



Esri International User Conference | San Diego, CA
Technical Workshops | July 14th 2011

Content Road Ahead

Christophe Charpentier



Christophe_Esri

A low-angle, upward-looking photograph of the Eiffel Tower at night. The tower is illuminated with warm golden lights. A massive display of fireworks is exploding around the tower, with bright green, yellow, and red bursts radiating outwards against the dark night sky. The perspective makes the tower appear to converge towards the top of the frame.

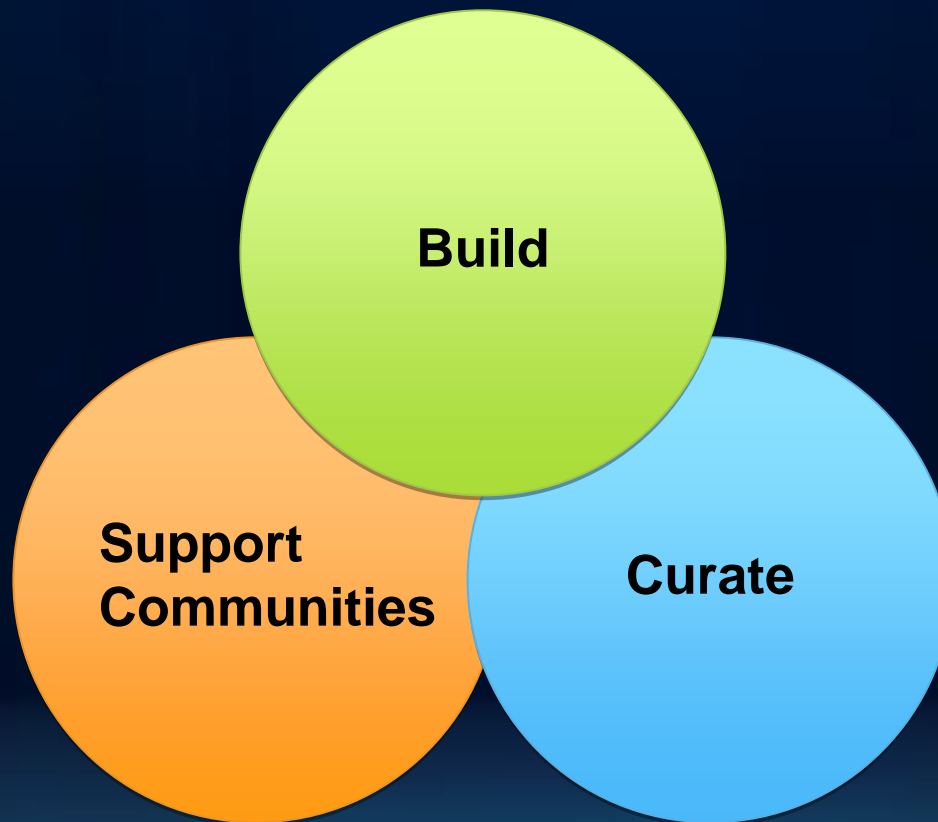
Happy Bastille Day

Content is Key



Content Strategy

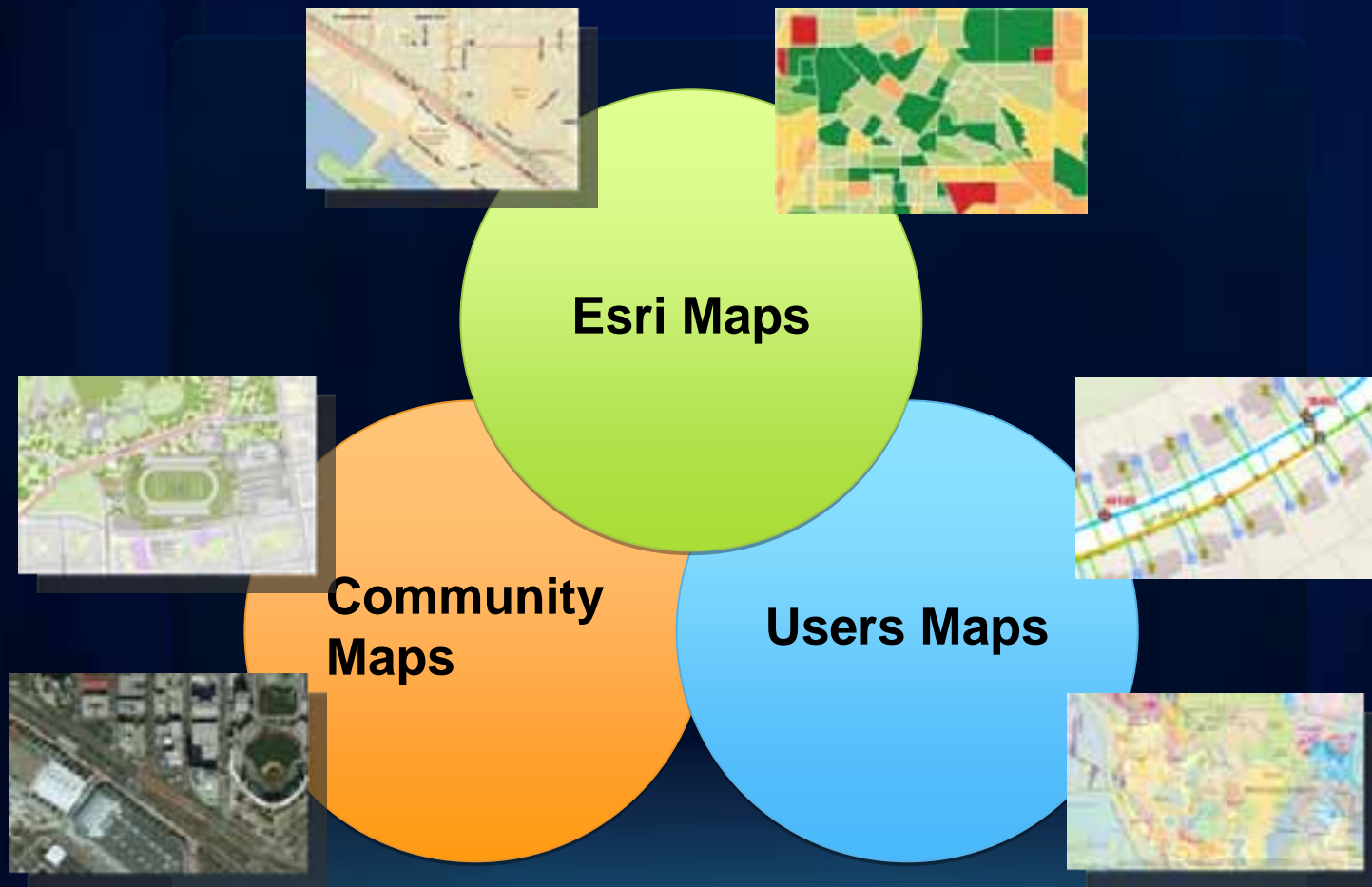
Supports the Effective Implementation of ArcGIS by Users



Ecosystem of Resources

Content Strategy

Supports the Effective Implementation of ArcGIS by Users



Esri Maps





World Imagery

Imagery mosaic built from best available commercial and public sources



Additional coverage

Europe

Canada

Mexico & Central
America



World Imagery

Imagery mosaic built from best available commercial and public sources



**50+ Million Km²
of 1m imagery added
to World Imagery**

**The Community
supports
building
an even greater
imagery map of
the world**

World Street Map Word Topo Map

Street map built from commercial street data and other local sources

- 100+ countries
- Detailed Street Map to 1:4k nationwide
- Populated areas covered down to 1:1k



Esri Tasks



Esri Builds Foundation Resources

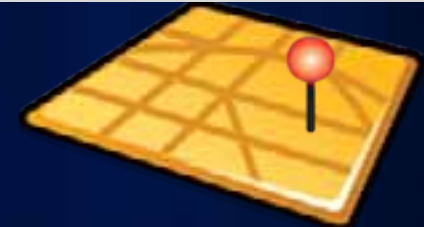


Geocoding

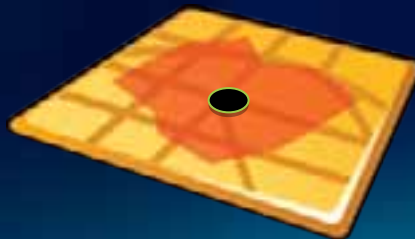


Routing

San Diego Convention Center



Place Finder



Drive Time



Geometry

Global Geocoding Strategy



+50% of World Population

Phase 1 Priorities

North America	Latin America	Europe	Africa	Pacific	Asia
<ul style="list-style-type: none">• USA Canada Mexico	<ul style="list-style-type: none">• Brazil Argentina Colombia Venezuela Chile	<ul style="list-style-type: none">• Western : France, Germany, UK, Italy, Spain, Portugal, Netherlands, Belgium, Luxembourg, Switzerland, Austria, Denmark, Sweden, Finland, Norway, Baltic States• Eastern : Poland, Romania, Russia, Czech Rep, Bulgaria, Hungary, Croatia	<ul style="list-style-type: none">• South Africa	<ul style="list-style-type: none">• Australia• New Zealand	<ul style="list-style-type: none">• Japan• China• India• Korea

Unicode

Batch geocoding

Single line entry

Multi lingual

Online & On premise

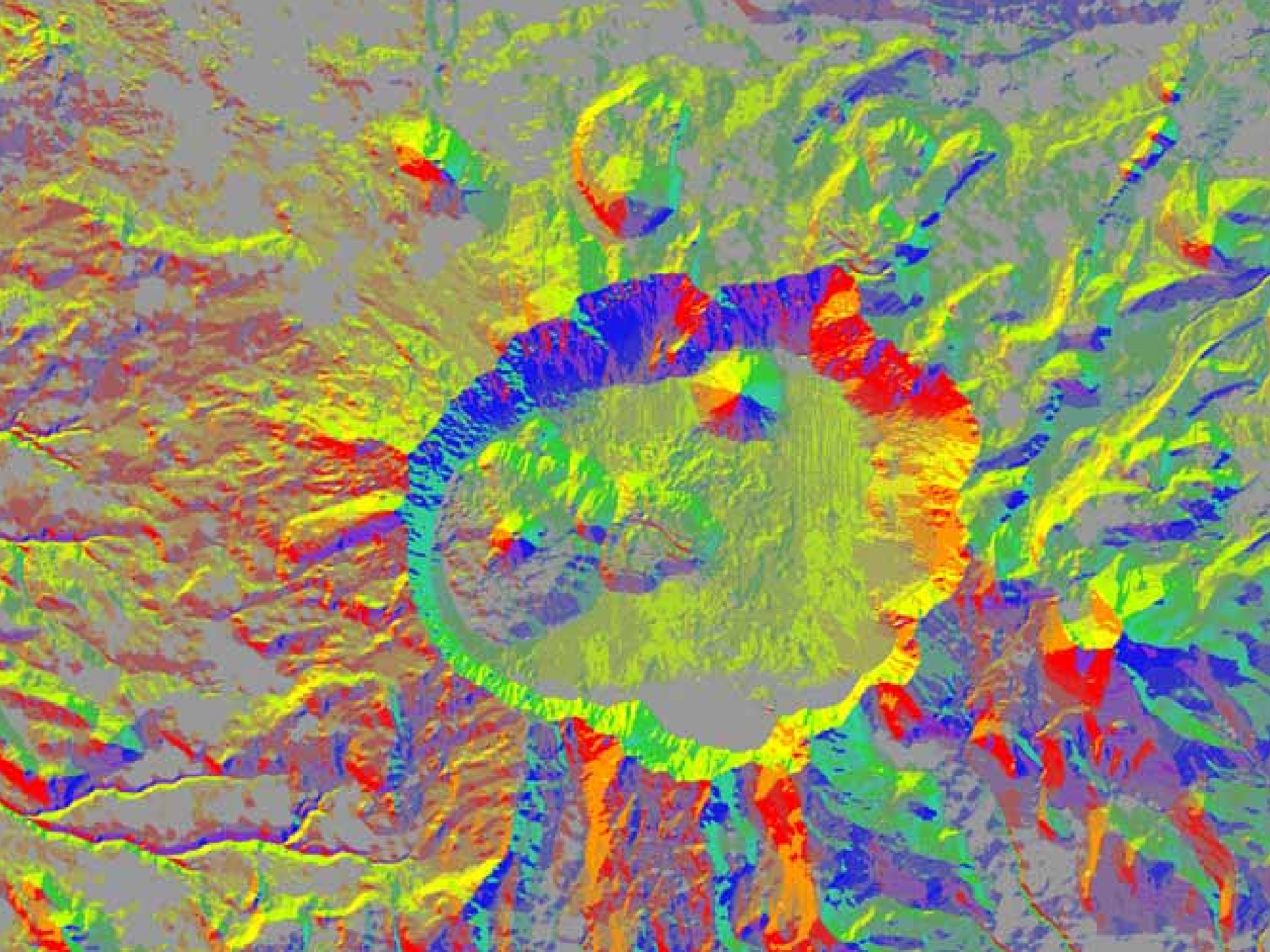


Next²



World Elevation service





Many datasets

Dynamic services

Community Elevation data

Supplemented by

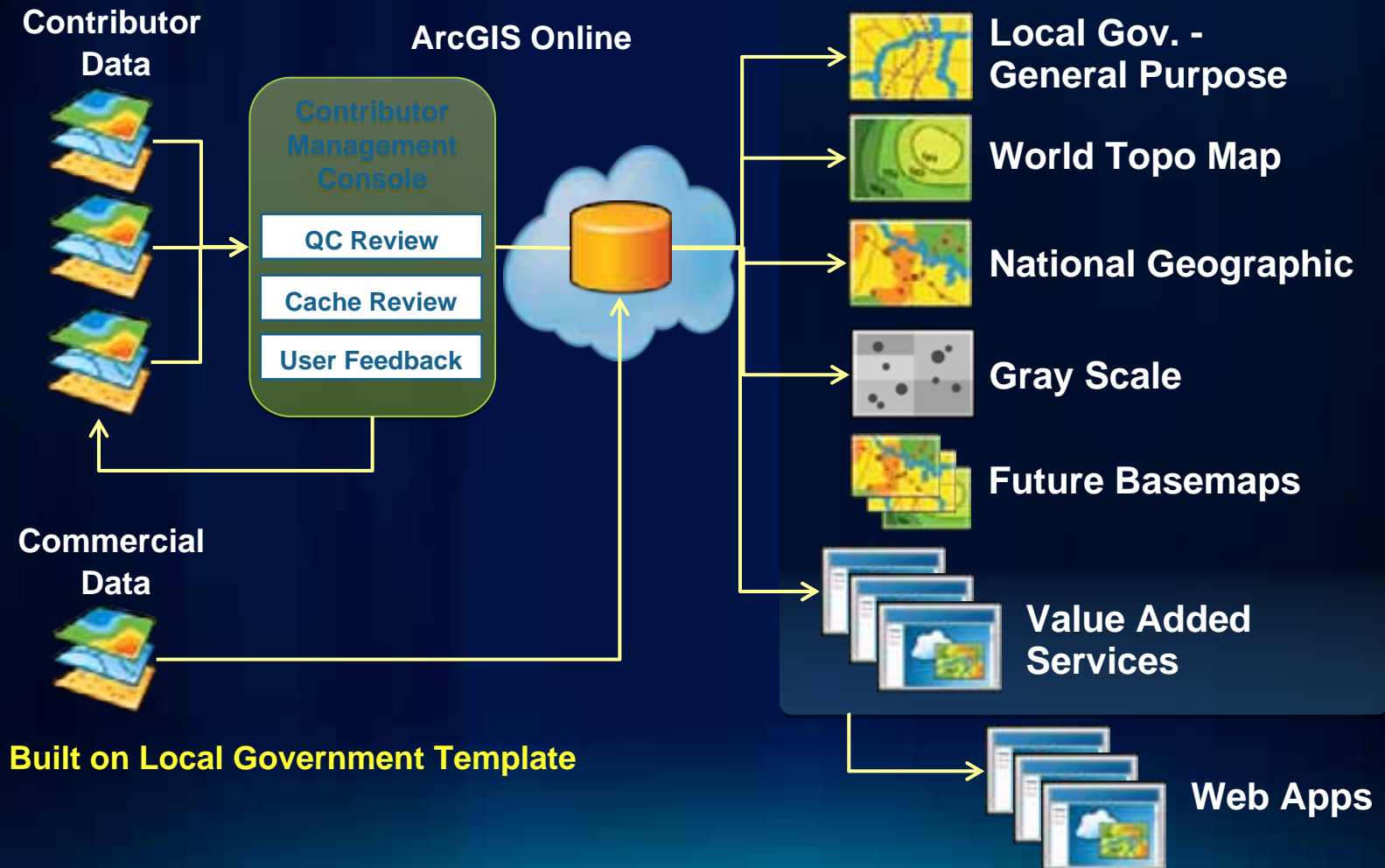
commercial data

Community Maps Program 2.0



Conceptual Overview

A Vector-Based Approach



One database
multiple rendering
Intelligent Map
Users feedback
Contributors maintain



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Thank You !

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