Campbell was the Senior Director of Product Management for GeoEye, and during more than a decade with ESRI, held chief leadership and management positions in the U.S. sales operation. www.erdas.com



AWARD

Merrick & Company's geospatial technologies business unit received the project of the year award, presented at the Management Association of Private Photogrammetric Surveyors (**MAPPS**)/ American Society for Photogrammetry and Remote Sensing (ASPRS) specialty conference, held in San Antonio, Texas in mid-November. The firm's "Levee Recertification Using Geospatial Technologies" project received the grand award recognition for its utilization of aerial light detection and ranging (LiDAR) technology and an advanced hydrographic survey. The elevation data generated during the project was in support of the City of Wichita, Kansas' activities and as part of the process of recertifying approximately 100 miles of levees in the flood prone area. www.merrick.com



From left, Robert Burch, PS, CP and chair of the judges panel; Doug Jacoby, CMS, GISP of Merrick & Company; Gary Outlaw, GISP, Vice President, Merrick & Company; John Palatiello, MAPPS Executive Director.

EXPANSION

Infotech Enterprises Limited (IEL) has opened up an office in Kuala Lumpur, Malaysia to address the South East Asian Markets. The new office will meet the needs of Infotech's existing customers and provide a platform for new business development for its UTG (Utilities, Telecommunications and Government) vertical in the South East Asian Region. Infotech has already established a strong presence in the South East Asian market by securing a large multi-year / multi-million Dollar GIS implementation project from TNB. Tenaga Nasional Berhad (TNB) is the largest electricity utility company in Malaysia serving over 7 million customers. Infotech is also implementing another prestigious project for a telecom company in Singapore. www.infotech-enterprises.com

INVESTMENT

Investment company **2SQR Participatiemaatschappij B.V.** has joined **NIBC Capital Partners** in the growth investment in **CycloMedia Technology B.V.** giving these shareholders a majority stake and an equal interest in CycloMedia, providing a solid foundation for future growth. With the investment, CycloMedia again welcomes a professional partner to further support the Company and its management team to support further growth. www.cyclomedia.nl

CONTRACT

Blom CGR, Blom's subsidiary in Italy, has formed a new consortium, **Telaer STA**, with two daughter companies of the Finmeccanica Group, **E-Geos** and **Galileo Avionica**, for the purpose of providing geospatial and airborne geo referenced data and services to the Italian Governmental Agency (AGEA). Telaer STA has now been awarded a EURO 15 million contract for a survey related to the provision of remote sensing services, and any other new and additional services for spatial information, required by AGEA, both to support the mission of the national agriculture as well as the regional forestry in Italy. The duration of the contract is three years. Both Blom and E-Geos have been suppliers of services to the Ministry of Agriculture and AGEA for services in remote sensing in various projects for over twenty years. www.blomasa.com

The Prime Minister of Malaysia, Datuk Seri Mohd Najib Tun Razak launched the new digital infrastructure 1Network using a **Sapura SRH TETRA** hand-held radio. **1Network** was developed by **Sapura**, Sepura's strategic partner in Malaysia. The new digital system can integrate communications, information, resources and assets of various organisations into one unified platform, enabling faster communication links and improving operations. A major critical component of 1Network is the Government Integrated Radio Network (GIRN) - also developed by Sapura - which is the secure nationwide TETRA network currently used by more than ten Malaysian government agencies. To date Sepura has supplied over 30,000 SRH hand-held and SRG mobile TETRA terminals to the GIRN network, making Sepura the principal supplier of TETRA radios to the GIRN. www.sepura.com