Bing Maps & Public Private Partnerships

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Under the hood of Bing Maps!

Routing

Geocoding/Reverse/Batch

API's

NAVTEQ

Reporting
Global Ortho Project

- Largest aerial mapping project in history
- An unbroken image of contiguous U.S. and Western Europe
- 30 cm/1 FT resolution images
- Unique to Bing Maps
Web Mapping Services (WMS)

- WMS can be used with the Bing Maps AJAX, WPF, and Silverlight controls.
- Bing Maps Road and Aerial imagery available as a WMS service via Bing Maps Partners
Case Study: JRC & Bing Maps

- JRC uses Satellite imagery to measure plots of agricultural land. Measurements used to determine funding for farmers.
- The higher resolution aerial imagery in Bing Maps allows for more accurate measurements. It also provides a better view of the land making it easy to see if it is suitable for farming.
- JRC tested the accuracy of Bing Maps independently and found that it surpassed their requirements.
- Visual tests have found that little to no clouds appear in the imagery over Ireland.
Q & A

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