

R.I.T. College of Science
Chester F. Carlson
Center for **IMAGING** SCIENCE
Seminar Series

Google Earth on your Cellphone: Imaging Science Applications in Modern Cartography

Don Cooke
*Information Scientist
Teleatlas*



4pm, Wed., Nov. 8
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Auditorium of the Center for Imaging Science

Tele Atlas is one of the two global suppliers of those digital street maps you see on internet sites such as Mapquest or Google Earth, and on personal-navigation, in-vehicle, and cell-phone mapping displays. All of these consumer mapping systems will soon adopt 3D virtual-reality displays. This marketplace trend will require innovative image processing both to create and update the virtual 3D world and to deliver images to consumers as needed, and with constraints of limited bandwidth. This presentation outlines the "lay of the (virtual) land" from the point of view of a digital street mapping company anticipating an imminent revolution in consumer mapping and navigation.

www.cis.rit.edu/seminar
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Speaker Bio

Donald Cooke was a member of the 1967 Census Bureau team which developed the DIME method of street map encoding. In 1980 he founded Geographic Data Technology, now part of Tele Atlas. Don currently works on R&D and sales support and leads the Tele Atlas' school outreach program. He served on the NAS Mapping Science Committee in the late 1980s. His publications include ESRI Press' 2005 "Fun with GPS". Don is a graduate of Yale and studied Civil Engineering Systems at MIT.