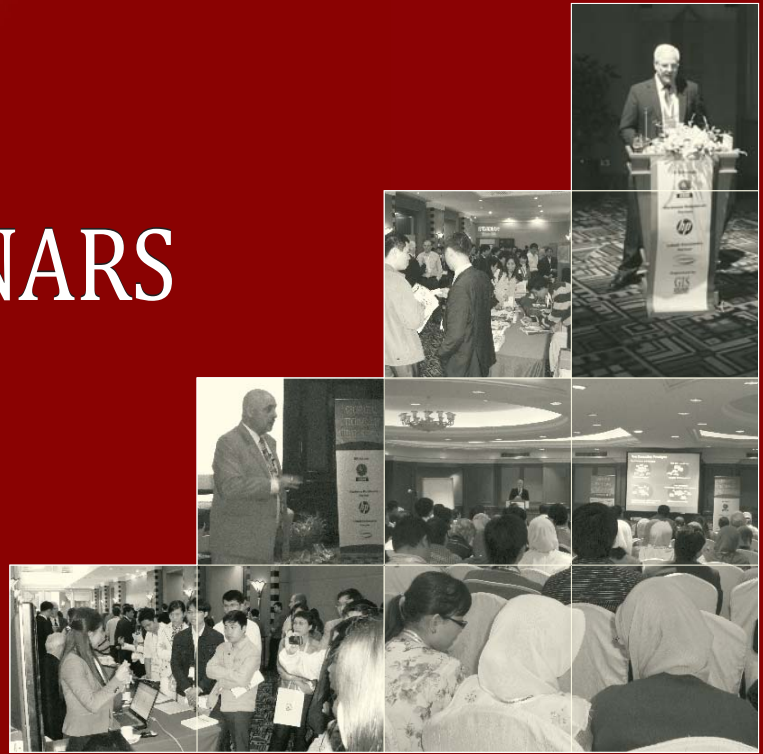


# GEOSPATIAL TECHNOLOGY UPDATE SEMINARS



■ INDONESIA ■ THAILAND ■ VIETNAM ■ PHILLIPPINES ■ MALAYSIA ■



2010

ORGANISED BY

**GIS**  
DEVELOPMENT



The Geospatial industry has been witnessing a great degree of advancement in the last couple of years and it continues to grow in terms of technology development, product management and its utility and integration with mainstream of information technology. Today, geospatial information and solutions finds its utility in almost every walk of life at individual, departmental and enterprise level. It is becoming very difficult for the users to keep pace with technology developments and hence they end up making investments in obsolete and inappropriate technologies which in turn limits its utilization in their organizations. This becomes a big bottleneck in the expansion of the geospatial market and outreach as many users are not able to realize the expected returns on their investment due to lack of knowledge and awareness.

Most of the economies in the South East Asia region have been showing promising results in the utilisation of geospatial technologies. Still, a lot remains to be done. Having missed the first phase of technology infusion especially in the field of survey and mapping, the region offers a great environment and offers the promise to provide the second mover advantage and keep up with the latest technology implementation in their nation building strategies.

Understanding this situation, GIS Development developed and designed a series of promotional events in selected countries of South East Asia region, which aimed at providing technology updates to large number of existing and potential users in the respective countries. This event was branded as 'Geospatial Technology Update Seminars'.

The first edition of these seminars were organised in Jakarta (Indonesia), Bangkok (Thailand), Hanoi (Vietnam), Manila (Philippines) and Kuala Lumpur (Malaysia). The world's leading GIS company, ESRI joined these seminars as the GIS Partner along with Hewlett-Packard as the Hardware Peripherals Partner in all the five countries. AAMHatch partnered as the LiDAR/Pictometry Partner in Jakarta, Hanoi and Kuala Lumpur.

The three partners had the following agenda for the seminar:



Parallel to GTUS, with its main objectives of providing updates on technology developments in geospatial industry, ESRI, represented by Mr. Mark Cygan, the Industry Manager for Map Chart and Data Production Team, chose to talk more about the technology provided by the company, than the products itself. With presentation entitled "Mapping Organizations' Challenges and Solutions", Mr. Cygan managed to keep audiences captivated for one and a half hour, addressing the key issues faced by the customers and the updated workflow solutions, and not forgetting with the help of some interesting videos. Mr. Cygan ended his presentation with related case studies and the Return on Investment (ROI) chart. ESRI has continued to listen to their customers' needs and has come up with several updates in their technology as a solution. The presentation successfully intrigued the audiences' interests, as ESRI booth at the Technology Demonstration Area was crowded by the participants who wanted to know more about their technology during tea breaks.



Despite early skeptics questioning how they can relate to the geospatial technology, HP came out on top proving printing technology is a crucial part in geospatial services. Starting their presentation with a fact "Graphics represent 85% of the total \$781B in page value", they went on to demonstrate how customers can improve their business outcome by having an in-house large format printing solutions. The presentation includes some case studies of HP involvement in geospatial projects around the world in sectors such as disaster response, demographic analysis and infrastructure planning. Audiences were also privileged to see live demonstration of HP recently-launched Designjet T1200 printer during the presentation. HP's presence in GTUS was considered as an eye-opener to most of the participants as printing technology was always taken for granted in the geospatial environment.



AAMHatch did justice to their role as LiDAR/Pictometry Partner with comprehensive presentation on both technologies. Mr. David Jonas, Business Development Manager – Asia, started his presentation with simple theory of LiDAR including the advantages and disadvantages, followed by some live data demonstration and case studies. However, Pictometry is the one that captured the audiences' interests. Being dubbed as "New Age Imagery", Pictometry is useful in various geospatial applications including asset management, emergency services, 3D modeling and many others. Mr. Jonas then demonstrated live Pictometry data with near 360 degree view, which most importantly is geometrically-correct. As the technology is still underway in Asia, participants are eager to see what Pictometry can offer in their respective applications.

The initiative was well accepted and associated in all the countries.  
The highlight of each of the seminar was:

## 26 January 2010, Jakarta, Indonesia



One of the first kinds of initiative for the South East Asia region "The Geospatial Technology Update Seminar" kick started in Jakarta, Indonesia on 26th January 2010. The number of attendees doubled than the expected on the day, was an indication of the willingness to update themselves with what was in offering in future for the country from the various technology providers. There were a total of 162 attendees from the various national and local end user agencies of Indonesia. The National Mapping Agency of Indonesia "Bakosurtanal" and Indonesia Land Agency "BPN" were the government partners for the Indonesian leg and were very instrumental in mobilizing people to participate. The seminar was inaugurated by the Guest of Honour, Drs. Sukendra Martha, Primary Secretary, BAKOSURTANAL and he addressed with brief overview of geospatial history in Indonesia, dated back in the eighties. Believing geospatial still has a lot more to serve to the society, he demanded the community to keep pace not only with the technology, but also in producing the professionals and quality for the anticipated growth in the sector. The keynote address was delivered by Ir. Bebas Purnawan, Head, Centre Network System and Spatial Data Standardization. He presented the current SDI status in Indonesia. His presentations included the role of Bakosurtanal as the nodal agency in coordinating SDI activities in the country, the technologies being used in the organization and also the roadmap of what's next in their plan.

Dr. M K Munshi, Dean, GIS Institute, joined the Seminar as a Guest Speaker and he covered the topic on fundamentals of Photogrammetry and Data Acquisition through Aerial and Satellite. He updated about the various Aerial Cameras available in the market. He brought out the processes involved in handling a project right from the planning phase to the execution. He concluded on a note that "Key is that one should have a well rounded understanding of the technology options available so that he/she can make an informed decision keeping long term perspectives in view".

## 29 January 2010, Bangkok, Thailand



Bangkok, Thailand was the host of the second leg of the Geospatial technology Update Seminar. GISTDA was the Government Partner and ESRI and HP joined as the Industry Partners. The seminar was inaugurated by the Guest of Honour, Dr. Somchet Thinaphong, Chairman of GISTDA Executive Board. He addressed the audience about the activities of GISTDA like space-based thematic mapping in the areas of disaster and risk reduction, natural resources and environment management. GISTDA has also joined related government agencies, in developing the use of satellite data for the mutual interests of the country.

Dr M K Munshi continued with the same presentation as in Jakarta, adding the LiDAR and Pictometry technology in his presentation.

## 02 February 2010, Hanoi, Vietnam



Hanoi, Vietnam was the third host and the first ever GIS Development event in Vietnam and marked the first collaboration with DOSMVN. They have been very supportive since the beginning, and managed to invite the Vice Minister of Natural Resources and Environment to open the seminar. Mr. Nguyen Thai Lai expressed his delight in seeing the 147 turn-ups are not only from MONRE but also from other ministries and private sectors in Vietnam. Carrying on the momentum is Mr. Nguyen Tuan Hung, Director General of DOSMVN, delivering his keynote address on the status of geospatial implementation in Vietnam. Although the Government of Vietnam has recognized and identified the need for a consistent Spatial Data Infrastructures (SDI), they are also aware of the challenges they need to face. With the approval of Vietnam Survey and Mapping Development Strategy to the year 2020, DOSMVN is on a mission to create the national spatial data infrastructures and completing the geographical databases within period 2011-2015. He agreed that such gatherings as GTUS will help in paving their way towards this mission.

## 05 February 2010, Manila, Philippines



Manila, Philippines was the fourth host and received an overwhelming response not only from the government sector but also from academia and private sectors as this is the first such initiative in country besides the existing ESRI Philippines User Conference. It had a participation of 220 people from various industry including natural resources, forestry, irrigation, oil exploration, power segment, service providers, universities and other end user agencies. NAMRIA was the Government Partner and ESRI and HP were the Industry Partners. Under Secretary Mr. Diony A. Ventura, Administrator of NAMRIA was the Guest of Honour and he addressed the audience by saying that the Geospatial Information and Solutions in Philippines is changing rapidly as it is produced and maintained by different custodians. NAMRIA is playing a very vital role in using and integrating them with the mainstream of information technology. NAMRIA's mission is to employ the most advanced technologies to support sustainable growth and development. NAMRIA has undertaken the Inter-Agency Task Force on Geographic Information (IATFGI) which led to the establishment of NSDI while PRS92 have been initiated to have a homogenous national network of geodetic control points.

Prof A R Dasgupta, Honorary Managing Editor, GIS Development joined the seminar as a Guest Speaker and he covered the topic on Primary Geospatial Data Acquisition Systems. He spoke about the various Remote Sensing systems, Global Navigation Satellite Systems (Global and Regional) and the Modern Land Survey Systems

## 09 February 2010, Kuala Lumpur, Malaysia



JUPEM has always been a supportive partner to all GIS Development initiatives, and GTUS is no exception. In front of 167 delegates, Mr. Ahmad Fauzi Nordin, the Deputy Director General of Survey and Mapping, opened the seminar with his Guest Address. In his speech, he shared about the current technologies being utilized in JUPEM, and their utmost mission to become a wireless and digital organization. Mr. Aziz

Yusoff, Senior Director of Research, Development and Commercialization, ATSB, caught the audiences' attention by starting his keynote presentation with a video of RazakSAT launching. The first world remote sensing satellite launched into Near Equatorial Orbit (NEqO) is one of the many technology inventions in ATSB corresponding with their motto "Imagine, Inspire and Innovate". He also shared some of the challenges faced in commercializing geospatial technologies in Malaysia from his point of view.

### CONCLUSION

All the Government partners in each of the host countries were very keen to have the second edition of the seminar with more industry partners being organized in the respective countries again. This being a very successful initiative has definitely brought the Thought Leaders together and hence given a direction to the National Mapping Agencies in the respective countries.