Webinar offered through VCGI and eXtension Map@Syst on December 10, 2013

Mapping in an "App" World: the Power of Mapping with Your Phone

Shane Bradt
Extension Specialist in Geospatial Technologies
UNH Cooperative Extension
Geospatial Technologies Training Center

Leslie Pelch
Outreach Coordinator
Vermont Center for Geographic Information

University of New Hampshire Cooperative Extension

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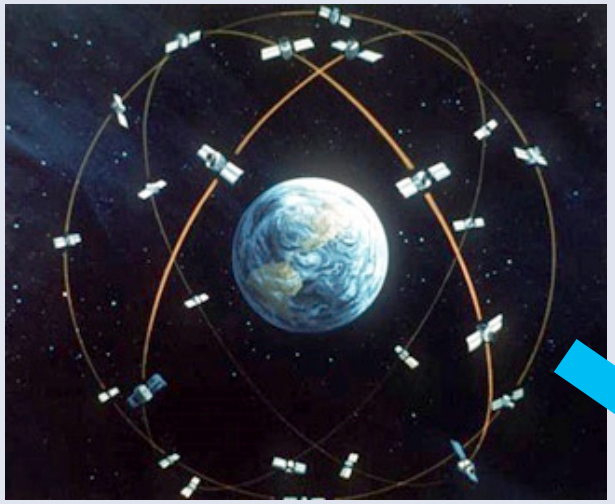
VCGI INC.

Rise of the smartphone

GPS is central to mobile mapping



24 hours a day
365 days a year
global coverage

accurate to
within 30 feet
on the planet

handheld GPS vs. smartphones

built-in maps — maps from cell network

name + notes — name + attributes + media

accuracy 3-5m — accuracy ~5m

mapping GPS vs. smartphones

built-in maps — maps from cell network

name + attributes + photo — name + attributes + media

accuracy 0.1-3m — accuracy ~5m

53.4

number of US smartphone users

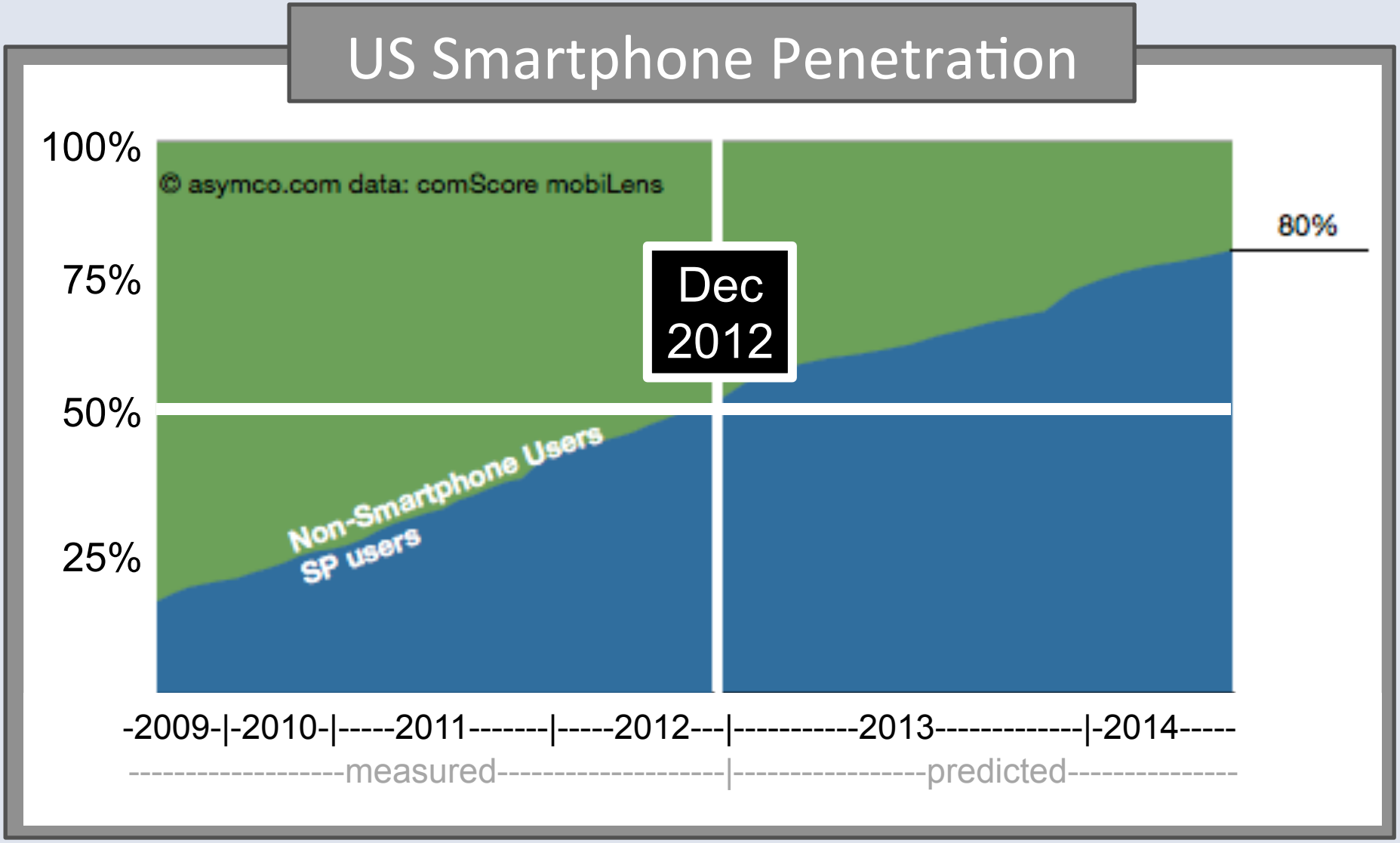
in millions, as of **July 2010**

129.4

number of US smartphone users

in millions, as of **January 2013**

Smartphones in the USA



portable PC's **202** ↓3%

128 ↑78%

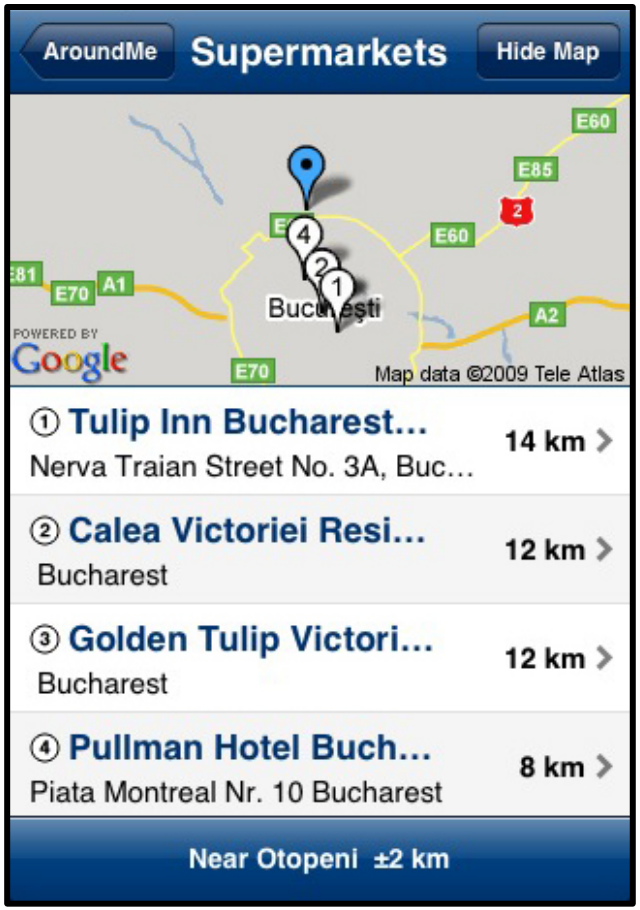
number of tablets sold globally

in millions, in **2012**

↓4% **145** desktop PC's

GPS + online map databases =

location-based services



Which smartphone OS?

US market share March 2013

iOS	Android	Windows Phone
39%	52%	3%

Mapping Apps

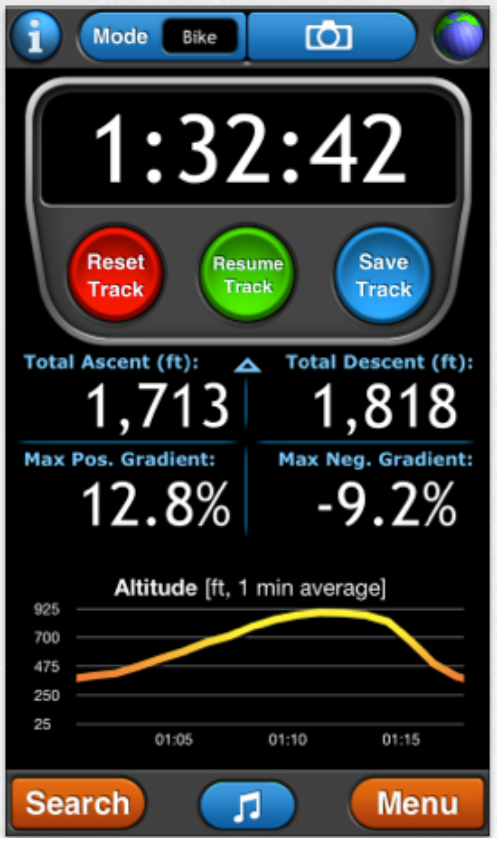
MotionX

MotionX GPS

$0.99

Data collection

Basic maps

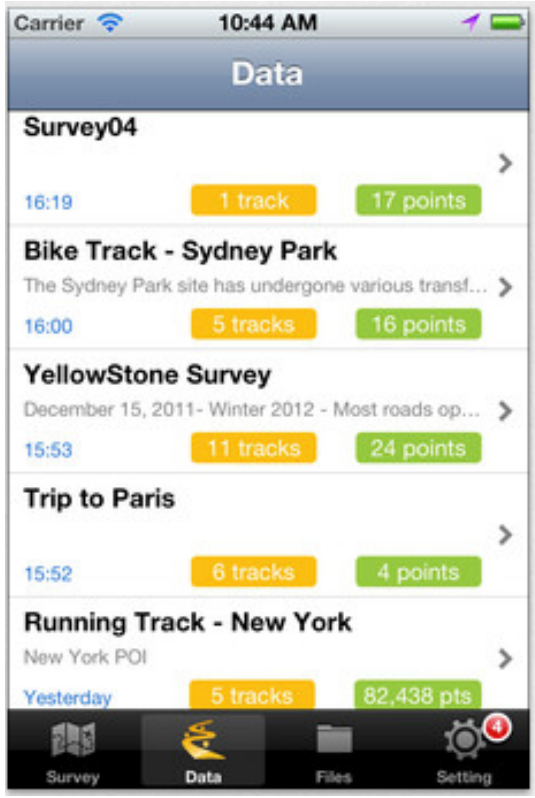


ThinkNet Survey GPS

$1.99 | Pro - $9.99

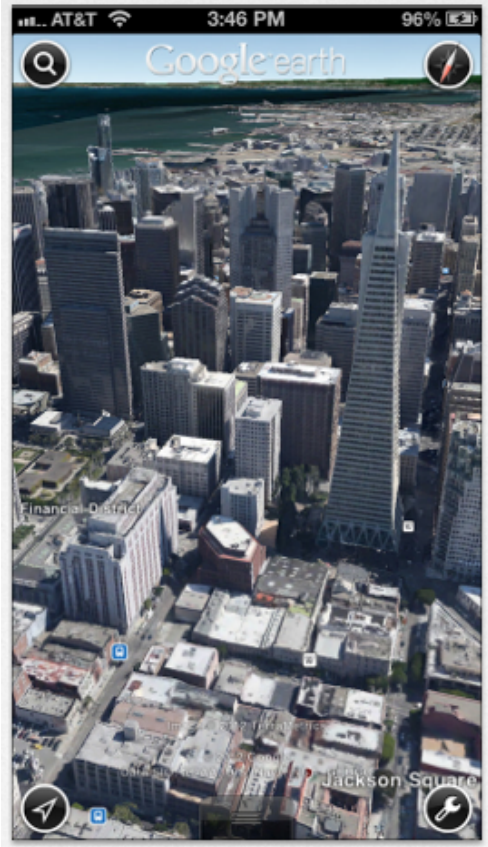
Data collection

Basic maps



Google Google Earth

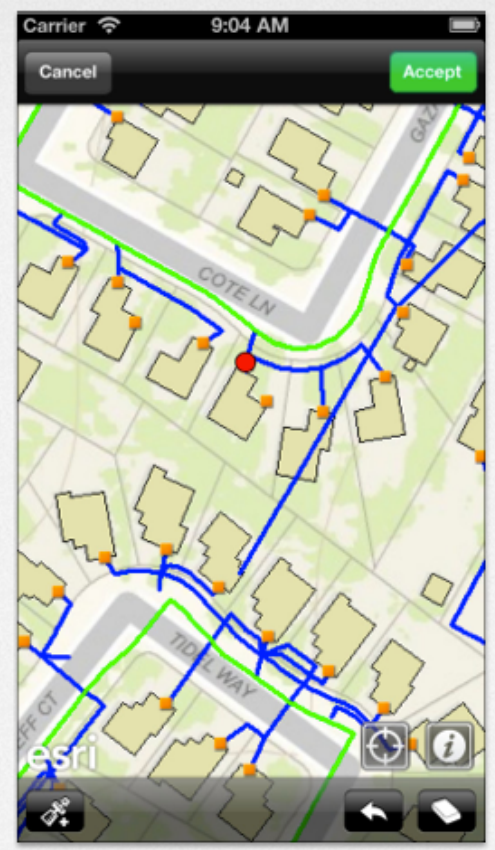
Free

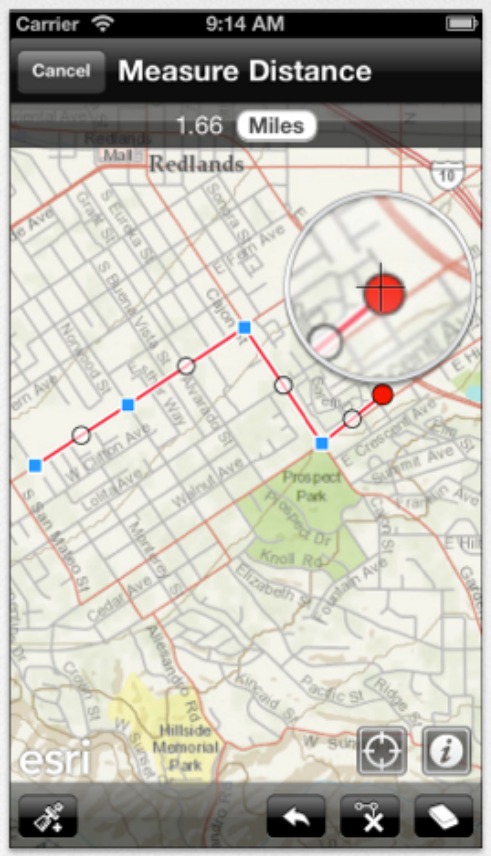


Basic maps

Esri ArcGIS

Free





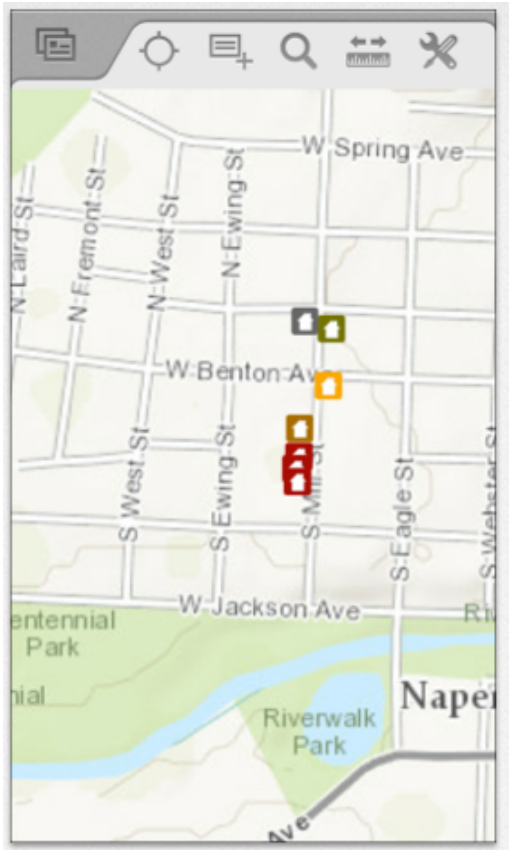
Data collection

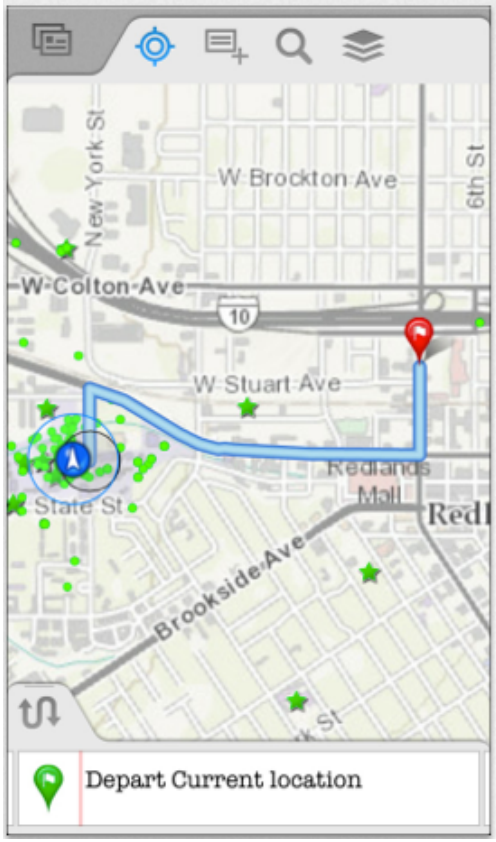
Remote editing

Basic mapping

Esri Collector

Free





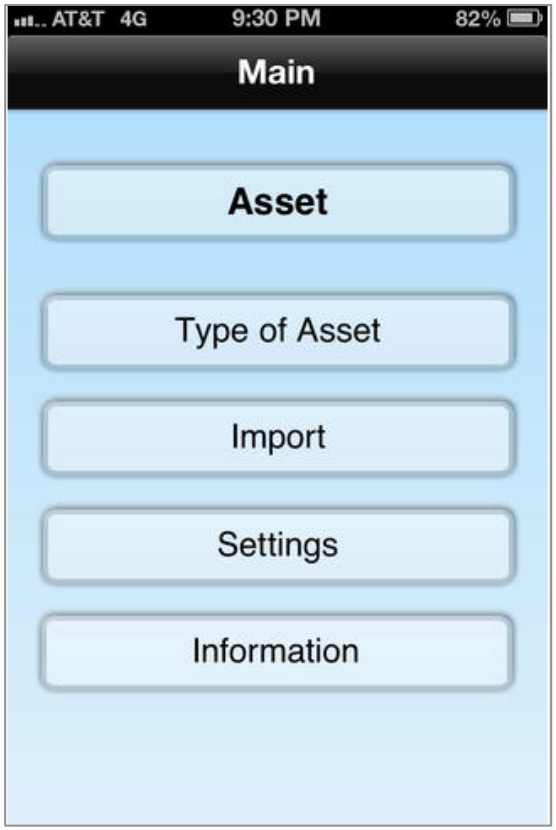
Data collection

Remote editing

Basic mapping

GIS Key Field Assets

$29.99



Data collection

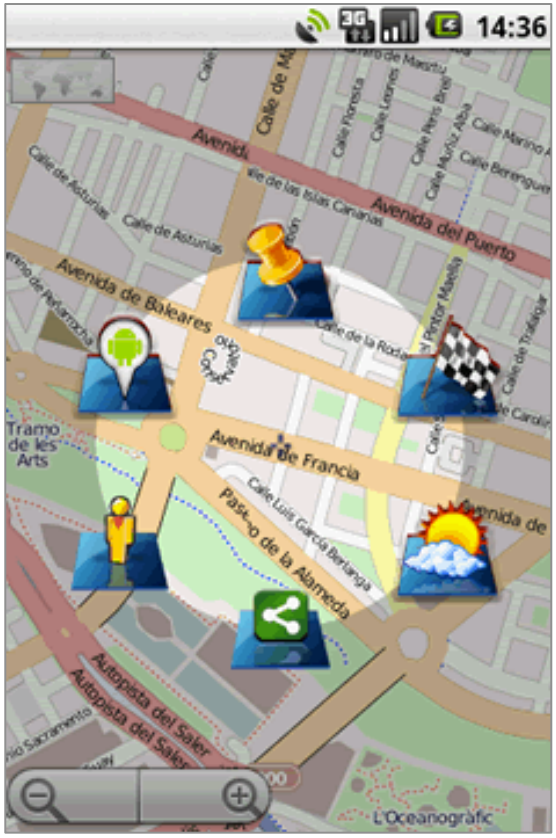
Basic maps

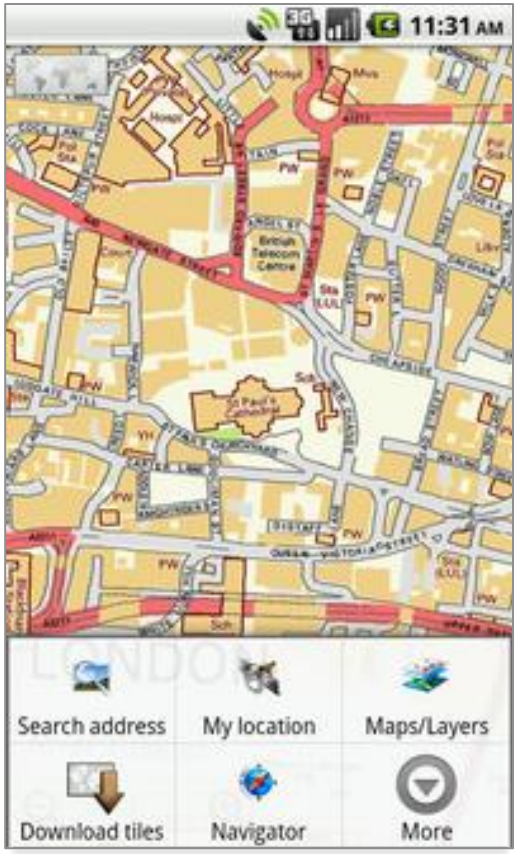
GIS functions

gvSIG Assoc

gvSIG mini

Free





Data collection

Basic maps

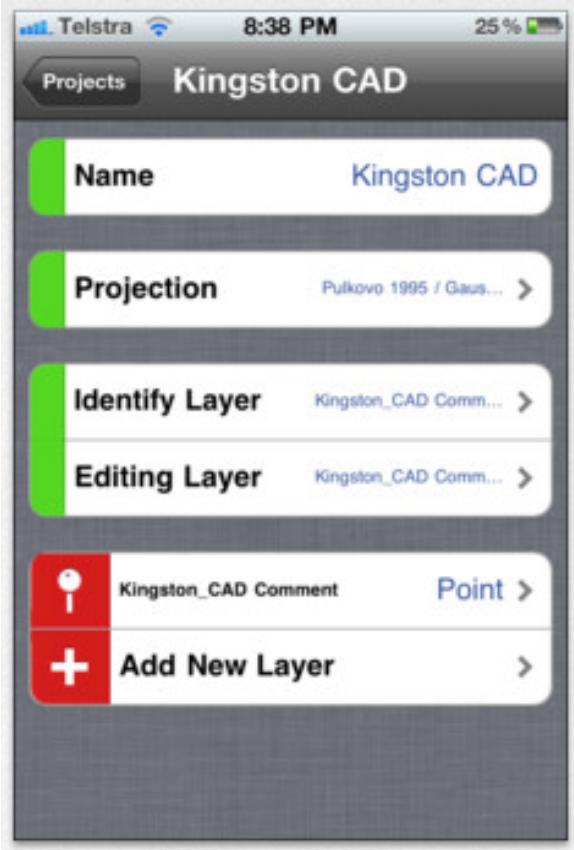
GIS functions

Java

Geometry Pty Ltd

iGIS

Free | Pro - $4.99/month $19.99/year



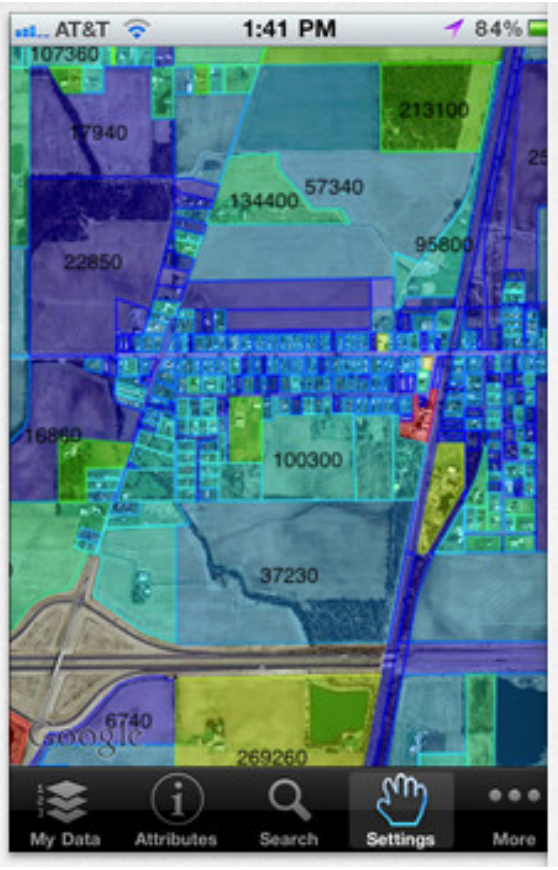
Data collection

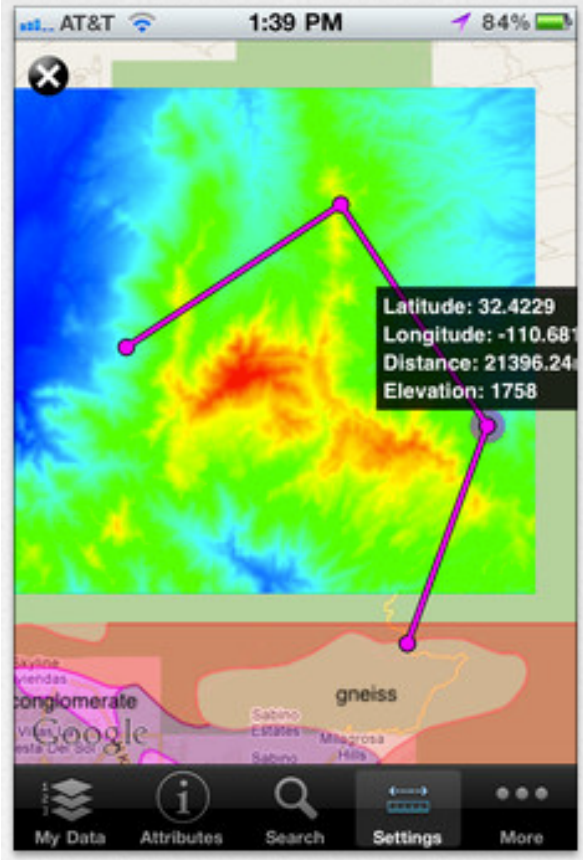
Basic maps

GIS functions

Cogent3D GIS Roam

Free | Your data - $9.99 |Pro - $149.99





Data collection

Basic maps

GIS functions

Garafa GIS Kit / Pro

Kit - $99.99 | Pro - $299.99

Data collection

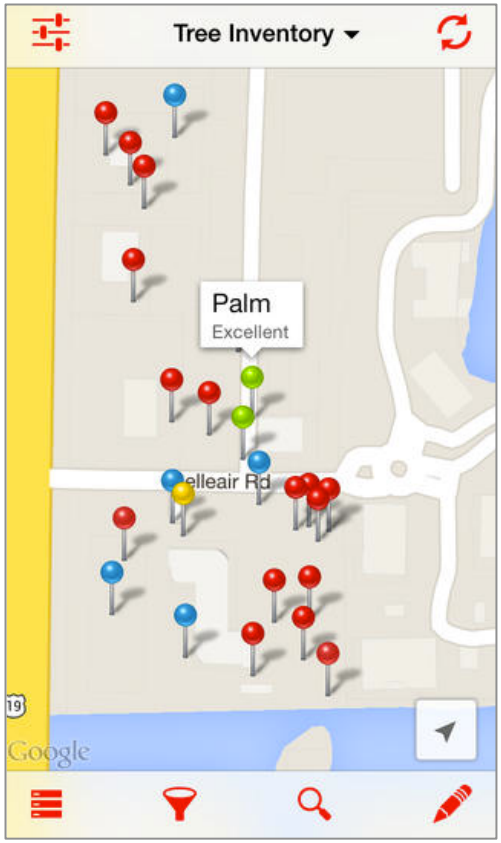
Basic maps

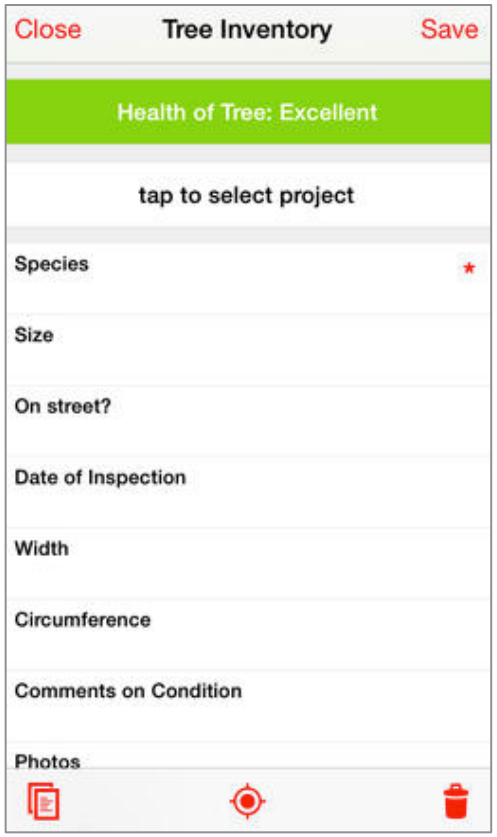
GIS functions

Fulcrum

Fulcrum

1 user $29/month | 5 users $99 / month





Data collection

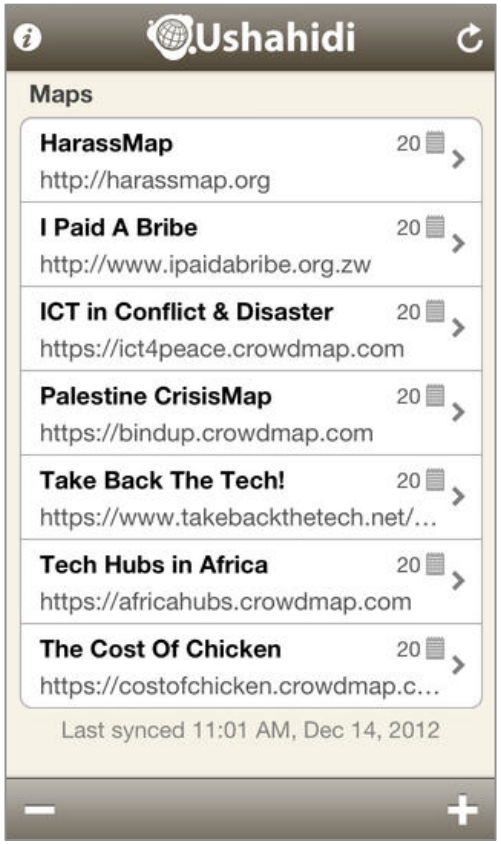
Remote editing

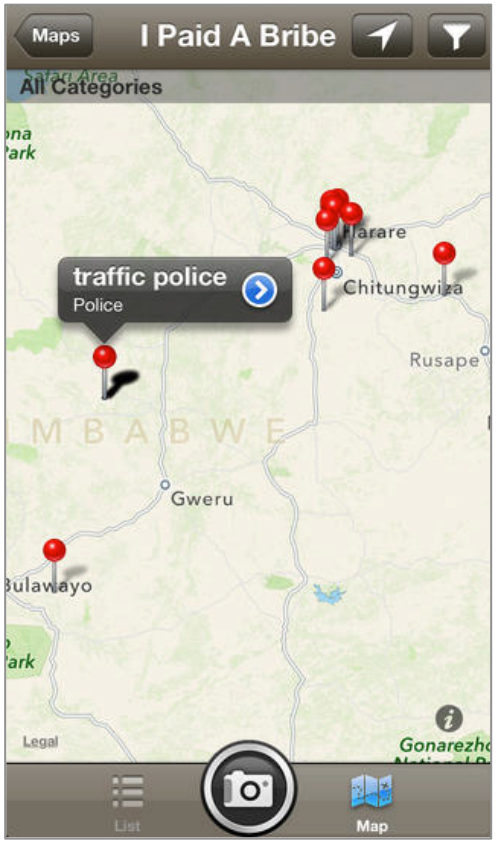
Basic maps

Ushahidi

Ushahidi

Free





Data collection

Remote editing

Basic maps

iGeoTrak

Cogent3D, Inc.

Basic: $500/year/device

- Data collection
- Remote editing
- Basic maps
- GIS functions

Which smartphone OS?

Mapping apps discussed here

iOS	Android	Windows Phone
92%	46%	8%

Shane Bradt

Extension Specialist in Geospatial Technologies

Thank You!

gisworkshops.org
www.twitter.com/gisworkshops
facebook.com/gisworkshops
extension.org/geospatial_technology
shane.bradt@unh.edu
603-862-4277