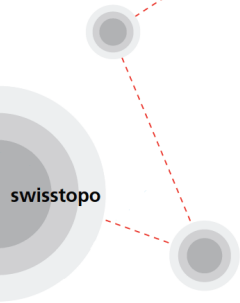




Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

wissen wohin  
savoir où  
sapere dove  
knowing where



## swisstopo: National Geoinformation Centre of Switzerland

### Karsten Pippig

- Project coordinator /  
Cartography Division

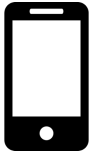
### Next Generation Map

- Gearing official maps to the  
needs of a mobile society
- Adaptations to new technologies





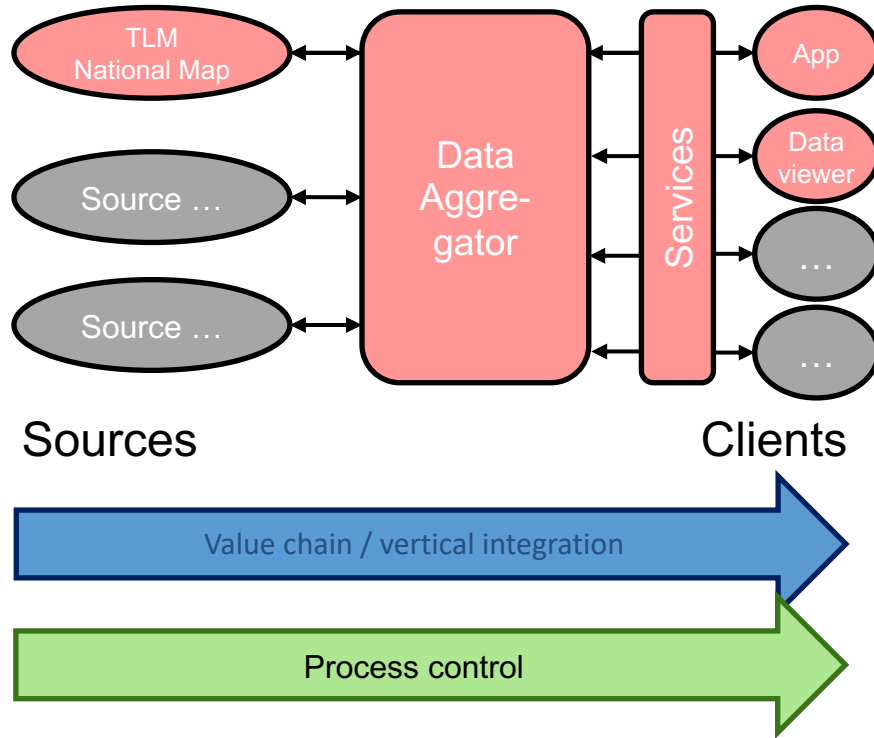
# Map Usage is Changing



- **Map usage primarily in a mobile context**
- **Changed user needs:**
  - Need for real time information
  - Need for information beyond what swisstopo can provide itself
  - Map from static information medium to interface for further information / enable map elements for user interaction
- **Technology:**
  - Mobile devices enable interaction between humans, systems and user context



# From Data to Knowledge Process



- **From data-driven to user-driven perspective (What is useful prevails)**  
→ Changing the role of cartography from map provider to data aggregator
- Wide range of data is available and free of use (official data increasingly available as OGD, open data such as OSM worldwide)
- Data can be efficiently harvested with modern technologies and linked
- Ability to connect information, collaboration as a key factor (building your own ecosystem)