

October 29, 2008, 7 pm – **University of Louisville Honors Lecture Series** – Estcorn Honors Center

Presentation

- **Biography** – Michael Schnuerle: Louisville, UK, Australia, Paris, Edinburgh, San Fran, Louisville
- **Technology** – Convergence and new tech 2005: Map APIs, Ajax, Hosting Costs, Open Source

The Metro Mapper Site

- **Site Overview** – types of maps, daily traffic, updates
- **Cool Examples** – filtering, historic overlays (UofL)
- **Services** – free to public, account, bookmarks, embedding free and paid
- **Revenue** – ads, sponsoring, consulting, custom work, embedding, collaboration (PVA)
- **History** – 2005 technologies, city crime, other data, embedding, full time
- **Career Path** – Computer Graphics, 2 years abroad, Big/Small Companies, Independent
- **Technical Overview** – PHP, MySQL, Data -> Convert -> Site -> Embed
- **Tools Used** – Photoshop, Dreamweaver, MySQL Administrator, SmartSVN, WinSCP

The Your Mapper Prototype

- **Site Preview** – logo, interface, maps
- **Key Differences** – National, browsing, tools, data loading, social media, mobile
- **Open Data** - Open Municipal Geodata Data Standard

The Future of Online Maps

- **Google Earth** – Exporting data into a 3D environment, 3D cities, 1:1 correlations.
- **Mobile Tools** – iPhone, Google Android, GPS, ubiquity
- **Location Based Tools** - Connecting where you are to useful information, social
- **Data Loading** – Making public data truly public

Questions and Answers

Make some notes here for questions you would like to ask:

Important Links

Metro Mapper – www.metromapper.org
Metro Mapper Blog – metromapper.blogspot.com
Metro Mapper Facebook Page – tinyurl.com/mapfb
Metro Mapper on Twitter – www.twitter.com/metromapper
Open Municipal Geodata Standard – www.omgstandard.com
Your Mapper (not live) – www.yourmapper.com

Special Thanks

Thanks to the University of Louisville for hosting, the organizers (Amruth Krishnamurty, Michael Miao, Venkat Ramakrishnan, Greg Shaw, Greer Waldrop), longtime supporters (Angie Moore, Ben Peskoe, Scott Dyer, Dan Borsch, Nick Moorman), and everyone attending.

