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ABSTRACT OF THE PLENARY SPEAKER

The M.App of the Future is Now

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There was time when there were no maps. Information was communicated in simple ways. As humans, we make sense of our experience by providing order and structure. We are form givers – communicators of information. For centuries, geographic data has been recorded and shaped into maps. But a map is static and only a reflection of what was, not what is or what should be. In order to fully comprehend change, we need to completely transform data into information services.

The M.App of the future is now, with a new form for envisioning, experiencing and communicating geographic information. Fuse fresh content sources, 360° analytics, targeted workflows, and meaningful visualizations to build an experience that makes sense. Explore the power of a new form for delivering dynamic information through the M.App of the future.