

Presentation 1.0

How Did I Get Here?

OOW

+

Information Anxiety (living in NYC)

+

'Winking Jesus'

+

Leverage new applications of existing technology
(with significant r&d)

+

Experiment

+

Iterate

+

Fail

+

Iterate

+

Succeed (technically)

=

Non-tactile Demo



Panamap (ne Dynamap)

Playful

Novel

Award-winning (6x)

Useful

Profitable

Welcome to the Geospatial

Same data, different day*

*Sort of

How Do You Like Your Data Served?



The New Era of Geodata

Everything that can be located, will be

Non-standardized

Heuristically-based

Temporal

Data as an attribute

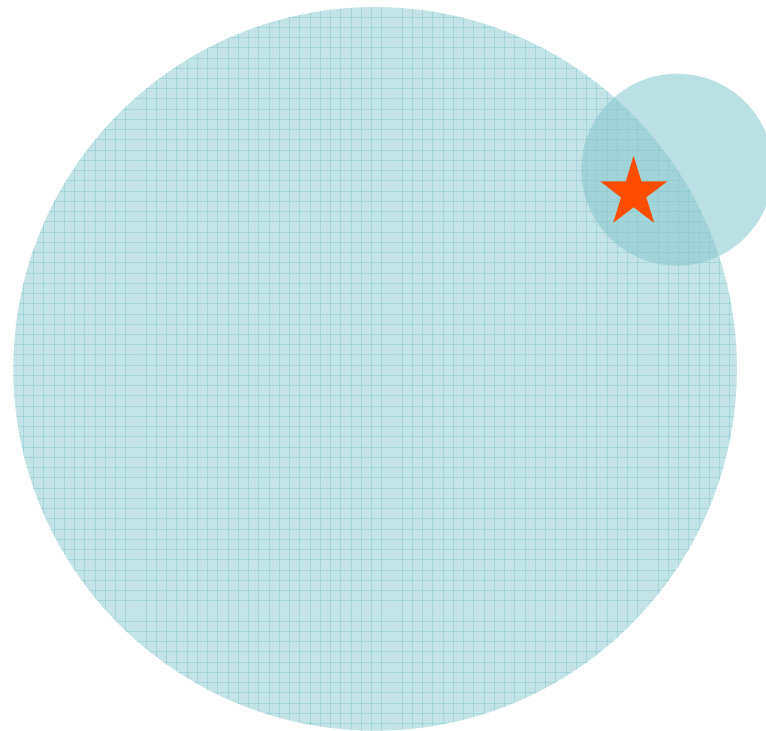
User-generated/collaborative/decentralized

Beyond open source

Context of Use

<i>Mode</i>	<i>Environment</i>	
Ambulatory	Urban	
Driving	Rural	
Public Transit		
Bicycle	Indoor	
<i>Domain Opportunity</i>	<i>Constraint</i>	<i>Product Definition</i>
Ambulatory Urban	Temporal	
Ambulatory Indoor	Technical	
Public Transit Urban	Logistical	
Bicycle Urban		

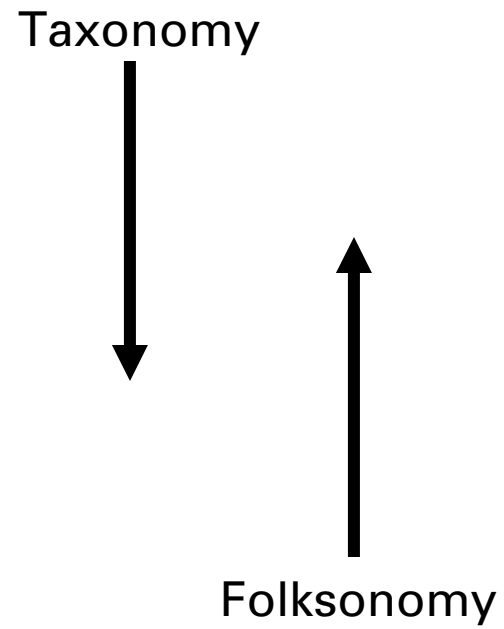
'How Location Aware are You?'



Range of Uncertainty

Platforms are context-dependent

User-rectified Content



Centroid Issue (or Polygon Problem)

ExtremelyLocal.com

coffee

What

94107

Where

Search

Categories: [Coffee and Tea Shops](#); [General Business Services](#)

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0.5 Mi

(415) 344-0351 280 King St - San Francisco, CA 94107

... and tea, **coffee bar**, **coffee bean**, **coffee counter**, **coffee cup**, **coffee house**, **coffee restaurant**, **coffee roas**

[Map & Directions](#) • [Review This Business](#)

[Caffe D' Amore](#)

0.6 Mi

(415) 344-0098 700 Fourth St - San Francisco, CA 94107

... and tea, **coffee bar**, **coffee bean**, **coffee counter**, **coffee cup**, **coffee house**, **coffee restaurant**, **coffee roas**

[Latte Express](#)

0.7 Mi

(415) 348-8898 648 Fourth St - San Francisco, CA 94107

... and tea, **coffee bar**, **coffee bean**, **coffee counter**, **coffee cup**, **coffee house**, **coffee restaurant**, **coffee roas**

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[Starbucks Coffee](#)

0.7 Mi

(415) 974-5926 490 Brannan St - San Francisco, CA 94107

... and tea, **coffee bar**, **coffee bean**, **coffee counter**, **coffee cup**, **coffee house**, **coffee restaurant**, **coffee roas**

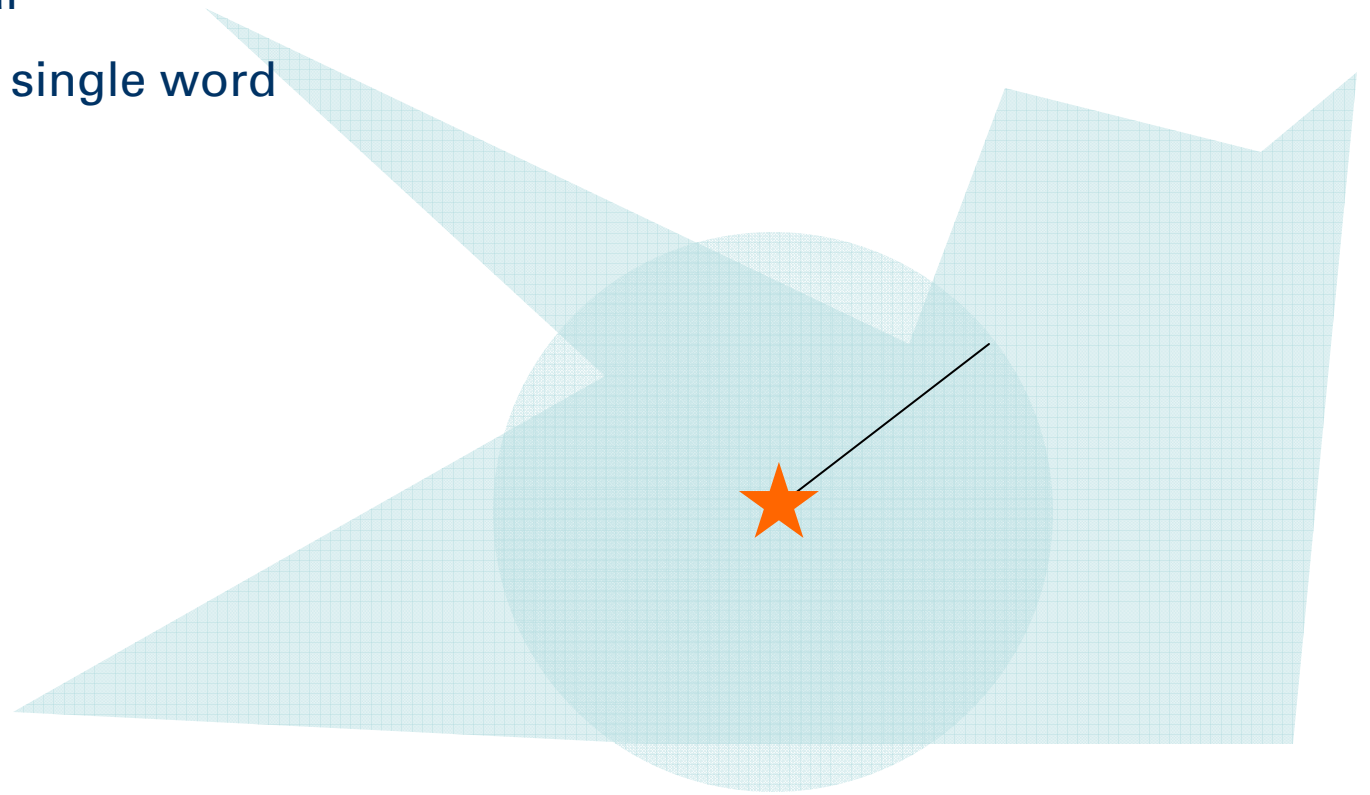
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Centroid Issue (or Polygon Problem)

Polygons are irregular

Reducing a book to a single word
(centroid)

Who knows?



Problem Maps

Meta-level Grid Reference System

Using the "Grid Box" Location System

On the map pages blue lines are drawn horizontally and vertically, forming grid boxes. These boxes can be identified by black letters and numbers appearing in the map margins.

In the index, streets and roads are listed by borough, and in alphabetical order. Numbered streets are listed after named streets. The letters and numbers after the street name give the postal zone, map number and grid box in which the street appears.

For example, to locate Wall Street in Manhattan, look for the street name in the Manhattan section of the index. The entry will read like this:
Wall St 5 W 18.
 The **W18** shows that it is within grid box W18, as shown to the right. The 5 after the street name indicates that Wall St in postal zone 5. This number must be added to the appropriate zip code prefix for Manhattan - 1000 in this case - to determine the zip code for Wall St - 10005. Zip code prefixes are listed at the beginning of each borough index section.

When a street runs through more than one postal zone, the index shows the range of building numbers for each zone (e.g. 2260-2459). Where the word **OUT** appears with a building number, that building and any numbered higher on that particular street is in the postal zone indicated.

NOTE: Longitude and Latitude indicators (e.g. 73°45'15"; 40°45'15"), printed in red where grid lines terminate in map margins, are shown for general information and reference - these numbers do not relate to the index system.

ZIP Codes: To obtain a ZIP Code for Manhattan, add 10 before 3-digit zone numbers, 100 before 2-digit zone numbers and 1000 before single digit zone numbers.

	T	U	V	W
21				
20				
19				
18				X
17				

East Union Sq	3	X	16
Edgar St	6	V	18
Edgecombe Av		BB	9
1-231	30	BB	9
232-394	31	BB	9
395-OUT	32	BB	8
Edward M Morgan			
PI	32	BB	8
Eldridge St	2	X	17
Elizabeth St		X	17
1-136	13	X	17
137-OUT	12	X	17
Elk St	7	W	17
Ellwood St	40	CC	5
Emerson St	34	DD	5
Ericsson Pl	13	W	17
Essex St	2	X	17
Exchange Al	6	V	18
Exchange Pl		W	18
1-67 & 2-42	5	W	18
69-OUT &			
44-OUT	4	W	18
Exterior St	34	DD	6
Extra Pl	3	X	17
F			
Fairview Av	40	CC	6
Fashion Av (7th Av) ..		W	16
282-461	1	X	15
462-576	18	X	14
577-599	36	X	14
Finn Sq	13	W	17
Fletcher St	38	W	18
Foley Sq	7	W	17
Forsyth St	2	X	17
Fort Charles Pl	63	DD	4
Fort George Av	40	CC	6
Fort Washington Av ..		BB	8
1-300	32	BB	8
301-599	33	BB	7
600-OUT	40	CC	6
Frankfort St	7	W	18

Problem Maps

Meta-level Grid Reference System (it continues...)

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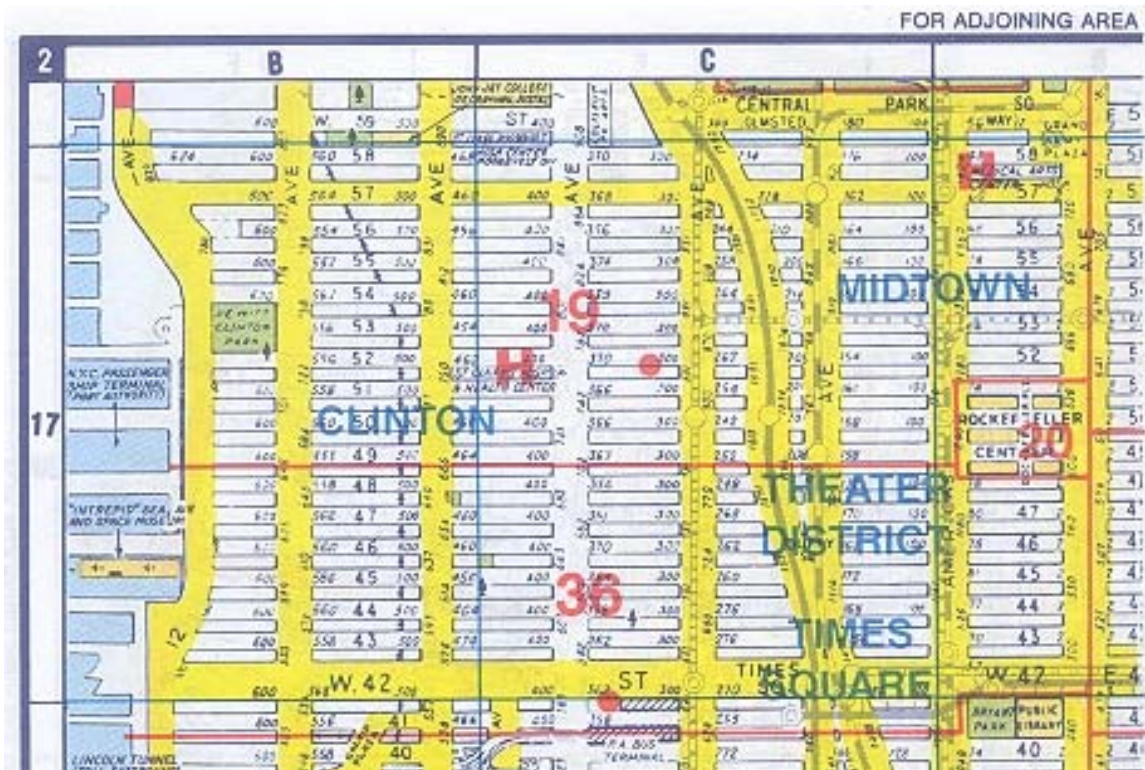
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	T	U	V	W
21				
20				
19				
18				X
17				

East L
Edgar
Edger
1-23
232
395
Edwe
Pl
Eldri
Eliza
1-1
13
Elk
Elw
Ern
Eric
Ess
Exc
Ext
1
6
4
Ex
Ex



Huh?

How is information used?

What makes the environment unique?

Places of Interest

Alice Tully Hall

Broadway at 65th St

Ambassador Theater

49th St at Broadway

American Airlines Theater

42nd St at Seventh Av

American Museum of

Drawing Center

Wooster at Broom

Ellis Island Museum

Ellis Island

Empire State Build

Fifth Av at 34th St

Ethel Barrymore T

Getting Around Manhatta

Fifth Av divides East and West streets

Entering a subway station on the east (west) side of
uptown (downtown) line

Subway stations with a green glass globe on a pole
glass globe are open less often for off-peak travel

An odd (even) numbered address is located on the

Houston St is "Zero St"

Odd (even) numbered streets generally run west (east)

In Closing...

Think
Design (process)
Iterate

Thank You

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(37.74533, -122.420082)