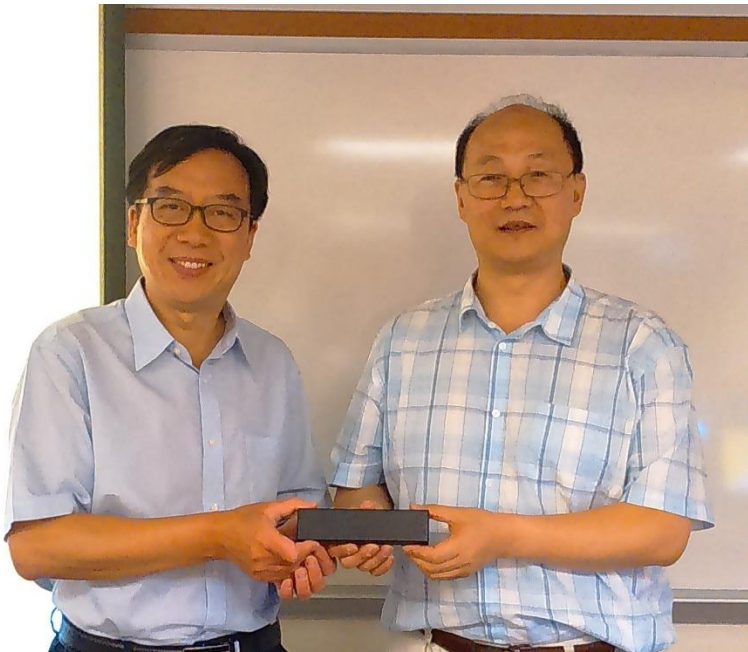


## LSGI Distinguished Lecture

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

### Overview

It was our pleasure to invite Dr. Yun ZHANG, Canada Research Chair in Advanced Geomatics Image Processing, and a Professor at the University of New Brunswick, Canada, to deliver a seminar of the LSGI Distinguished Lecture Series on 9 August 2016.



Dr. ZHANG discussed his research on the development of Google Maps in the lecture. He found that Google Maps, with its satellite image mapping technology and Street View technology, had completely changed the way of ordinary people using maps. He found that more than one billion people use Google Maps on a regular basis, which showed that it had become an indispensable tool in people's daily lives. However, Google Maps was not the first online mapping technology. MapQuest had long dominated the online mapping market long before Google Maps. Dr. ZHANG and his colleagues, at the University of New Brunswick, Canada, also developed relevant technologies, which were later on directly or indirectly used by Google Maps. This led to his further discussion on the reasons that Google Maps could surpass the dominant player MapQuest in the past and his predictions on the extension that Google Maps could go in the future.

The presentation covered the following topics: (1) to review the development milestones of Google Maps based on Google's report and our contributions to Google Maps, and (2) to 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 of the seminar, Dr. ZHANG played a live demo of his online 3D mapping technology.

### Dr. Yun ZHANG



Dr. 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).