

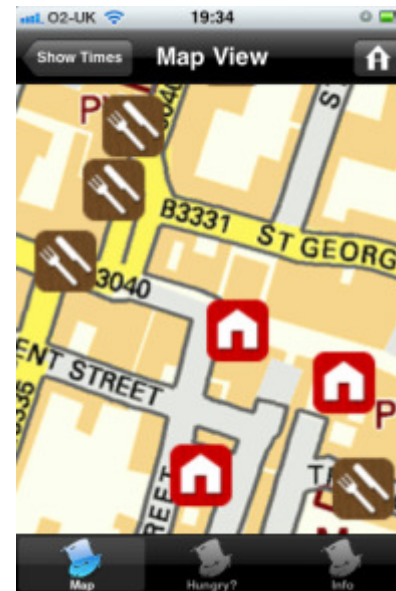
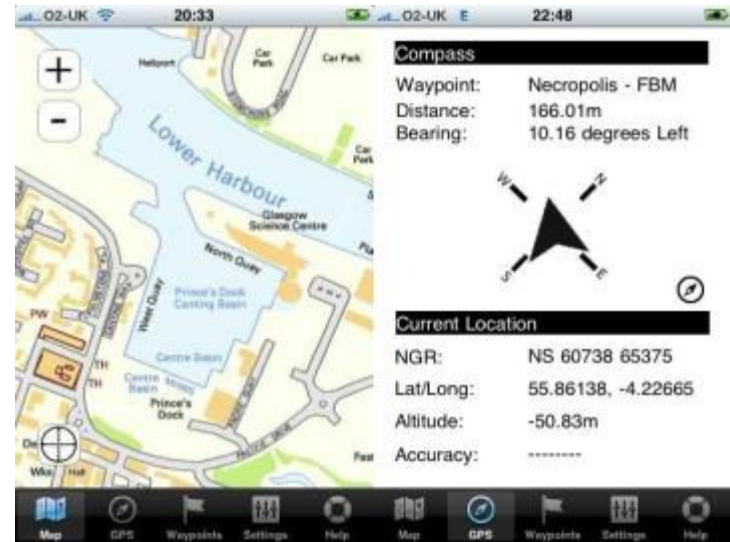


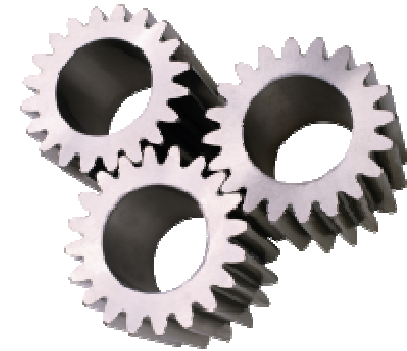
Ordnance Survey in Wonderland

Layla Gordon
Research Scientist

21st of November 2011

Which apps use our maps?





No easy way to embed OS Maps in iOS and Android Apps





Google maps currently very
iOS and Android

Easy to embed, built-in to base SDK's

iOS MapKit very easy to create/configure map
object



OS vs. Google maps

More detail in OS Maps

Building footprints, contours add more context

Closer user experience to real life

Accuracy and quality



HTML 5 (demo)

Web apps support for non
Objective-C developers

Cross platform

Uses simple Java script

Not so good at access to
device resources





OS **OpenSpace**  BETA



iOS Native (demo)

‘Hello World’ app, native Objective-C

OS MapKit API for iOS

- Easy to use

Very similar to Built-in MapKit for user familiarity

- Homebrew approach

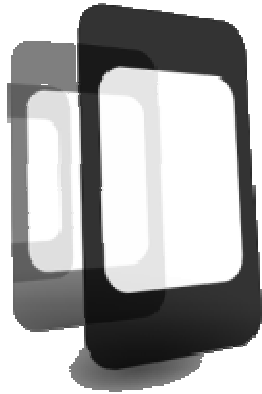
Create/configure Map Object

- GPS functionality
- Grid conversion libraries

Powered by OS Openspace

PhoneGap (WIP)

HTML 5 Framework



Phone**Gap**

Creates a native app with embedded web browser containing the HTML 5 app

Can sell on iTunes App store

Java script libraries to allow access to more device features

Half way house between Native and Web app, cross platform

Future

More features on OS MapKit API (overlays, annotation)



Other platforms (Windows Mobile)?

Other smart devices (Kindle, flexible display)?

Internal apps iSurveyor, change intelligence via crowd-source, OSL

OS Net Integration, DGPS for ≤ 1 meter GPS Accuracy?



Mobile Strategy (commercial Vs. home user)