Setting a new ‘Positioning Strategy’

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Building a world class location information system
Global impact

Geo services global revenues are $150–$270 billion per year of:
- Video games industry: $25 billion
- Geo services: $150–$270 billion
- Airline industry: $594 billion

Geo services can improve agricultural irrigation, helping to achieve global cost savings per year of:
- $8–$22 BILLION

Leading the location system

- Imagery
- Address
- Cadastral & property
- Elevation and depth
- Positioning

newzealand.govt.nz
LINZ - New Zealand’s location agency

Changing focus
Accurately Positioning New Zealand for the Future

Enable 3D Property rights

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- Measure temporal changes
- Support global reference frames
- Enable real-time positioning
- Provide strong leadership in New Zealand and the South-West Pacific
Measure temporal changes to the shape of the Earth's surface, model the gravity field and incorporate the effects into our reference frames.

- Earthquakes mean New Zealand is subject to continual deformation.
- Our ability to model changes in the Earth's surface affects the accuracy of national reference frames.

Temporal Changes support the maintenance of global reference frames and the connection of New Zealand's geodetic framework to them.

- There is a trend away from using country-specific reference systems.
- Increasing accuracy of international frames means that they can be used directly.

Global Reference Frames
• Provide tools and services that enable accurate and reliable real-time positioning whenever and wherever it is required
• Consumer-level technology means people will be able to determine their location in real-time at the decimetre level using mobile devices
• LINZ will provide the positioning infrastructure that others can build on to deliver consumer positioning services

Real Time Positioning

Leadership

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Looking Ahead: Our challenges