



Content for ArcGIS: Road Ahead

Christophe Charpentier, Deane Kensok

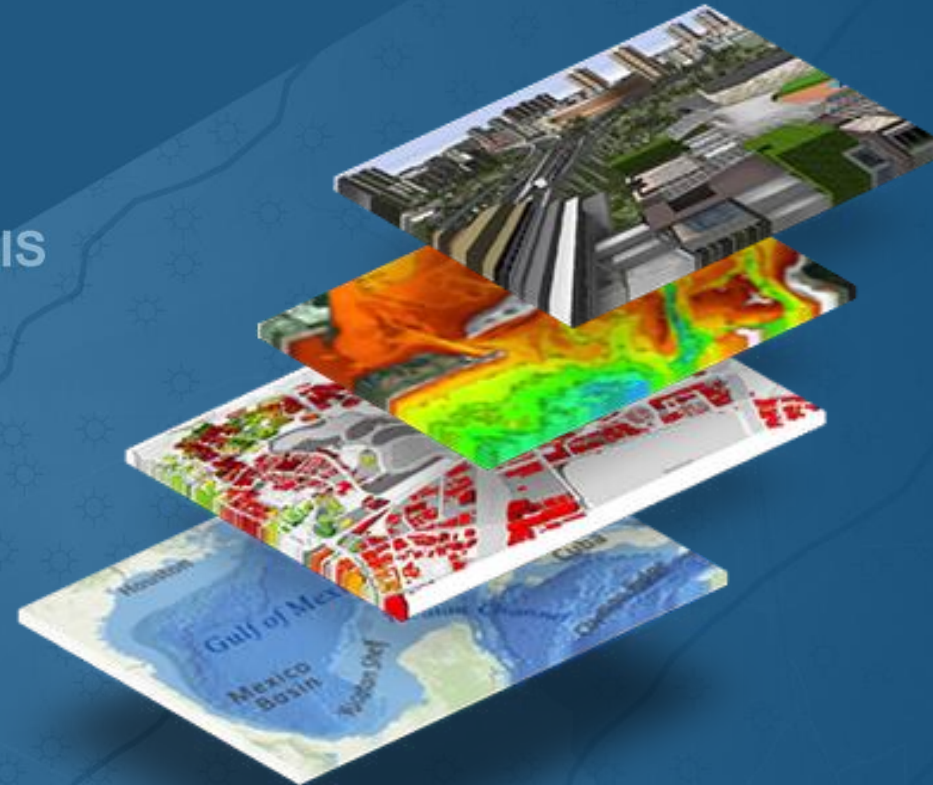
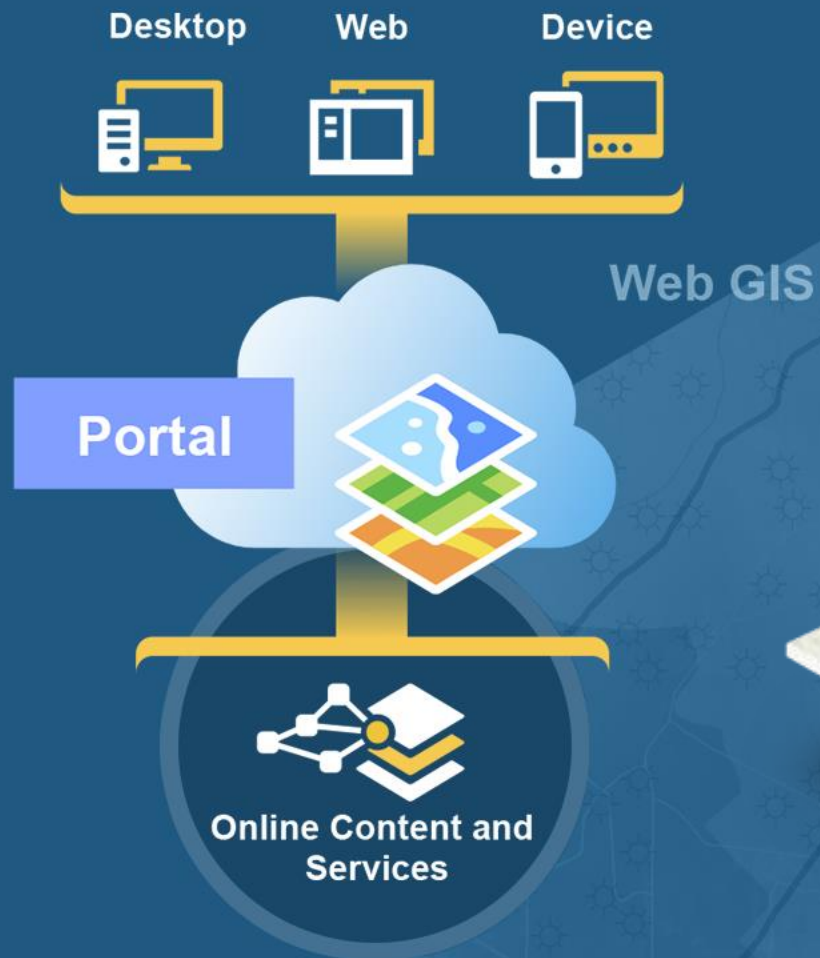
Technical Workshop

Session Agenda

- **Overview of the Living Atlas**
 - **Key Concepts for Content in ArcGIS platform**
- **Esri Content Portfolio**
 - **Overview**
 - **Road Map for 2014 and beyond**
 - **Demos: Preview of selected new content**
- **Questions & Answers**

Content is Integral to the Platform

The Heartbeat of the System ...



*... to Map, Understand and Analyze the World
... in the Cloud and On-premises*

ArcGIS includes a Living Atlas of the World

Maps and Layers from Esri and Thousands of Contributors



Curated Content for Many Topics

- Basemaps
- Boundaries
- Elevation
- Hydro
- Habitats
- Hazards
- Oceans
- Urban Systems
- Observations
- Demographics
- Historical
- Transportation
- Soils
- Land Cover
- Landscape
- Imagery
- Weather



Collection is Growing and Changing on a Daily Basis

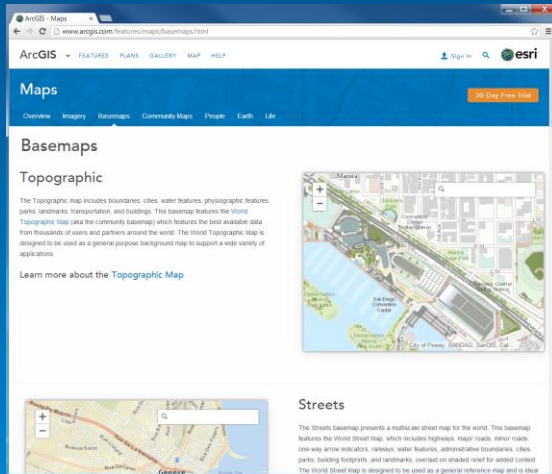
... Providing a Foundation for Your Work

Content is published by Esri, Users and Partners

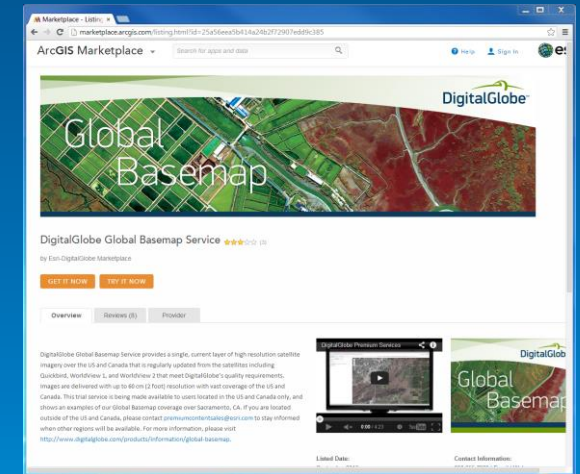
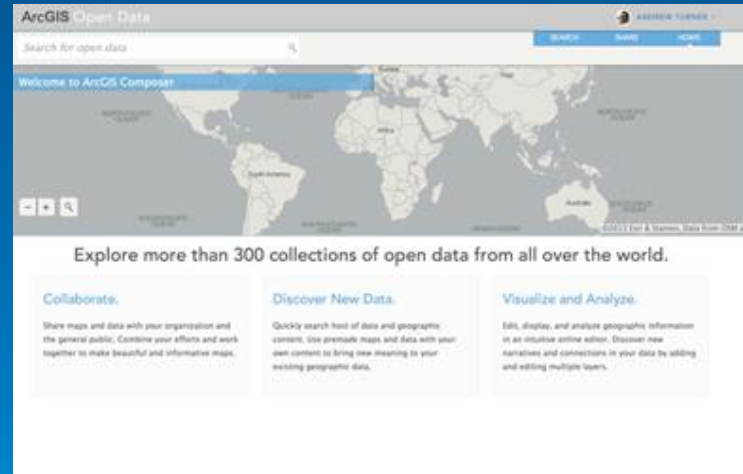
Esri

Community

Partners



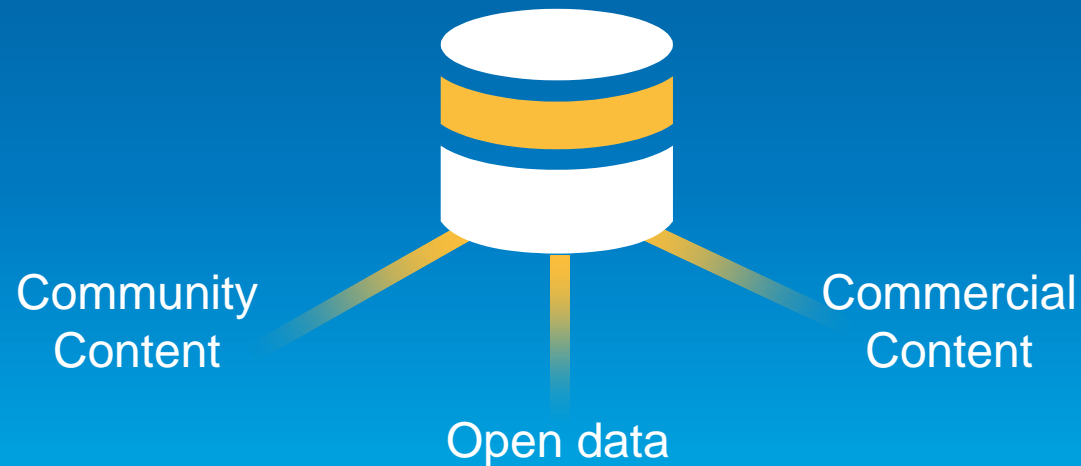
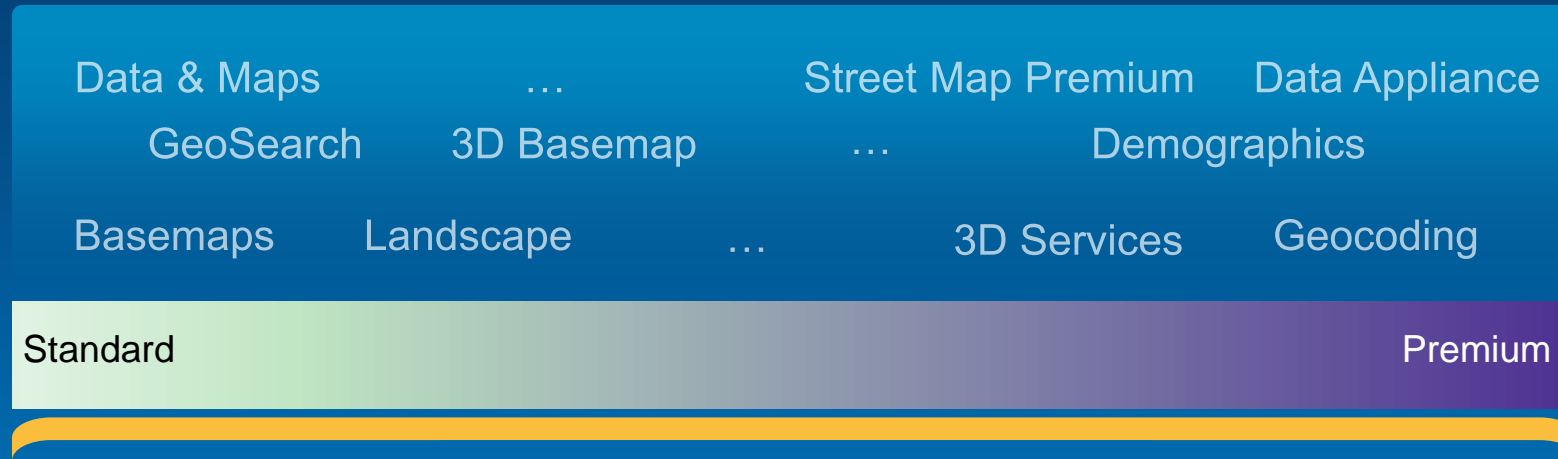
Foundational Map Layers



Local / Regional
Industry Specific

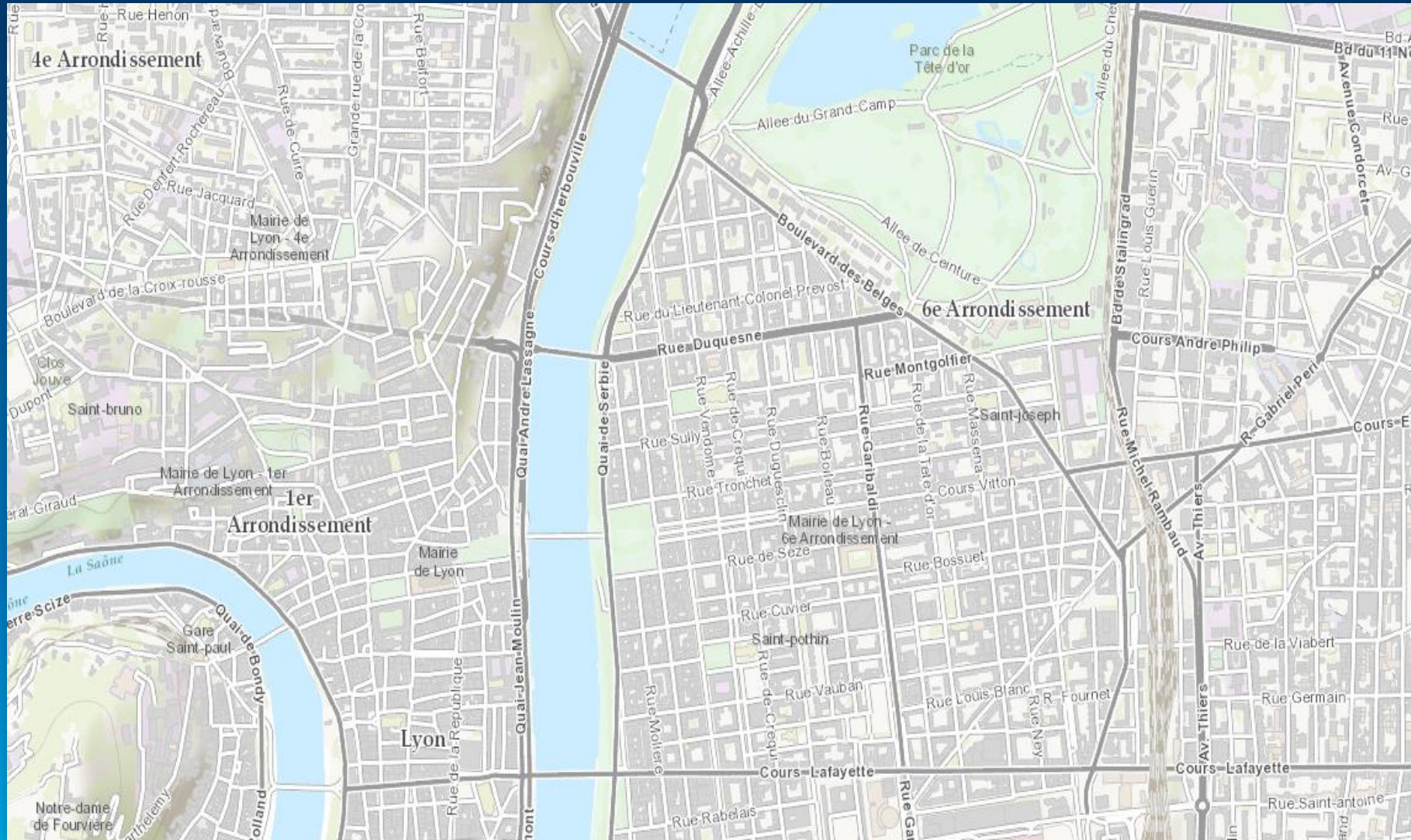
Esri Builds Foundational Map Layers

Ready to use Content and Information Products ...



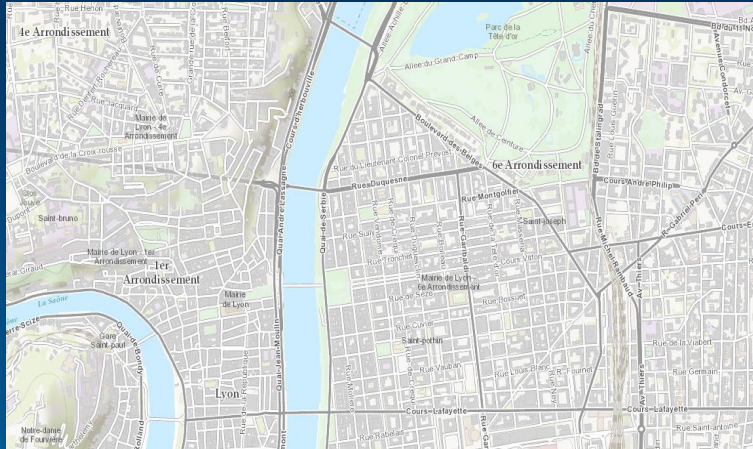
... Built by assembling best available Content

Community Maps



Basemaps

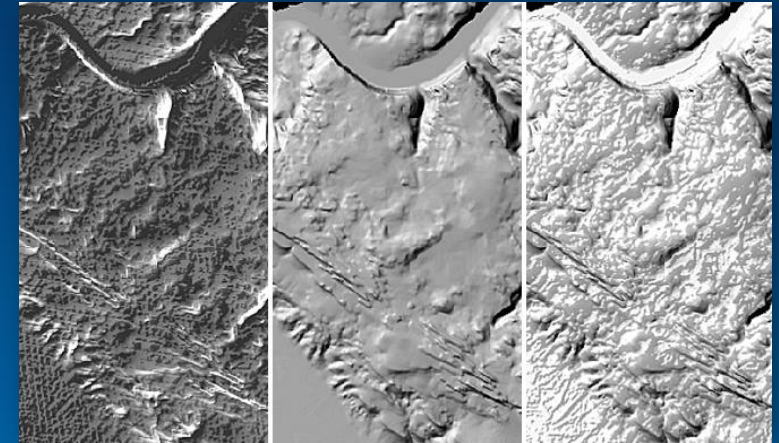
Community *Content* goes beyond maps



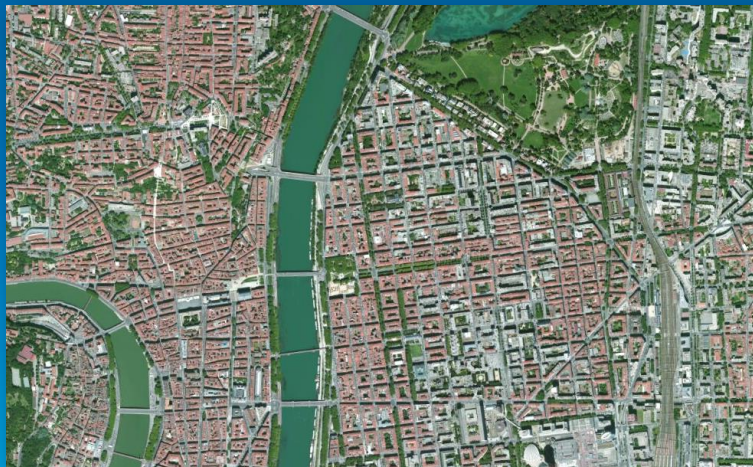
Basemaps



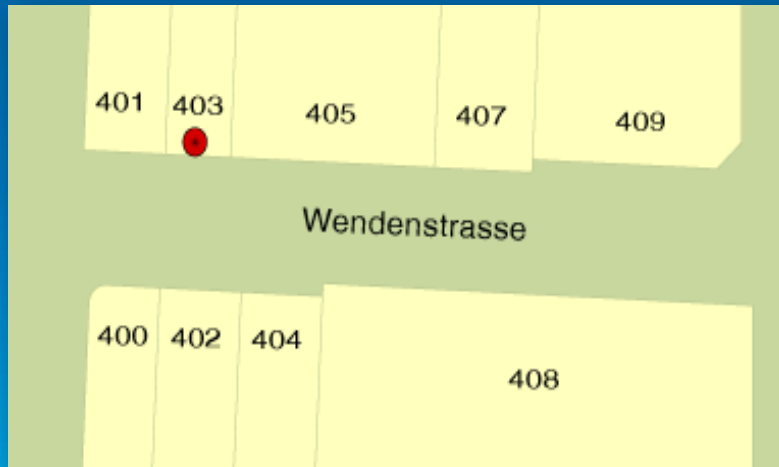
3D



Elevation



Imagery



Geocoding



Landscape

Role of Esri's Community – Our Vision

- **Support building better Foundational Map Layers by Contributing Authoritative Content**
- **Publish Authoritative Ready to Use Maps and Layers**
- **Become the Curators of the Living Atlas of the World**

Living Atlas Curators

Urban Systems

- Brian S
- Jim H

Landscape

- Peter A
- Sean B

Imagery

- Daniel S
- Vinay V

Earth Observation

- Daniel S

Demographics

- Cathy S
- Nuno R

Basemaps

- Andrew G

Transportation

- Wolfgang H
- Sean B

Story Maps

- Jon B

New Theme

- You ! The domain expert

Other Theme

- Domain Expert seating next to you



Data

Show Me

- All
- Applications
- Data**
- New
- By Esri
- Popular
- Free

Categories

- All**
- Image
- Feature
- Tiled

Industries

- All**
- Aid and Development
- Business
- Defense
- Intelligence
- Education
- Government

All Platforms

Free & Paid

All Languages

Sort By: Title



Canada Severe Weather
AccuWeather Enterprise Solutions
★★★★☆ (2)



DigitalGlobe FirstLook Service
Esri-DigitalGlobe Marketplace
☆☆☆☆☆ (0)



DigitalGlobe Global Basemap Service
Esri-DigitalGlobe Marketplace
★★★★☆ (3)



DigitalGlobe Multispectral Service
Esri-DigitalGlobe Marketplace



RapidEye Living Image BaseMap
Esri-BlackBridge Marketplace



RapidEye Living Image Multispectral
Esri-BlackBridge Marketplace

Applicability to users

Generic to Focused

DigitalGlobe

Airbus

RapidEye

AccuWeather

HERE
StreetViews

Mapping
Agencies

Pictometry

Quantum
Special

Seneca
Resources

Cyclomedia

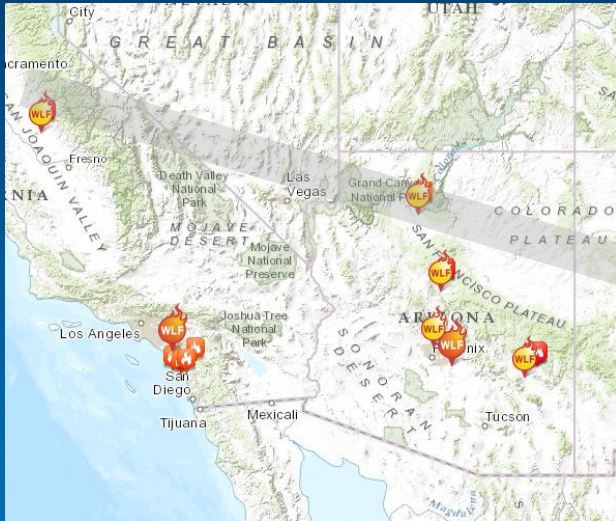
ExactEarth

FireWhat

Our vision

Self-service Model: hosted data

1. Good data set



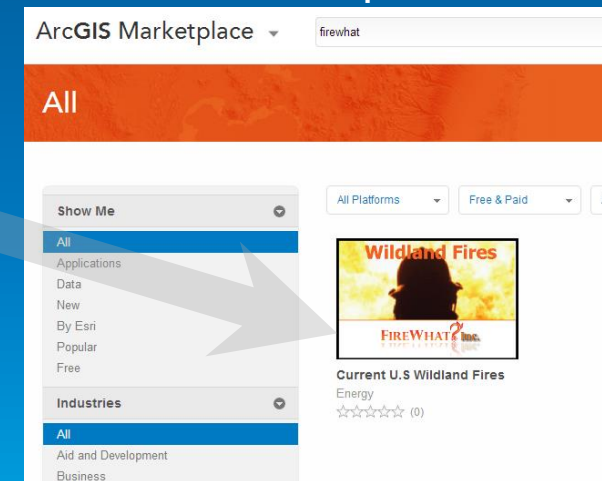
2. ArcGIS Online subscription



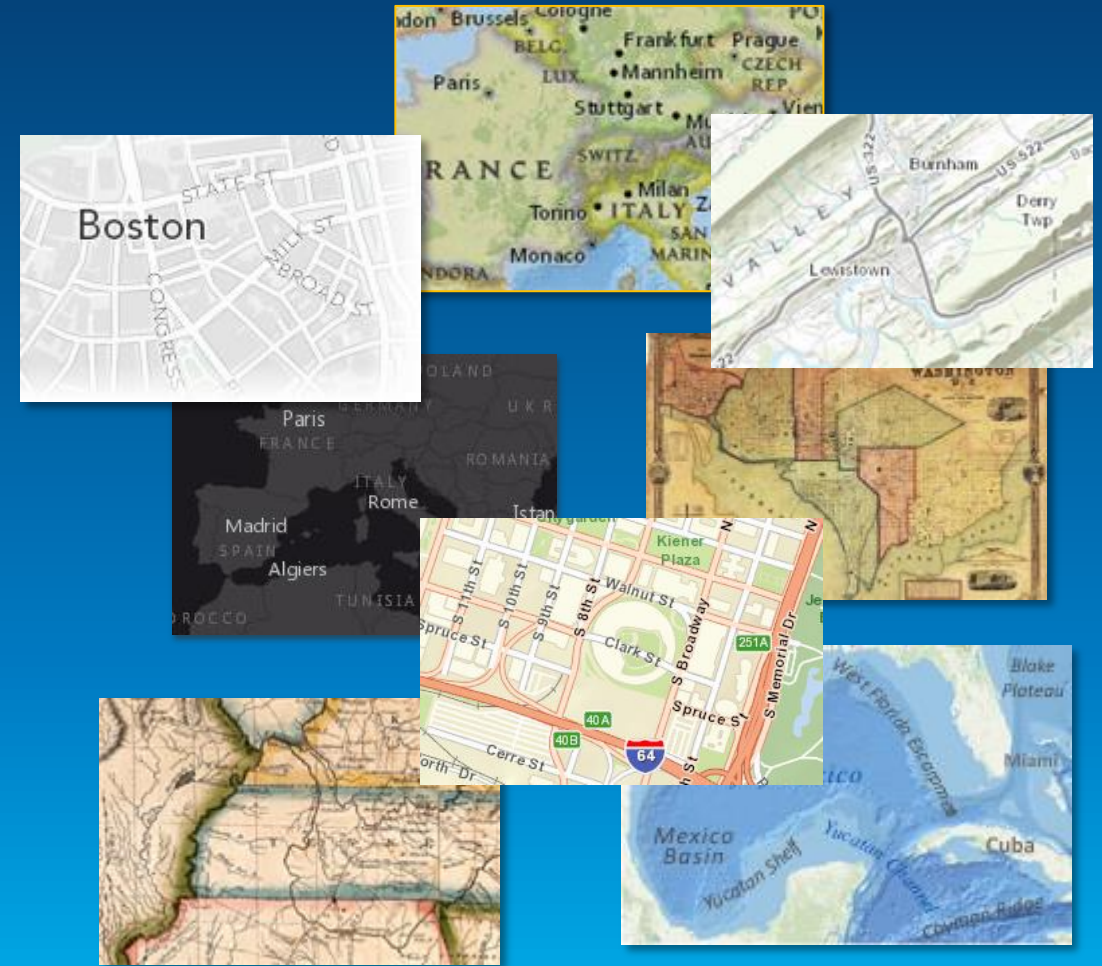
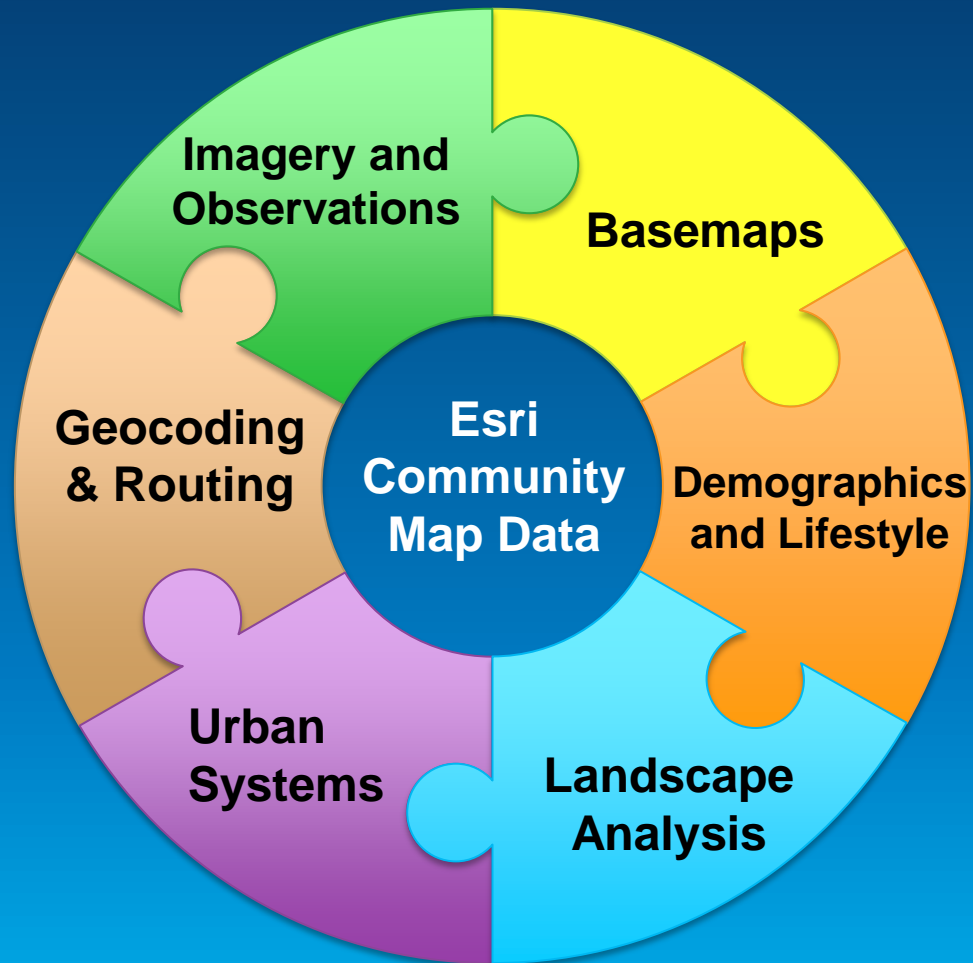
3. Create hosted service



4. List in Marketplace



Esri Content Portfolio for Basemaps



Basemaps

Suite of basemaps to support your web maps and applications

- **Variety of Basemaps for Different Maps and Apps**
 - From neutral background maps to rich foreground maps

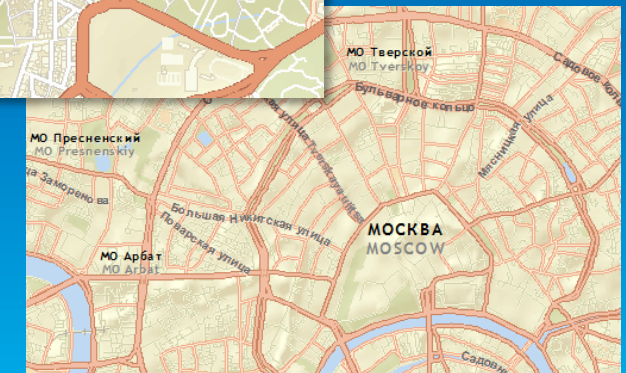
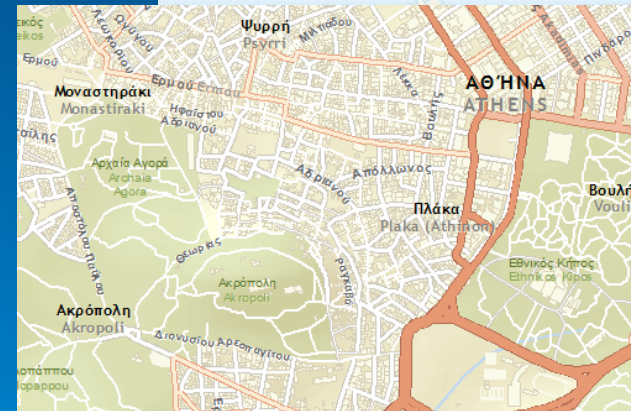
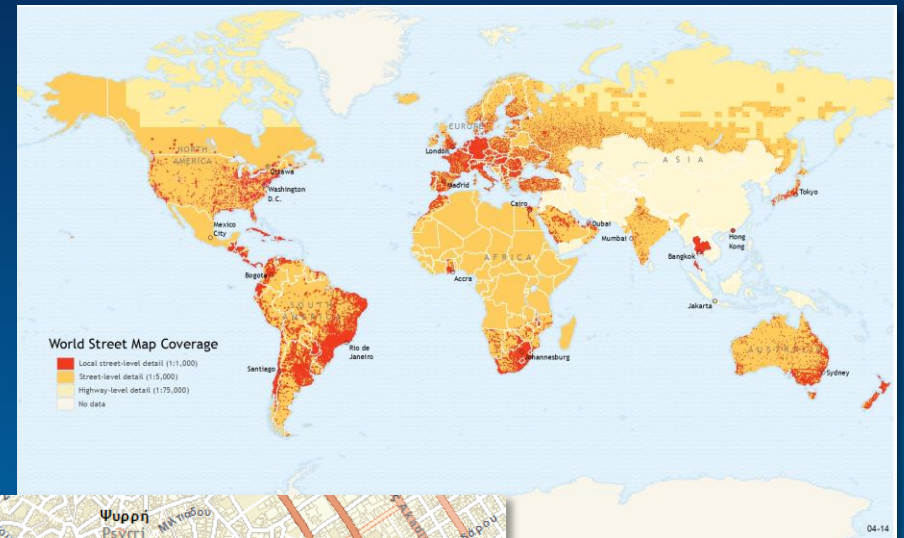


- **Reference and Foundation Maps for the Living Atlas**

Basemaps Going Global

Finish Adding Detail at Large Scales to Complete Global Coverage

- **Global Basemaps**
 - Updating with best available data
 - Expansion of coverage at large scales
 - 1:4k nationwide and 1:1k in urban areas
- **Europe Updates Planned in Q3**
 - Multi-Lingual labels in many countries
- **Rest of World to be Added in Q4**
 - Central Asia, Southeast Asia
 - Leverage best available content (HERE, OSM)



Esri Map Packages

New content offering to support mapping, geocoding, and routing when online or offline

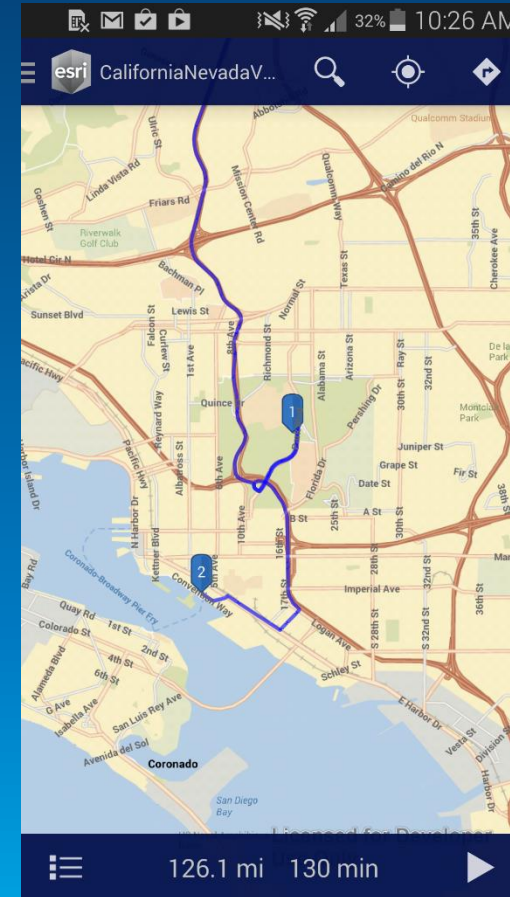
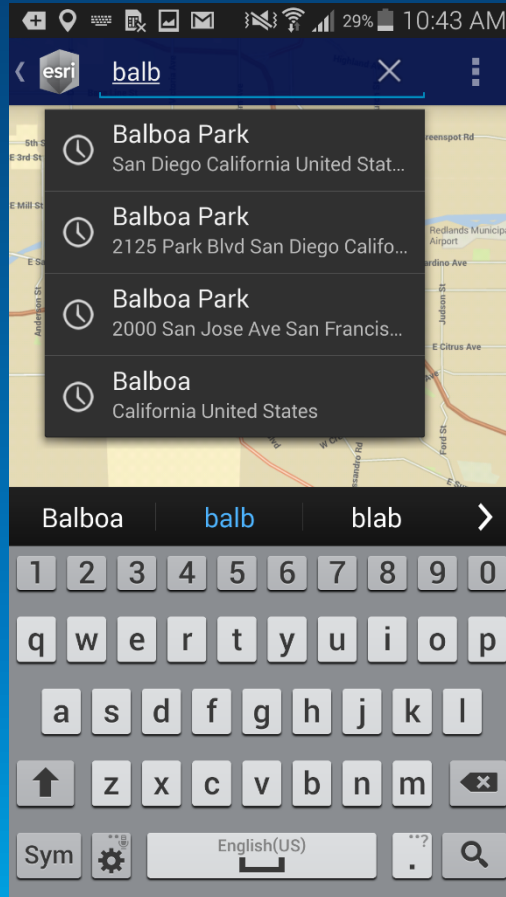
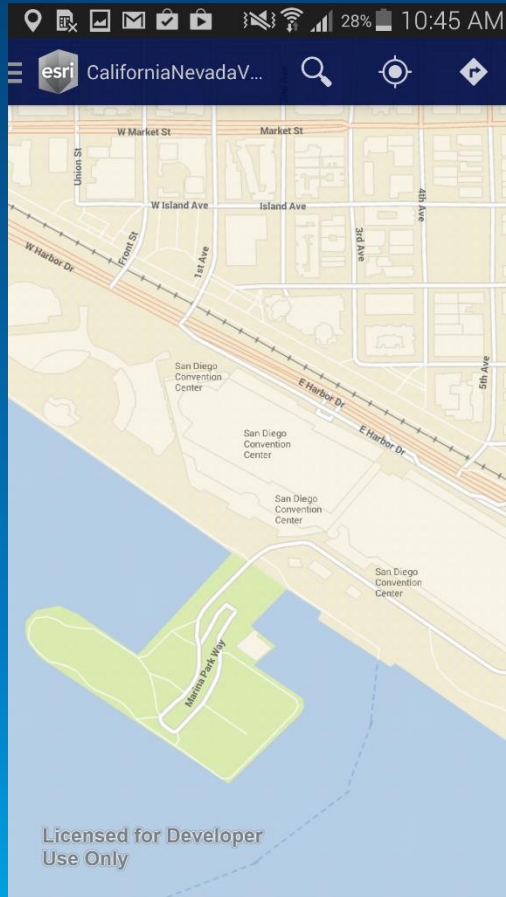
- **Map Packages built with Basemap Content**
 - Enables much more coverage than tiled maps
 - To be built with new 10.3 technology
- **Map Package you Download from Online**
 - Detailed vector data in street map style
 - Pre-packaged by region or standard geography
 - Packages sized to work well on mobile devices
- **Use in ArcGIS Pro and Mobile Apps**
 - Supports dynamic labeling (e.g. rotated text)
 - High resolution display for retina devices

Consuming with
ArcGIS Pro App

Consuming on Mobile Apps
and in Apps built with Runtime SDKs



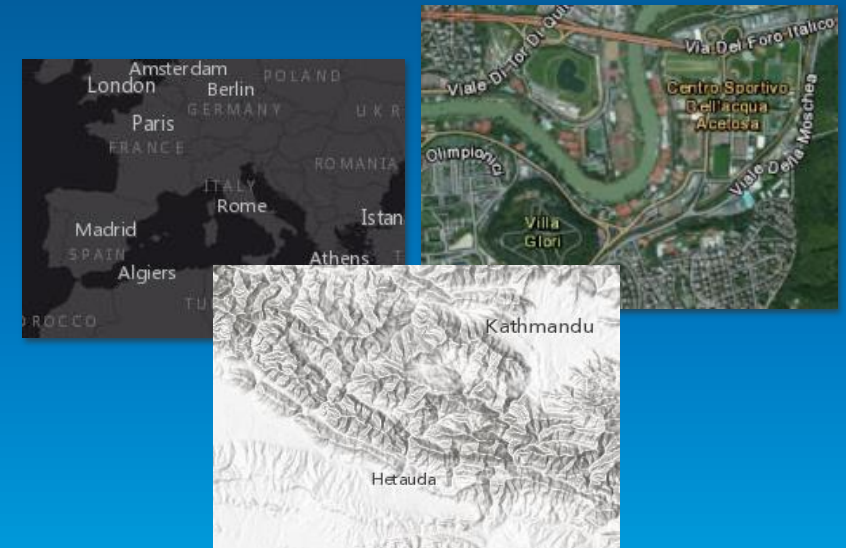
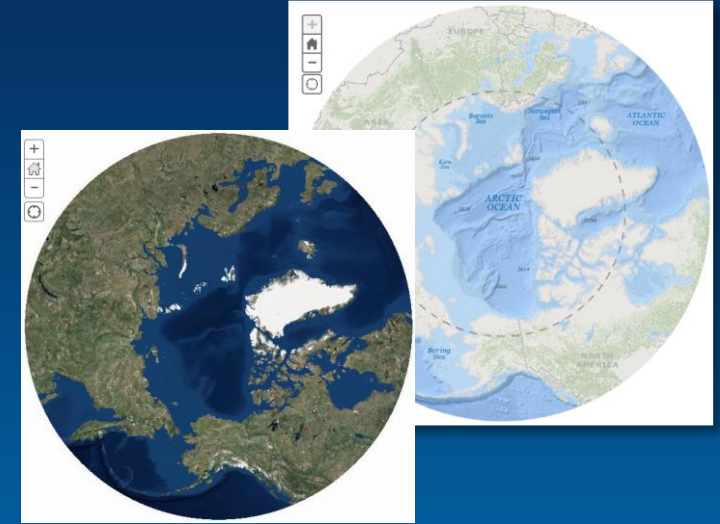
Esri Map Packages



New Basemaps

Expanding the suite of basemaps to support different maps and use cases

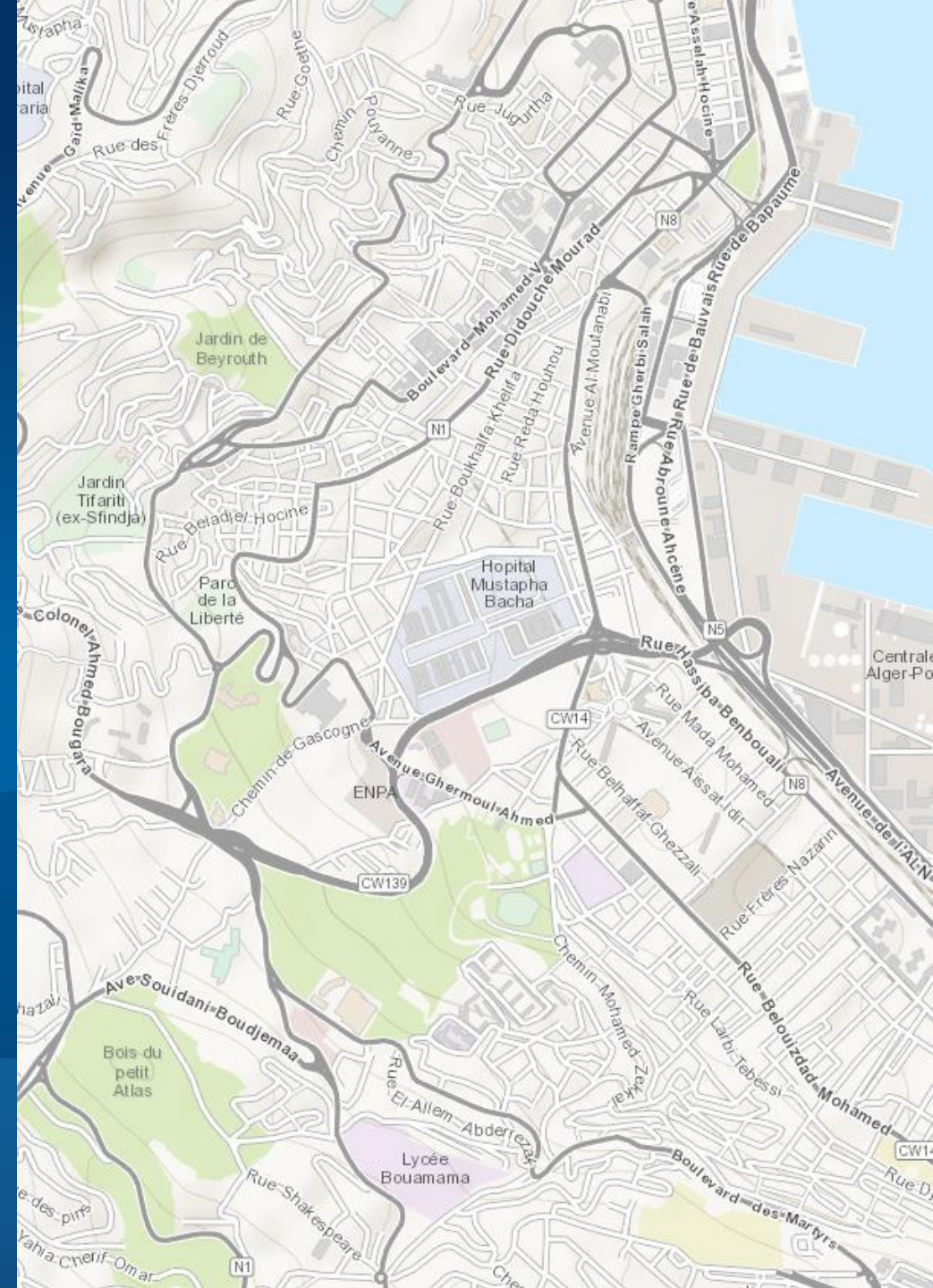
- **New Basemaps in Polar Projection (Currently in Beta)**
 - **Arctic Oceans:** ocean basemap for use in polar region
 - **Arctic Imagery:** imagery basemap in same projection
 - Uses standard projection accepted by NOAA, NGA, Oil & Gas
- **Introduce New and Enhanced Map Designs**
 - **Dark Gray Canvas (Beta):** new background map
 - **Imagery Hybrid (Beta):** enhanced overlay layer design
 - **Terrain Map:** enhanced with multi-directional hillshade



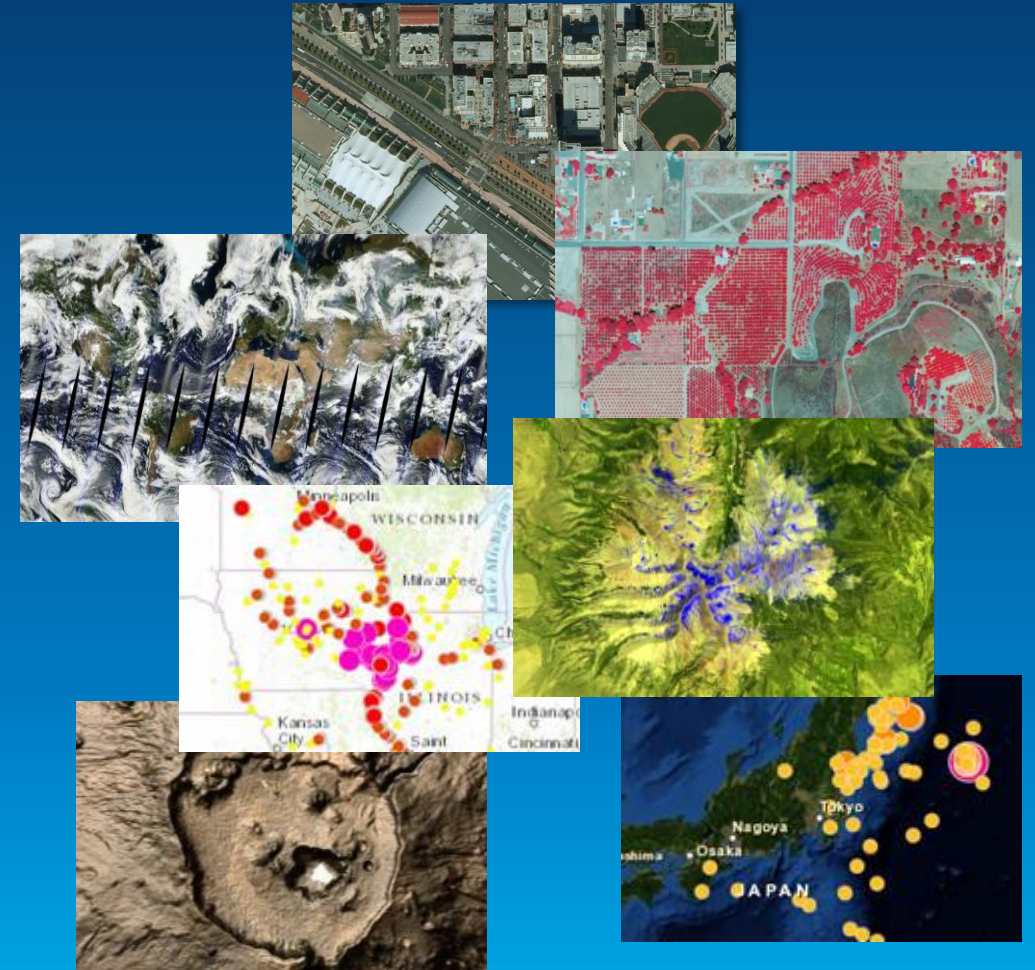
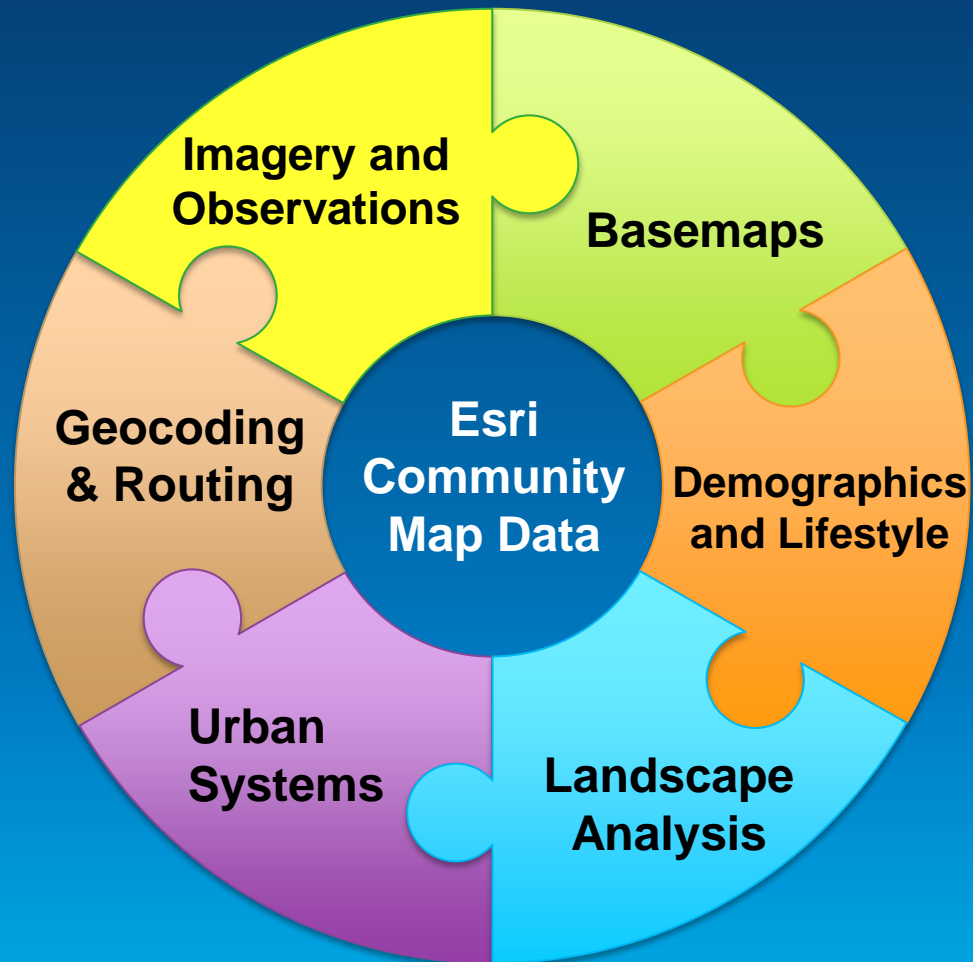
Demo

Basemaps

Preview of Road Ahead



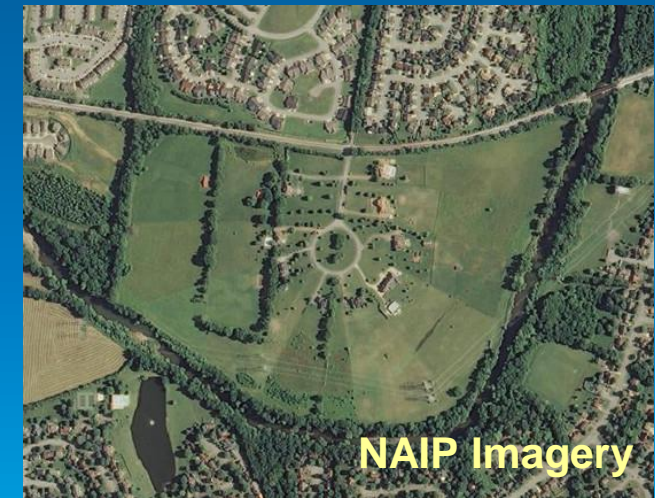
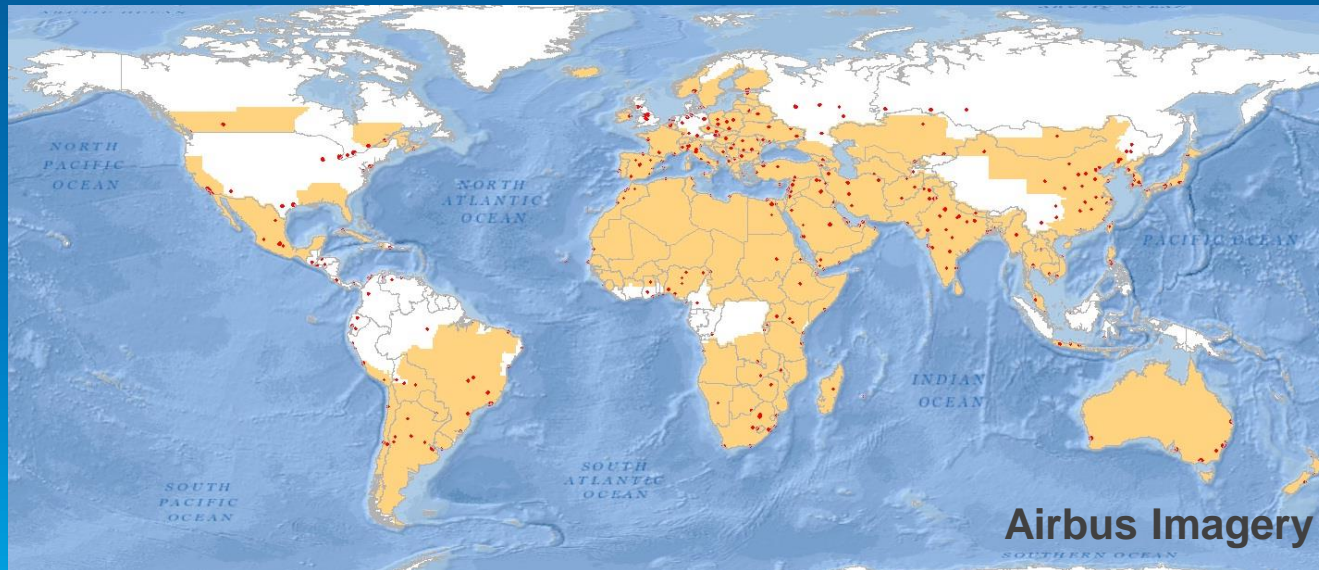
Esri Content Portfolio for Imagery



World Imagery

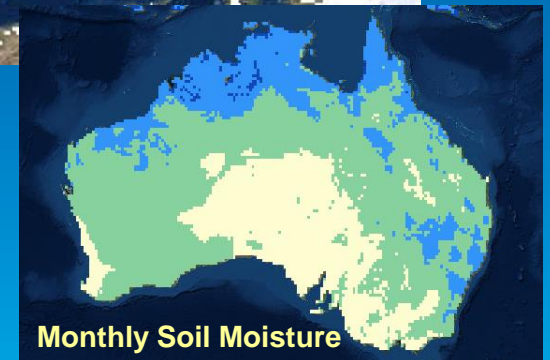
Road Ahead for 2014

- **Continue Updating & Expanding World Imagery Coverage (Q3-Q4)**
 - Expand and update large-scales with high resolution **Airbus imagery** (2.5m and 0.5m)
 - Publish new imagery provided by user community (e.g. update USA with latest NAIP)



New Earth Observation Image Layers

- **Publish Useful Scientific Data as Ready-to-Use Layers**
 - Snowpack, Evapotranspiration, Soil Moisture, etc.
 - Data updated on a regular basis and time-enabled
- **Leverages New 10.3 Capabilities for Scientific Data**
 - Uses data in its native data formats (e.g. GRIB, netCDF, HDF) to support visualization and analysis of multidimensional data
 - Simple workflow to update image mosaic
- **Layers will be Available through Living Atlas Collection**
 - Hosted by Esri and/or Data Providers (Q4 timeframe)
 - Demonstration services available now



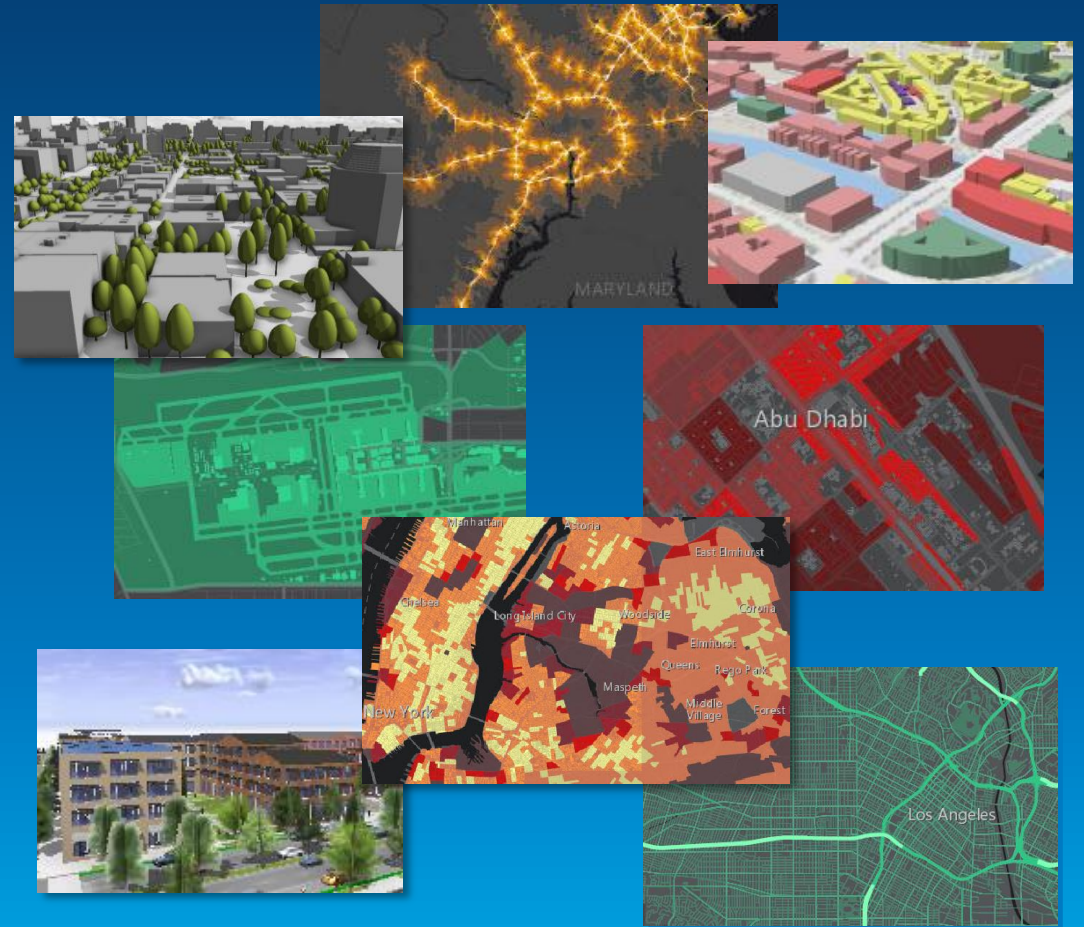
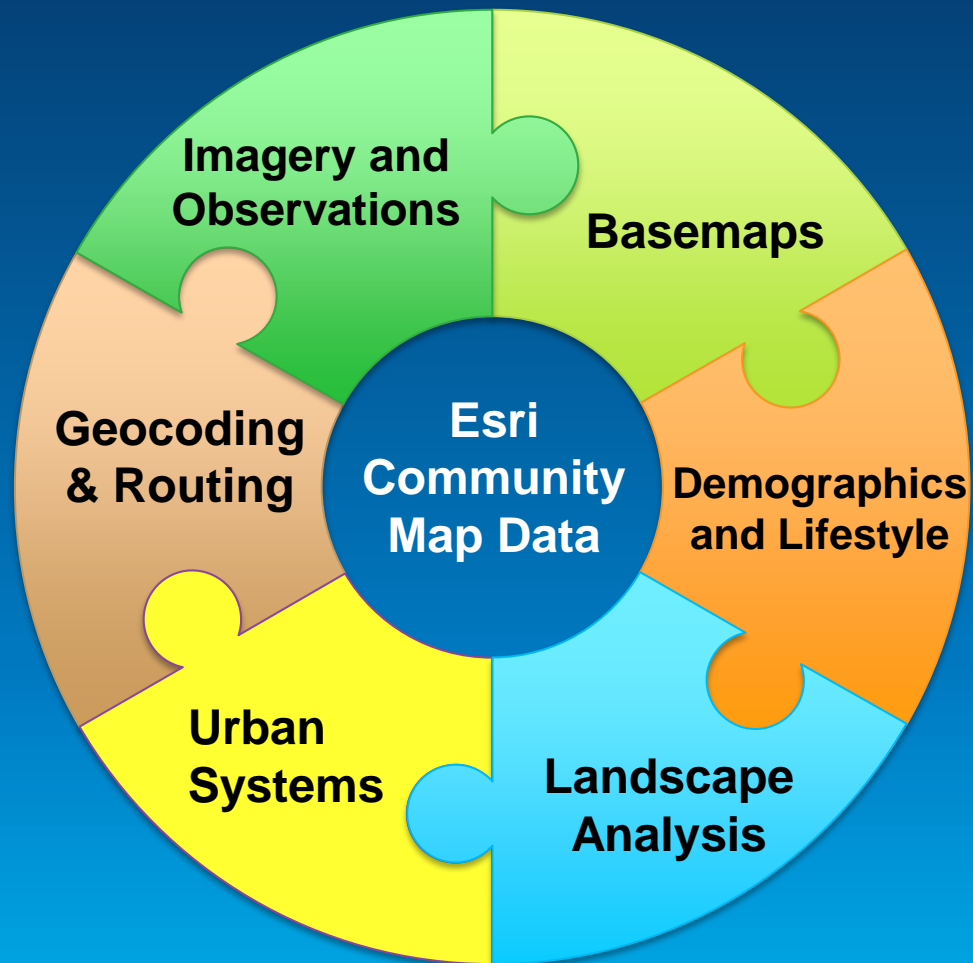
Demo

Imagery and Observations

Preview of Road Ahead



Esri Content Portfolio for Urban Systems

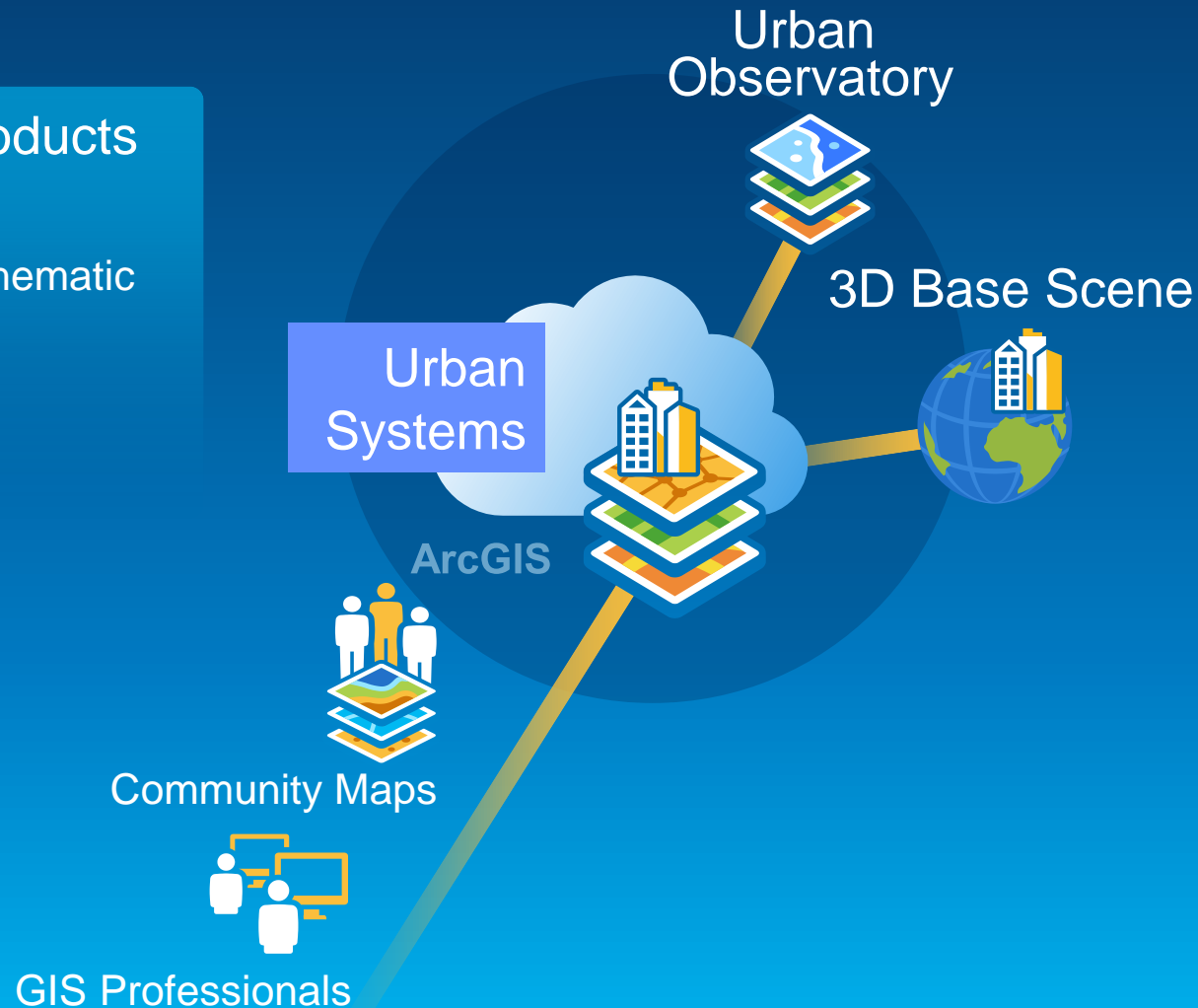


Urban Systems

Provides the critical information needed to understand our cities and their systems

Information Products

- 3D Base Scene
- Operational + Thematic Maps Layers



Key Map Layers

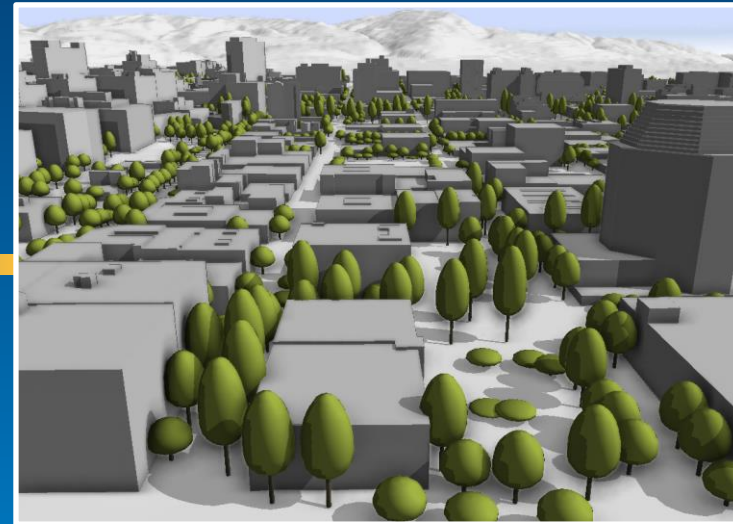
Parcels
Buildings
Addresses
Campuses
Utility Networks
Zoning/Land Use
Indoor Plans
Admin Boundaries
Transportation
Terrain

3D Base Scene

Supporting your work in 3D



3D
Base Scene



Multi Scale:

Global



Regional



City



Campus



Join the ArcGIS Content Community

<http://community.esri.com/groups/arcgis-content>

The screenshot displays the ArcGIS Content Community website. At the top, the Esri logo is on the left, and navigation links for 'Industries', 'Products', 'Support & Services', and 'About' are on the right. A search bar is also present. Below this is a dark blue banner with the word 'Community' in white. Underneath the banner is a secondary navigation bar with 'Home', 'Content', 'People', 'Places', and 'Community Help'. A user profile icon and another search bar are on the right of this bar. The main content area features a large image of orange roof tiles with the text 'ArcGIS Content' overlaid. Below the image is a navigation bar with 'Activity', 'Content', 'People', 'Reports', 'Calendar', 'Actions', 'About', 'Share', and 'Manage'. The 'Activity' section includes a 'CREATE' menu with options for 'Status Update', 'Discussion', and 'Uploaded File'. Below this is a 'What's going on?' input field. The 'RECENT ACTIVITY' section shows a post by Nick Patel titled 'GeocodingReferenceData_Paper.pdf' with a thumbnail of the document. The 'FEATURED CONTENT' and 'POPULAR CONTENT' sections list various articles and papers. The 'TOP PARTICIPANTS' section is partially visible at the bottom.

Thank you...

- **Please fill out the session survey:**

First Offering ID: 1367

Online – www.esri.com/ucsessionsurveys

Paper – pick up and put in drop box



Understanding our world.