Today’s Agenda

- Overview

- Esri Content Portfolio
  - What’s Available, New, and Coming Soon
  - Imagery and Maps
    - Demo
  - Tasks and Services
    - Demo

- Questions
Content Powers the ArcGIS System

- ArcGIS is a System to Build, Manage, and Analyze Geographic Information

- ArcGIS includes a Rich Set of Ready-to-Use Geographic Content, which is Available to Users of the System
  - Maps, Data, and Tasks designed for use with ArcGIS
Content is Built-In to the ArcGIS System
Simple to Discover and Use in all of your ArcGIS Applications

Access through your Web, Mobile, and Desktop Apps
Content is Published by Esri and Users
Built by and for ArcGIS User Community
Community Maps Program

*Esri initiative to enhance our online content with user contributed data*

- Supports Building Useful and Reliable Maps and Related GIS Services
  - Online content hosted by Esri and available to users

- Assemble Best Available Data from GIS Community
  - Data from global, national and local agencies and other leading providers

- Esri is Compiling Community Maps Geodatabase
  - Global geodatabase with dozens of layers assembled from both community and commercial sources
  - Used to support authoring and publishing maps and related services
Esri Content
A catalog of ready to use Maps, Data, and Tools …

- Maps & Imagery
- Geocoding & Routing
- Tools & Reports

Provides a foundation to support users and partners
Esri Content Portfolio
Content is organized into set of themes, using Esri & Community Data

- Imagery
- Basemaps
- Elevation
- Geocoding
- Location Analysis
- Network Analysis

Esri and Community Map Data
Esri Content Portfolio: Basemaps

- Imagery
- Basemaps
- Elevation
- Geocoding
- Location Analysis
- Network Analysis
- Esri and Community Map Data
Basemaps

Suite of basemaps to support your web maps and applications

- Great Web Maps Start with a Great Basemap
- Variety of Basemaps are Required for Different Maps
  - ArcGIS now includes a diverse set of basemaps
Esri Content Portfolio: Imagery

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Esri and Community Map Data
Imagery

Rich set of imagery services to support visualization and analysis

• **World Imagery Map Service**
  - High-performance basemap for visualization

• **Global Land Survey Landsat Services**
  - Multiple maps presenting different views of earth over time
World Imagery in 2012

Imagery mosaic built from best available commercial and public sources

- Expanding International Coverage at 1m Resolution
  - Adding GeoEye IKONOS Imagery for ~50 million sq. km.
  - Complete Publishing of Initial Imagery Cache this Summer

- Continue to Update USA National Mosaic of 1m or Better
  - Imagery from Federal, State, Local, & Commercial sources

- Ongoing Updates and Expansion of Imagery Planned
  - Continue to improve on coverage, currency, and resolution
LandSat Imagery Services in 2012
Dynamic and time aware imagery services for visualization and analysis

- **Global Land Survey Landsat Services**
  - Multiple maps presenting different views of earth
    - Natural color, false color, vegetation, agriculture, etc.
  - Help to illustrate and understand global change over time
    - LandSat imagery from multi-epochs (e.g. 1975, 1990, 2000)

- **Update with Recent Imagery and Better Image Quality**
  - New Imagery from 2010 added to epochs
  - Image services upgraded to 10.1, improving imagery display
Esri Content Portfolio: Elevation

- Imagery
- Basemaps
- Elevation
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Esri and Community Map Data
Elevation

ArcGIS includes multi-resolution elevation data supporting various services

- **World Elevation Globe Services**
  - Supports high-performance 3D visualization of maps

- **Shaded Relief Background in Esri Basemaps**
  - Used to represent terrain hillshades, contours, and points
  - Supports topo map, terrain map, street map, & oceans map
Elevation in 2012

Elevation data will be used to support publishing new services

• Elevation Image Services
  - Collection of multi-resolution image services to support visualization and analysis

• Elevation Tools
  - Profile, Visibility, and Orthorectification tools for use in apps
  - Pop-up reports with info on elevation, slope, and aspect

• Hydro Basemap
  - New multi-scale basemap representing surface water built using hydro-conditioned elevation database

Value-added services built using best available data
Esri Content Portfolio: Geocoding
Geocoding Services

- ArcGIS Online hosts a set of services with geocoding and geosearch capabilities
- Integrated in ArcGIS products and applications
- Available for use in APIs and SDKs
Geosearch

- Search – Find - Lookup
- Result is not stored for later use
- Requires no fee

Geocoding

- Primary purpose is to store results for use again later
  - In a database
  - In a map
- Requires a subscription
Geocoding is in transition

Two separate systems

Legacy
- http://tasks.arcgisonline.com
- http://premiumtasks.arcgisonline.com

ArcGIS Online
- Geosearch
  - Available now
  - http://geocode.arcgis.com
- Geocoding
  - Part of ArcGIS Online subscriptions
  - Coming soon
Legacy services

- Geocoding in North America and Western Europe
- Worldwide gazetteer
- Will be phased out over the next several years
- Available for use in web and mobile apps
- Built into ArcMap
ArcGIS Online World Geocoding Service

Worldwide in scope
ArcGIS Online World Geocoding Service

Accessible from All ArcGIS clients

Single end points for geosearch, geocode, and reverse geocode

Country locators and gazetteer part of same service

World Geocoding Service

Geosearch

Geocode

Reverse Geocode

Gazetteer

Country Locators

Desktop

Web

Mobile

Geocode

Reverse Geocode

Accessible from All ArcGIS clients
Esri Content Portfolio: Network Analysis

- Imagery
- Basemaps
- Elevation
- Geocoding
- Location Analysis
- Network Analysis
Network Analysis Services - current
Tools to solve common transportation problems

- **Routing Services**
  - Available for North America & Europe
  - Multi-point routing, optimized routes, and barriers
  - Driving directions in multiple languages
  - Available for ArcGIS Desktop, Web, and Mobile
Global Network Analysis Services in 2012
Expanding our current offering with new network analysis capabilities

- Routing
- Service Area (drive time)
- Closest Facility
- Vehicle Routing Problem (VRP)
- Historic and live traffic (where available)
Esri Content Portfolio: Location Analysis

- Imagery
- Basemaps
- Elevation
- Geocoding
- Location Analysis
- Network Analysis

Esri and Community Map Data
Location Analysis Content - current

ArcGIS includes a variety of demographic maps focused on specific themes

- USA Demographic Maps
  - Maps with essential variables of recent Esri data
  - Supports display as thematic maps and popup reports
Location Analysis Content in 2012

Introducing New Location Analysis content for use in ArcGIS Platform

- Services Currently Available for our Business Solutions
- Integrating Essential Services into the ArcGIS Platform
  - Used to Support Mapping, Geo-Enrichment, Reporting
  - Boundary Services
  - Business Listing Services
  - Updated demographic services
- Working toward a global solution
Services On-Premise

Data Appliance for ArcGIS
Same services as online
Next Release: Fall 2012

Geocoding Appliance for ArcGIS
Worldwide geocoding
Late 2012/early 2013
Additional Resources

Learn more while you are at the UC

• Related Tech Workshops
  - What’s New in Community Maps
    - Thu @ 8:30am in 04
  - ArcGIS Online: An Introduction
    - Thu @ 8:30am in Ballroom 06 F
  - ArcGIS Online for Organizations
    - Thu @ 10:15am in Ballroom 06 F
  - Creating Web Maps: Tips and Tricks
    - Thu @ 1:30pm in 15 B
  - Map Makeovers for Online Maps
    - Thu @ 3:15pm in 05 A/B

• Visit us at Online GIS and Content GIS Islands
  - Talk with Online and Content Dev Teams at the Island
Thank you for attending
Have fun at UC2012
Open for Questions

Please fill out the evaluation:

www.esri.com/ucsessionssurveys

First Offering ID:  435 (Wed)
Second Offering ID:  914 (Thurs)