

# Experience Sharing by Enterprise

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Maction Technologies, Inc.



# Outline

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- Added-value application of GIS information onto electronic map service
- Added-value application of real-time traffic message navigation
- More diverse services for geographic locations

# Added-value Application of GIS Information onto Electronic Map Service

- As the access to information is not easy, it requires a large amount of human labor and time to measure and draw a complete map.
- A digital map requires collective digital standardized formula to edit the data into usable information
- An e-map system combined with the function of data search



# Added-value Application of GIS Information onto Electronic Map Service

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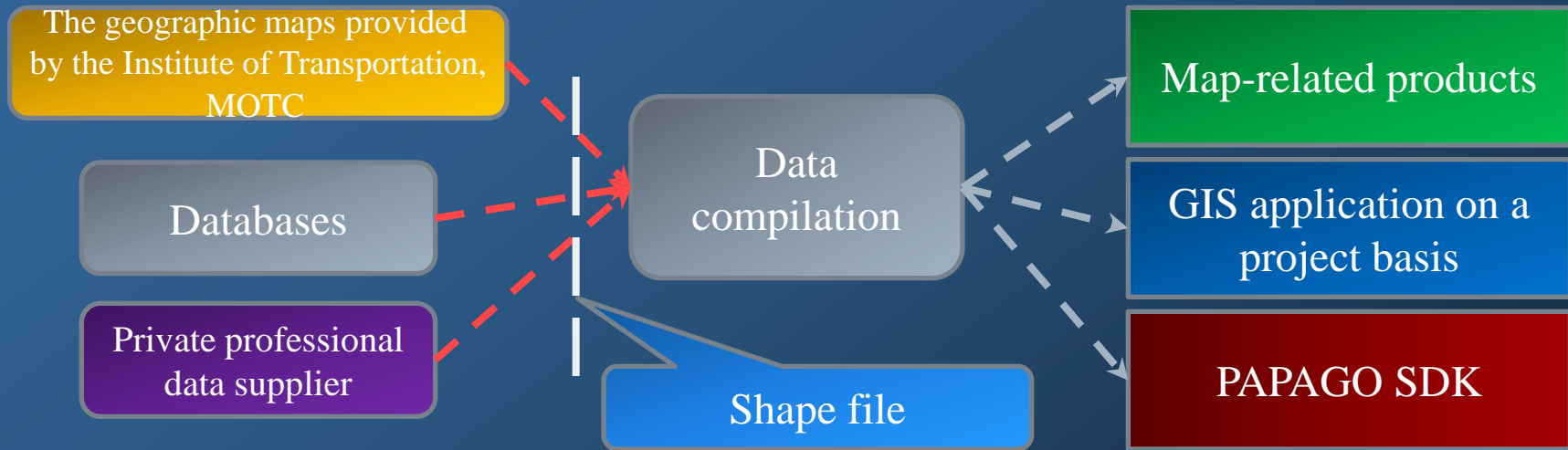
Collecting data

Database management

Developing software's functions

- Providing the map service on a project basis
- Adopting the authorization of self-owned brand software distribution and negotiating with professional data supplier for a reasonable price to buy the required data
- Procuring the geographic maps from the Institute of Transportation, MOTC and gradually developing the content required to build e-map navigation

# Added-value Application of GIS Information onto Electronic Map Service



- The plan adopts the geographic maps invented by the Institute of Transportation, MOTC (<http://www.iot.gov.tw/>) as the basic database for developing e-map services, which may achieve the cost down in the aspect of simple use.

# Added-value Application of GIS Information onto Electronic Map Service

- Developing PAPAGO SDK so as to promote the GIS construction technology

- Theory and Practice of PAPAGO SDK GIS

Author: Chien Liang-yi

Publisher: Maction

Date of publication: 2004-11-01

This book gives a detailed account of this GIS technology

- Levels of fee:

Standard version uses geographic maps invented by the Institute of Transportation, MOTC, while the refined version uses the standard map of PAPAGO



# Added-value Application of GIS Information onto Electronic Map Service

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- Why use the geographic maps invented by the Institute of Transportation, MOTC
  - The shared standard data format is easy to apply
  - Low cost
  - It can accommodate the products of PAPAGO SDK
  
- The disadvantages of using the geographic maps of the Institute of Transportation
  - Inadequate quality and quantity as a navigational product
  - Revised only once per year; lacking the feedback system





# Added-value Application of GIS Information onto Electronic Map Service

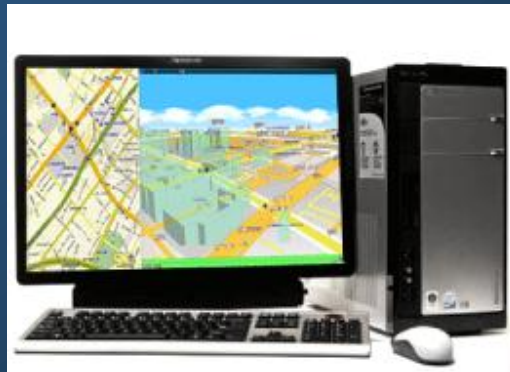
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- From 2007 onwards, TomTom and Nokia have acquired Tele Atlas and Navteq respectively, demonstrating data plays a pivotal part in the industry's strategies of GPS companies.
- Founding SMap Corp with a partner, SuperGeo Technologies Inc. Thus the professional GIS team will cooperate to improve the quality of related navigation products on the basis of information provided by the Institute of Transportation, MOTC.



# Added-value Application of GIS Information onto Electronic Map Service

- Launching satellite navigation items combined with GPS technology
- Selling and contract manufacturing all kinds of navigation items. It is expected to create a revenue of NTD 300 million per year.



# Added-value Application of Real-time Traffic Information Navigation

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- RDS-TMC, which has been popular over the years in Europe, requires the components below to provide services:
  - Infrastructure such as an FM station
  - Definition of Location table
  - Definition of Event table
  - Publication construction for data suppliers
  - Subscriber station equipment

## Added-value Application of Real-time Traffic Message Navigation

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- The current navigation facility equipped with RDS function may receive real-time traffic information, which enables a user to avoid the traffic-jam roads in advance.
- The E-Traffic Center of the Institute of Transportation, MOTC (<http://e-traffic.iot.gov.tw/>) provides real-time road information and has become the sole domestic provider of traffic information.

# Added-value Application of Real-time Traffic Message Navigation

Source	Company in charge	Transmission	Receiver
The Website of Taiwan Area National Freeway Bureau	PAPAGO	BCC	PAPAGO PND
National Road Information Center	TMS Technologies Co., Ltd.	PRS	Any brand's PND

- PAPAGO transferred the data source technology to TMS Technologies to lower costs.
- The knowledge and technology regarding real-time traffic message may as well be transferred to other areas or nations.



## Added-value Application of Real-time Traffic Message Navigation

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- Other navigation facilities equipped with web functions, such as mobile phones or navigators inserted with a SIM card, may as well log in and get access to the real-time traffic information.
- Currently we lack a model of making profits directly from the device. The only way to appeal to customers is to increase the product's functions. Only when the transmission interface is enough for data transmission, coupled with a big enough base of clients, can the database be a source of profits.

## More Diverse Services for Geographic Locations

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- With the data provided by the government and the application of LBS, more diverse services can be created to benefit the public.
  - International Flora Exposition Guide System
  - National Freeway's real-time roads' imagines
  - Inquiries to the information of parking lots
- The data used by the above products is free. Suppliers make profits by the commercials shown on App.

## More Diverse Services for Geographic Locations

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- Open GeoSMS  
Open GeoSMS is of standard formats and can inform users of the geographic location via messaging.
- We consider about the format of data and interface when providing the data, which contributes to a wider application to other fields.



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# Thank you

