

FUTURE OF CITY DESIGN

RESHAPING CITY DEVELOPMENT WITH DIGITAL TECHNOLOGIES



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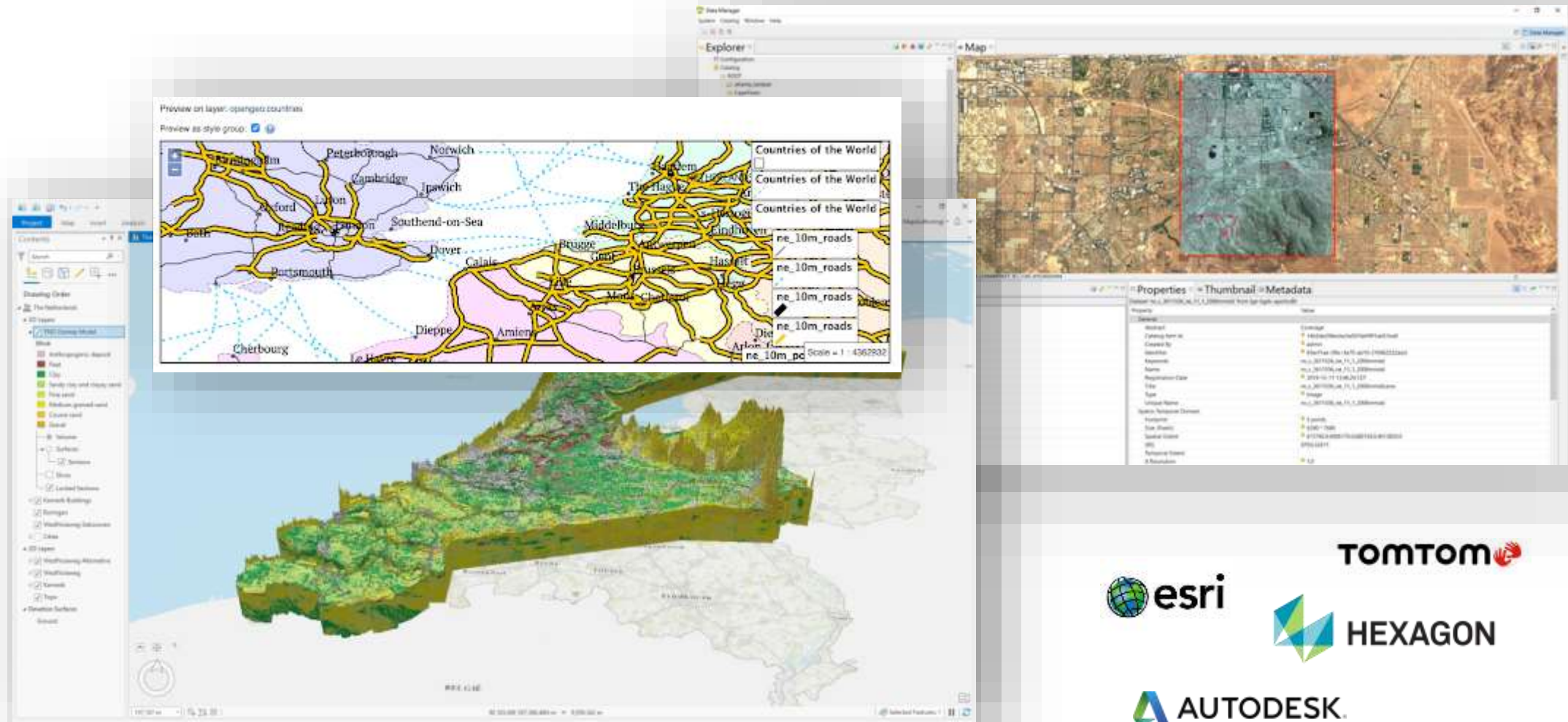
European Umbrella Organization
for Geographic Information

Creation of geospatial information

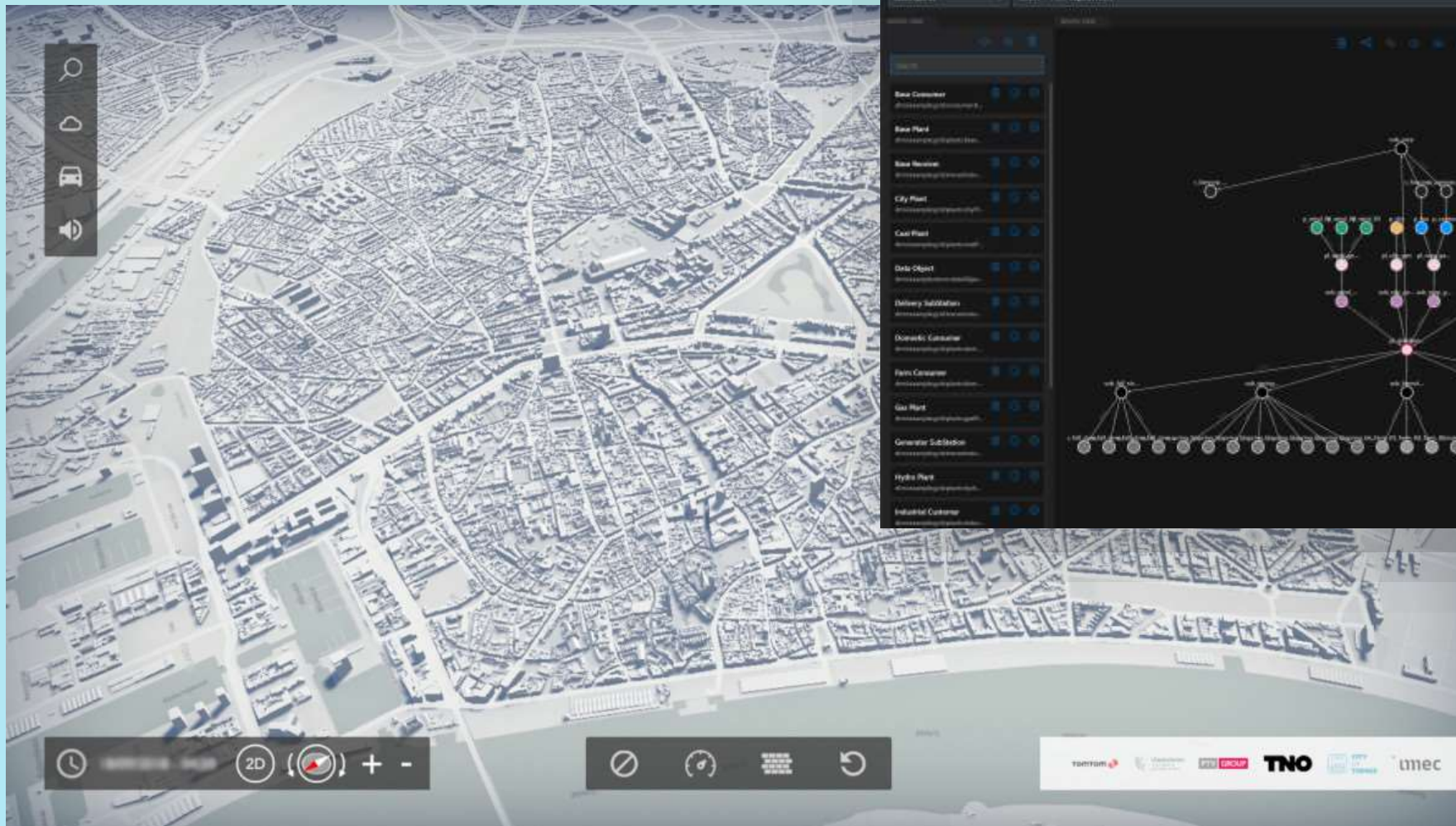


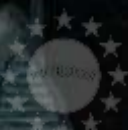
MERCATOR, THE GERMAN GEOGRAPHER.

Digitization of geospatial information



Revolutionization of geospatial information





The battle for the AR Cloud



Complex but diverse tech stack required



Azure Digital Twins

+



Azure IoT Hub

+



Azure Maps

+



Azure Spatial Anchors

+



Mixed Reality (HoloLens)

Wayfinding PoC



- Augmented Reality to support a better customer experience
- built on Azure Spatial Anchors
- demonstrate persistence of virtual objects





Hype or reality?



[🔗 US Army awards Microsoft **USD21.9 billion** IVAS contract](#)



Thank you.



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