ArcGIS Online: Content, future developments

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Content Powers the ArcGIS System

- ArcGIS is a System to Build, Manage, and Analyze Geographic Information
- ArcGIS includes a Rich Set of Ready-to-Use Geographic Content, which is Available to Users of the System
  - Maps, Data, and Tasks designed for use with ArcGIS
Content is Built-In to the ArcGIS System
Simple to Discover and Use in all of your ArcGIS Applications

Access through your Web, Mobile, and Desktop Apps
Content is Published by Esri and Users
Built by and for ArcGIS User Community
Community Maps Program

*Esri initiative to enhance our online content with user contributed data*

- **Supports Building Useful and Reliable Maps and Related GIS Services**
  - Online content curated by Esri and available to users

- **Assemble Best Available Data from GIS Community**
  - Data from global, national and local agencies and other leading providers

- **Esri is Compiling Community Maps Geodatabase**
  - Global geodatabase with dozens of layers assembled from both community and commercial sources
  - Used to support authoring and publishing maps and related services
Esri Content
A catalog of ready to use Maps, Data, and Tools ...

- Maps & Imagery
- Geocoding & Routing
- Tools & Reports

Provides a foundation to support users and partners
Esri Content Portfolio

Content is organized into set of themes, using Esri & Community Data

- Imagery
- Basemaps
- Elevation
- Geocoding
- Location Analysis
- Network Analysis
Esri Content Portfolio: Basemaps

- Imagery
- Basemaps
- Elevation
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Esri and Community Map Data
Basemaps

Suite of basemaps to support your web maps and applications

- Great Web Maps Start with a Great Basemap
- Variety of Basemaps are Required for Different Maps
  - ArcGIS now includes a diverse set of basemaps
Esri Content Portfolio: Imagery

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Esri and Community Map Data
Imagery

Rich set of imagery services to support visualization and analysis

- **World Imagery Map Service**
  - High-performance basemap for visualization

- **Global Land Survey Landsat Services**
  - Multiple maps presenting different views of earth over time
World Imagery in 2012

Imagery mosaic built from best available commercial and public sources

- Expanding International Coverage at 1m Resolution
  - Adding GeoEye IKONOS Imagery for ~50 million sq. km.
  - Complete Publishing of Initial Imagery Cache this Summer

- Ongoing Updates and Expansion of Imagery Planned
  - Continue to improve on coverage, currency, and resolution
LandSat Imagery Services in 2012
Dynamic and time aware imagery services for visualization and analysis

- Global Land Survey Landsat Services
  - Multiple maps presenting different views of earth
    - Natural color, false color, vegetation, agriculture, etc.
  - Help to illustrate and understand global change over time
    - LandSat imagery from multi-epochs (e.g. 1975, 1990, 2000)

- Update with Recent Imagery and Better Image Quality
  - New Imagery from 2010 added to epochs
  - Image services upgraded to 10.1, improving imagery display
Esri Content Portfolio: Elevation

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Esri and Community Map Data
Elevation

ArcGIS includes multi-resolution elevation data supporting various services

- **World Elevation Globe Services**
  - Supports high-performance 3D visualization of maps

- **Shaded Relief Background in Esri Basemaps**
  - Used to represent terrain hillshades, contours, and points
  - Supports topo map, terrain map, street map, & oceans map
Elevation in 2012

Elevation data will be used to support publishing new services

- **Elevation Image Services**
  - Collection of multi-resolution image services to support visualization and analysis

- **Elevation Tools**
  - Profile, Visibility, and Orthorectification tools for use in apps
  - Pop-up reports with info on elevation, slope, and aspect

- **Hydro Basemap**
  - New multi-scale basemap representing surface water built using hydro-conditioned elevation database

Value-added services built using best available data
Esri Content Portfolio: Geocoding

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Esri and Community Map Data
Geocoding Services

- ArcGIS Online hosts a set of services with geocoding and geosearch capabilities
- Integrated in ArcGIS products and applications
- Available for use in APIs and SDKs
Geosearch
- Search – Find - Lookup
- Result is not stored for later use
- Requires no fee

Geocoding
- Primary purpose is to store results for use again later
  - In a database
  - In a map
- Requires a subscription
ArcGIS Online World Geocoding Service

Accessible from All ArcGIS clients

Single end points for geosearch, geocode, and reverse geocode

Country locators and gazetteer part of same service

World Geocoding Service

Geosearch

Geocode

Reverse Geocode

Gazetteer

Country Locators

Desktop

Web

Mobile
Esri Content Portfolio: Network Analysis

- Imagery
- Basemaps
- Elevation
- Geocoding
- Location Analysis
- Network Analysis
- Esri and Community Map Data
Network Analysis Services - current
Tools to solve common transportation problems

• **Routing Services**
  - Available for North America & Europe
  - Multi-point routing, optimized routes, and barriers
  - Driving directions in multiple languages
  - Available for ArcGIS Desktop, Web, and Mobile
Global Network Analysis Services in 2012

Expanding our current offering with new network analysis capabilities

- Routing
- Service Area (drive time)
- Closest Facility
- Vehicle Routing Problem (VRP)
- Historic and live traffic (where available)
Esri Content Portfolio: Location Analysis

- Basemaps
- Geocoding
- Network Analysis
- Imagery
- Elevation
- Location Analysis

Esri and Community Map Data
ArcGIS includes a variety of demographic maps focused on specific themes

- **USA Demographic Maps**
  - Maps with essential variables of recent Esri data
  - Supports display as thematic maps and popup reports
Services On-Premise

Data Appliance for ArcGIS
Same services as online
Next Release: Fall 2012

Geocoding Appliance for ArcGIS
Worldwide geocoding
Late 2012/early 2013
Additional Resources
Learn more while you are at the UC

• Related Tech Workshops
  - What’s New in Community Maps
    - Thu @ 8:30am in 04
  - ArcGIS Online: An Introduction
    - Thu @ 8:30am in Ballroom 06 F
  - ArcGIS Online for Organizations
    - Thu @ 10:15am in Ballroom 06 F
  - Creating Web Maps: Tips and Tricks
    - Thu @ 1:30pm in 15 B
  - Map Makeovers for Online Maps
    - Thu @ 3:15pm in 05 A/B

• Visit us at Online GIS and Content GIS Islands
  - Talk with Online and Content Dev Teams at the Island
ArcGIS Content Is Growing
Integrating the Best Available Data

Many Community Contributions

... Providing a Foundation for Your Work
Web Maps Are the New Medium for ArcGIS
Providing a Window Into Your Information

Any Device
- Smartphones
- Tablets
- Desktops
- Browsers
- Websites
- Social Media

Integrating Services

Supporting Visualization, Query, Editing, and Analysis

Making Geographic Information Useful Everywhere
Non Profit Organization Program

- Provides ArcGIS Training and Support
- Thousands of Organizations
- 80+ Countries

... Helping Those Who Help Others