

Automatic Geotagging: Technology and Opportunities

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Abstract

The value of auto geotagging is providing location data to digital images – to consumers, camera manufacturers and most significantly to fulfillment companies. The opportunities for geotagging go beyond simply storing, cataloguing, and sharing digital images— Geotate will demonstrate, using existing examples, how the technology is currently being used. We will also explore the future potential of geotagging and how the industry can monetize this technology in the coming years.

Traditionally, the digital imaging industry generated revenue from camera sales and printing alone but today these images are a growing source of user generated web content, which provides the commercial basis for many Web 2.0 organizations such as Google, Facebook, Flickr, etc. We will explore what major brands in the digital imaging industry can do to recapture these commercial opportunities and take geotagging to the next level.

Author Biography

Mark has extensive international sales and marketing experience and a successful twenty year track record driving mobile device and software revenue for entrepreneurial technology companies in Europe. Prior to NXP Software, Mark held senior sales roles at Xerox and Motorola before becoming Sales and Marketing Director for Gemplus in the UK, Sales Director for early stage software venture Intuwave, and Co-founder, VP Sales and Marketing at Fig Labs.