

# Smart Mapping

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GIS CONFERENCE



# Smart Mapping

Enable people to make brilliant maps **quickly** and with **confidence**.

**Simplify** the map authoring experience.

**Data driven workflows** = the right choices at the right time.

Bake the **expertise** into the tools.



# Smart Mapping

How much of the map making process **can we automate**? How much about your data can we infer at author-time?

Offload work to machine, e.g., **Automatic visible range, setting handles, harmonize colors with basemaps**

New types of maps = New kinds of stories



# The era

of the dumb default is ending



“

If we've done our job well,  
people won't even notice  
what we're doing;

The map will just look right.

20<sup>th</sup> century cartography

Rules for a single scale

21<sup>st</sup> century mapping

Self-governing maps that look good  
across a range of scales



“

The marriage of data-driven defaults +  
scale aware styling = new and very  
powerful type of cartography

**Demo!**





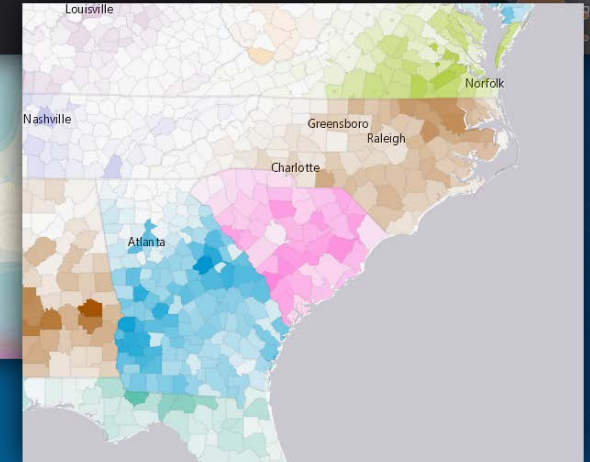
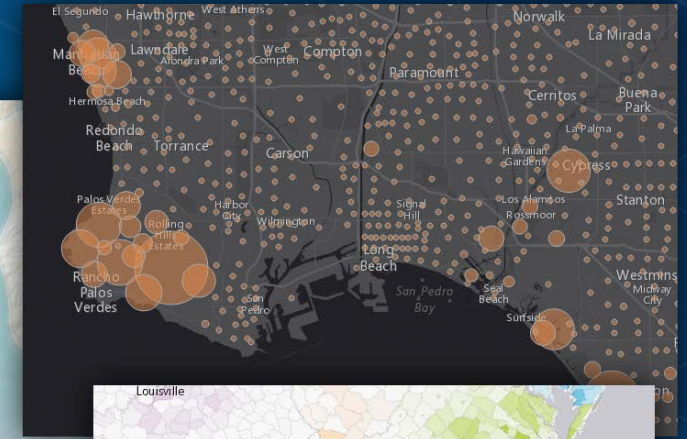
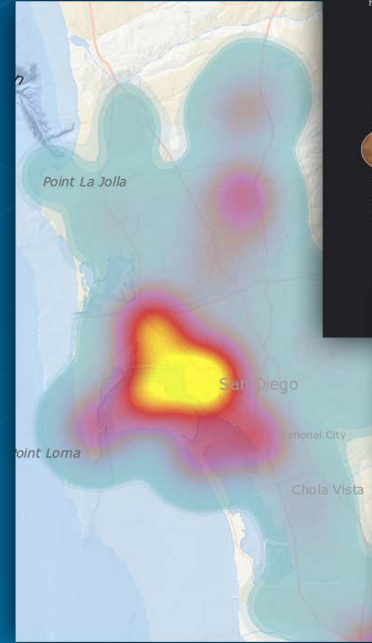
# Smart Mapping

Data-Driven Workflows

Intelligent Defaults

Simplify map authoring experience

Let the tools work for you





Thank you

Please remember to fill out a survey