Disruptive Business Models of Geospatial Content

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Today’s Agenda:
- Introduction CycloMedia Technology
- Disruptive Business Models
- Future Disruptive Business Models
CYCLOMEDIA STRATEGY & VISION

- Charting the public external world
- Street level imagery and other imagery
- Our street level imagery: Accurate, Complete, Recent
- Content-as-a-Service
- Integrated access or Web-based viewer
- B2B Focus: Government or Corporate
- Strong use case focus
• Start research “FRANK” system at Delft University of Technology

• Development of prototype fisheye cameras and recording vehicles

• Start experiments with Dutch Cadaster, cities of Amsterdam and Rotterdam

• 7th generation digital recording system (record while driving)

• Automated traffic sign detection from Cycloramas

• Nationwide coverage of the Netherlands

•Mass roll-out of Globe-Spotter® web based viewer (CaaS)

• 9th generation digital Recording system: DCR9

• 3D point cloud & textured mesh processing development

• First Cyclorama capturing in the U.S.

• Addition of nationwide oblique imagery with fully functional integration in Globe-Spotter®

• First Cyclorama capturing in Nordics, Germany and other Europe

• 10th generation of digital recording system prototype

• 10th Generation digital Recording system: DCR10

• A shift of imagery database to Microsoft Azure Cloud

• Introduction of Netherlands Oblique nationwide

• Launch of BAGSmart service (automated change detection)
Charting the public world

- Cyclorama
- Luchtfoto NL (Aerial)
- Nederland Obliek (Oblique)
HD-CYCLORAMA

- Street level image of the complete public space
- 360° spherical panoramic image
- High resolution
- Position accuracy
HISTORICAL DATA

• View historical situations
NEDERLAND OBLIEK

- Recent: 2015; Capturing 2016
- High resolution
- Nationwide
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- Recent: 2015; Capturing 2016
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- Nationwide
MEASURING

- Height
- Area
- Volume

10.79 m

43 m²

925 m³
OUR BUSINESS PRINCIPLES

- Make Once – Sell Many
- Content Ownership
- Content-as-a-Service
- Business Development
- Continuous Innovation

Multiple Use Cases:
- Tax Assessment
- Asset Management
- Safety & Security
- Mapping
OUR BUSINESS PRINCIPLES

Corporate Markets:
- Utilities
- Construction
- Insurance

New Corporate Markets:
- Solar
- Telecom
- Real Estate
- Mail & Logistics
FUTURE DISRUPTIVE GEOSPATIAL BUSINESS MODELS
MEGATRENDS
- Urbanisation → Smart Cities
- Mobility / Autonomous Driving
- Geo Consumerization and demand for accuracy

TECHNOLOGY TRENDS
- More & more powerful sensors
- Internet of Things
- Cloud Technology & Big Data

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GEOSPATIAL OPPORTUNITIES
- Integrating Data & Imagery
- 3D Visualization
- Automated Object & Change detection

DISRUPTIVE BUSINESS MODELS
- Databases of Geo assets
- User Generated Content
- Hybrid Business Models

FUTURE DISRUPTIVE GEOSPATIAL BUSINESS MODELS
THE ROAD: GEO ASSETS

- Traffic Signs
- Public Lighting
- Road Markings
NEW DISRUPTIVE BUSINESS MODELS

Content Collaboration

Service to process and host customer imagery

• Content collaboration provides the professional customer with the capability to process and host own imagery
• It leverages CycloMedia’s capabilities and infrastructure for processing and hosting of large volumes of imagery
• Enhances positioning accuracy of customer imagery based on CycloMedia’s base imagery and positioning improvement algorithms
• Joint creation of hybrid imagery that provides more recent imagery as well as dynamic updates for Information Products
• Started first customer discussions based on developing market needs and offering current Content Collaboration within GlobeSpotter®. Multiple pilots in H2 2016

Geometric Framework

Positioning-as-a-Service based on geometric framework

• Service to provide accurate on demand positioning data by matching user’s own imagery with CycloMedia’s base imagery and positioning improvement algorithms
• Enhances accuracy in customer’s own imagery creation as well as of on site inspection and inventory work processes
• Will support traditional surveying as well as multiple new use cases
• Opportunity to develop into important technology component to support emerging augmented reality use cases in professional (and consumer) applications
• First feasibility R&D work ongoing
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DISRUPTIVE BUSINESS MODELS FOR GEOSPATIAL CONTENT