

## LSGI Distinguished Lecture Series

# Eleven Years of Google Maps: Past! and Future?

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**Date : 9 August 2016 (Tuesday)**

**Time : 10:00am**

**Venue : Z509**

### Abstract

Google Maps, with its satellite image mapping technology and Street View technology, has completely changed the way of ordinary people using maps. It has become an indispensable tool in our daily lives. More than one billion people use Google Maps on a regular basis. However, Google Maps was not the first online mapping technology. Before Google Maps, MapQuest already dominated the online mapping market. We at the University of New Brunswick, Canada, also developed relevant technologies, which were later on directly or indirectly used by Google Maps. Why could Google Maps surpass the dominant player MapQuest in the past? Where will Google Maps go in the future? This presentation will (1) review the development milestones of Google Maps based on Google's report and our contributions to Google Maps, and (2) explore the future of Google Maps based on our currently developed online 3D mapping technology which is completely different than the state-of-the-art 3D mapping technology. (At the end, a live demo of our online 3D mapping technology will be provided.)

### Biography

Yun Zhang is a Canada Research Chair in Advanced Geomatics Image Processing, and a Professor at the University of New Brunswick, Canada. He is also a Changjiang Chair Professor of Peking University, and a Visiting Professor of the Massachusetts Institute of Technology (MIT) (2015). He has authored or coauthored over 200 research papers. He is an inventor of six patented technologies and five patent-pending technologies. The technologies developed by his lab have resulted in more than ten commercial licenses. Dr. Zhang was a recipient of the Synergy Award for Innovation from the Natural Science and Engineering Research Council of Canada (NSERC) in 2012, which was granted by the Governor General of Canada; the Giuseppe Inghilleri Award of the International Society for Photogrammetry and Remote Sensing (ISPRS) in 2012, which is presented once every four years to a nominee who has significantly enhanced the applications of photogrammetry, remote sensing, or spatial information sciences; the 2009 John I. Davidson President's Award for Practical Papers of the American Society for Photogrammetry and Remote Sensing (ASPRS); and the 2005 Talbert Abrams Grand Award of ASPRS. In 2006, one of his research results was selected as an international outstanding technology for "Technology Transfer Works: 100 Cases from Research to Realization" by the Association of University Technology Managers (AUTM). For more information: [www.unb.ca\CRC-AGIP](http://www.unb.ca\CRC-AGIP)

### All interested are welcome

All registered attendees will receive a Certificate of Attendance after the lecture.

Registration link: <https://myacs.polyu.edu.hk/utis/mysurvey/index.php/643749/lang-en>

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