



Indoor Google Maps 2014

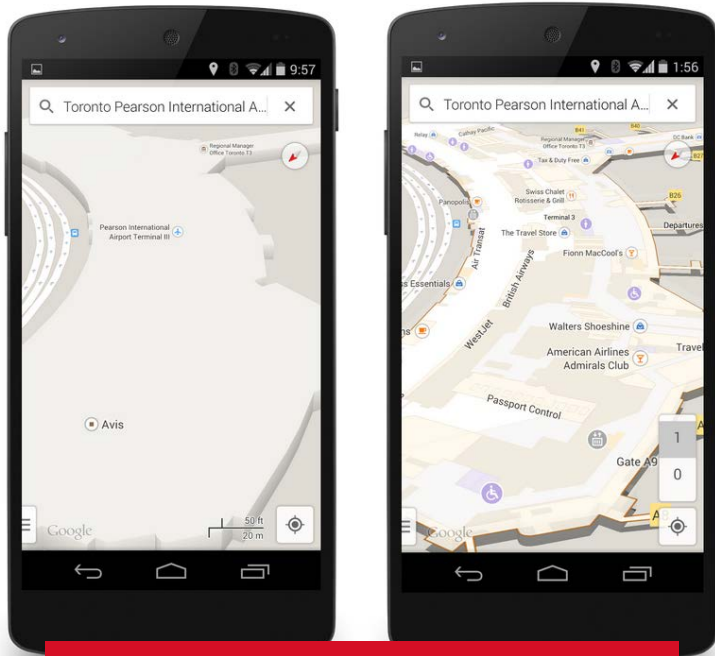
Shaun Vann
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What is indoor Google Maps?



Google Maps is now even more useful by providing maps and navigation for indoor spaces such as airports, shopping malls, large retail stores, and transit stations.

Indoor floor plans are seamlessly integrated into Google Maps for desktop, Android and iOS and are automatically enabled when the user zooms in.



With and without indoor maps

Your visitors avoid spending time searching for building directories and discover new clickable points of interests for restaurants, shops and amenities.

Partnership Process



- 1 Sign Content Licensing Agreement
 - Online click-to-accept (preferred standard method)
 - Offline (if changes required)
 - Email (optional)

- 2 Send Floorplans to Google

- 3 Sign Site Survey Permission Letter
 - Online (preferred standard method)
 - Offline (if changes required)

- 4 Site Survey Performed by Google

- 5 Indoor Maps Published

How does it work?



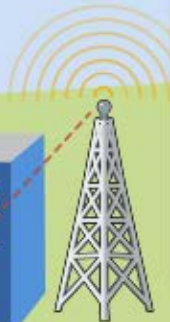
How Google Maps works in an outdoor environment...

Google Maps uses a combination of the following features on your mobile device to pinpoint your location:



GPS signal

In an outdoor location, your device will pinpoint your location by searching for a GPS satellite. This is highly accurate, provided that you are in a relatively open space and the sky is clear.



Cell tower signal

Other than a GPS signal, the phone uses nearby cell towers to gauge your location. This is done by triangulating different signal strengths from different cell towers and using their location to pinpoint your current position.



Wi-Fi access point signal

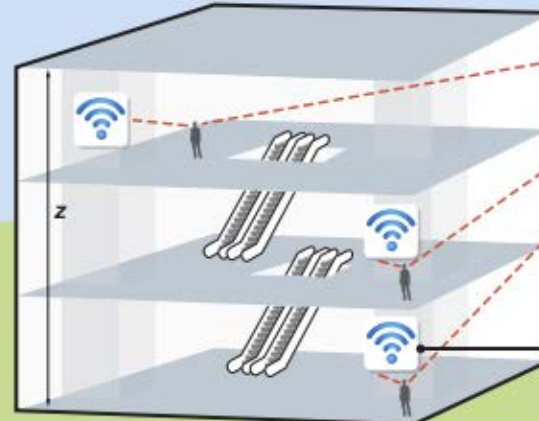
Nearby Wi-Fi hot spots are also used in a similar manner as cell tower triangulation, by the phone. Once the phone detects the nearby hot spots and determines their signal strength, it will triangulate and pinpoint your location.



...and in an indoor environment



For indoor maps, Google Maps uses the same combination of features to determine your location. However, the phone is highly unlikely to detect a GPS signal indoors, so the phone will use the cell tower and Wi-Fi hot spots as the main means of triangulating your position.



Wi-Fi hot spots created by business owners within the building are the primary means of finding your location when you are indoors. It is still limited by the broadcast strength and potential interferences from thick walls which block the signal.

The indoor version has a vertical "Z" axis to traditional longitude and latitude estimates so Google Maps can inform the user what floor he is on in a multi-level building. This is represented by the blue dot icon, which automatically switches floors if the user goes up or down a level within the venue.

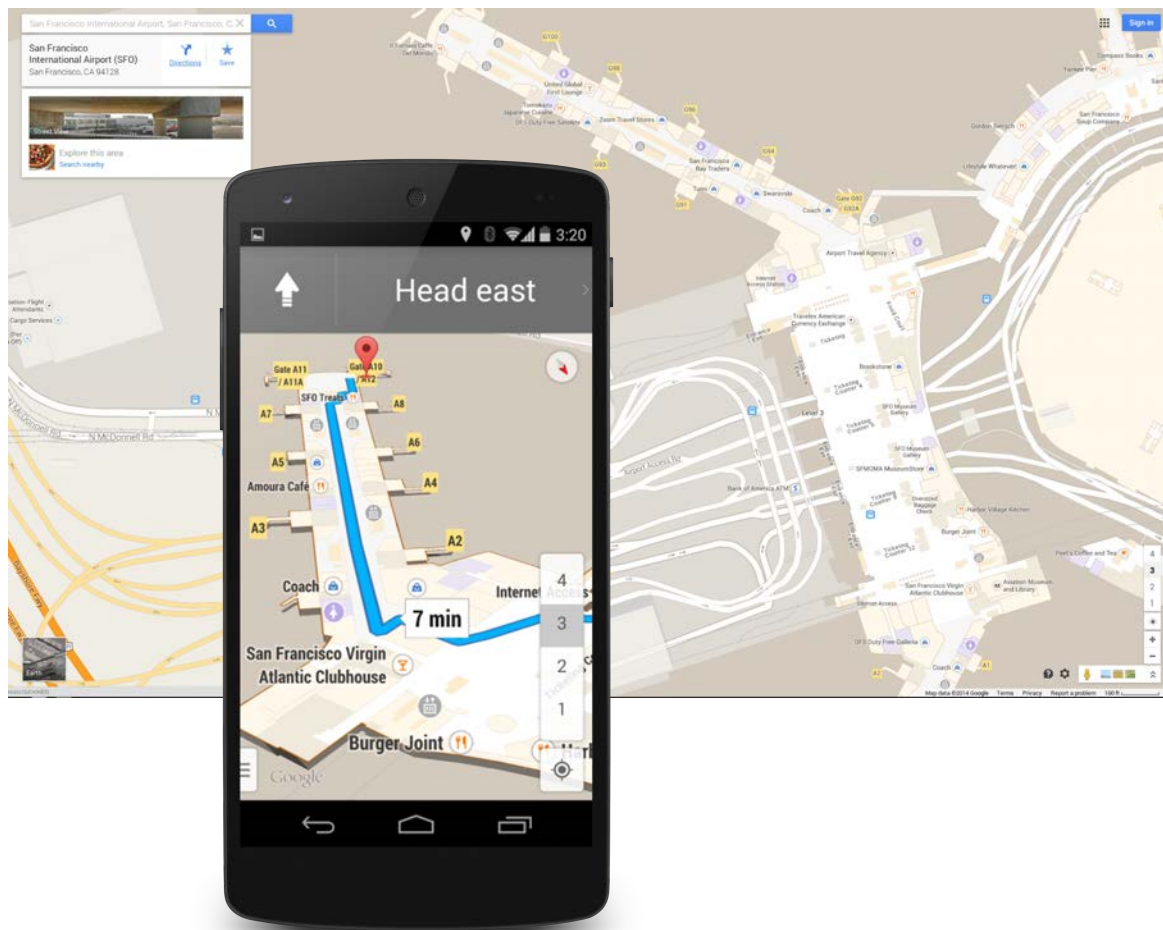


The phone does not need to be connected to these access points to determine your location, but the Wi-Fi function must be switched on, or indoor mapping will not work.

Product Benefits



- **1BN+ users** of Google Maps Services - world's most widely used app!
- Indoor maps currently **launched over 20 countries**
- **300+ airports with indoor maps** globally including including ATL, SFO, SJC, YYY, MIA, LAS, IAH, SEA, TPA
- **Indoor Walking Directions:** getting directions from the ticket counter to Gate A10
- **API Availability**



Floor Plans in Google Maps API



Leverage your floor plan content in your own mobile apps or on your store locator via the Google Maps APIs

Madison Square Garden
114 Pennsylvania Plaza, New York

Westgate Center
1600 Saratoga Avenue
San Jose, CA 95129
Total Square Feet: 636,000

Area Map

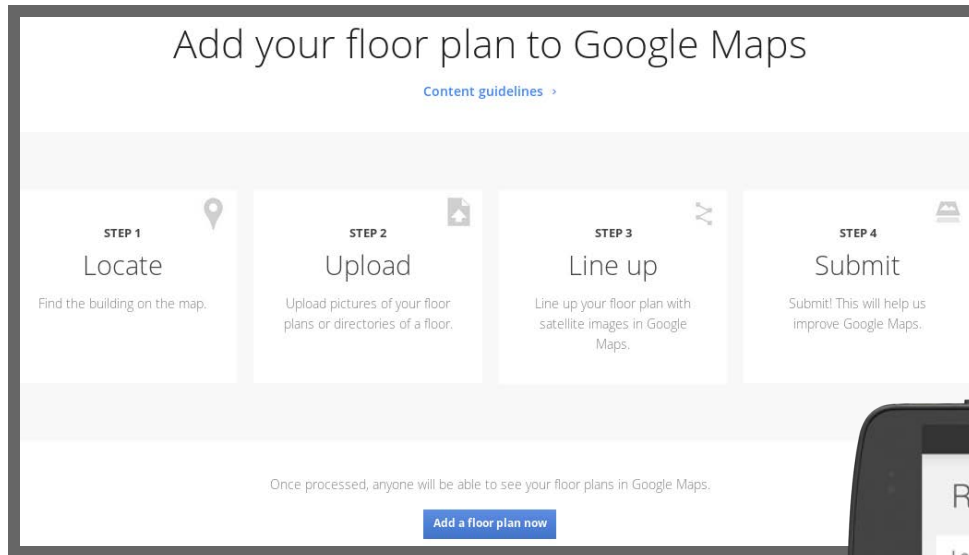
Demographics

	1 Mile	3 Miles	5 Miles
Population	24,523	200,140	497,899
Households	8,080	74,815	183,794
Daytime Population	7,264	65,102	161,082
Median Age	40	39	39
Average Household Income	\$116,180	\$118,350	\$117,172
Median Household Income	\$89,206	\$98,311	\$87,087
College Educated	83.0%	86.3%	84.3%

Partner Support

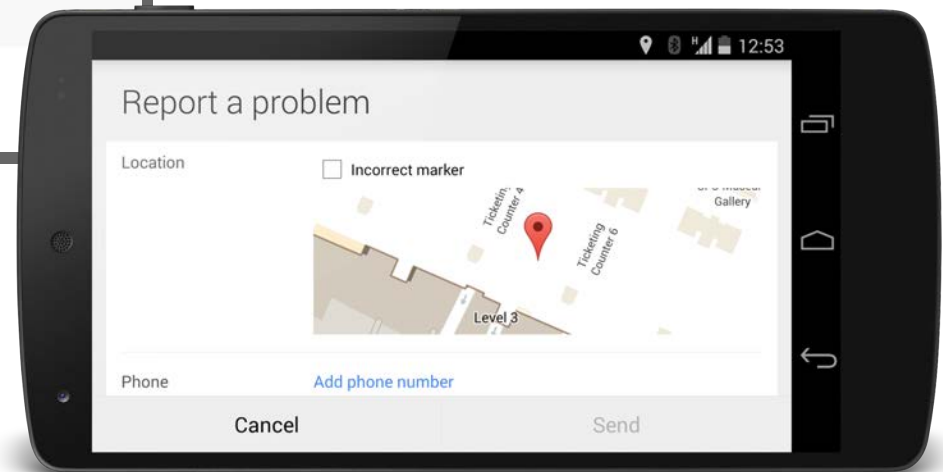


Keeping your maps up-to-date is easy! Need more assistance? Our partner management team will be happy to help.

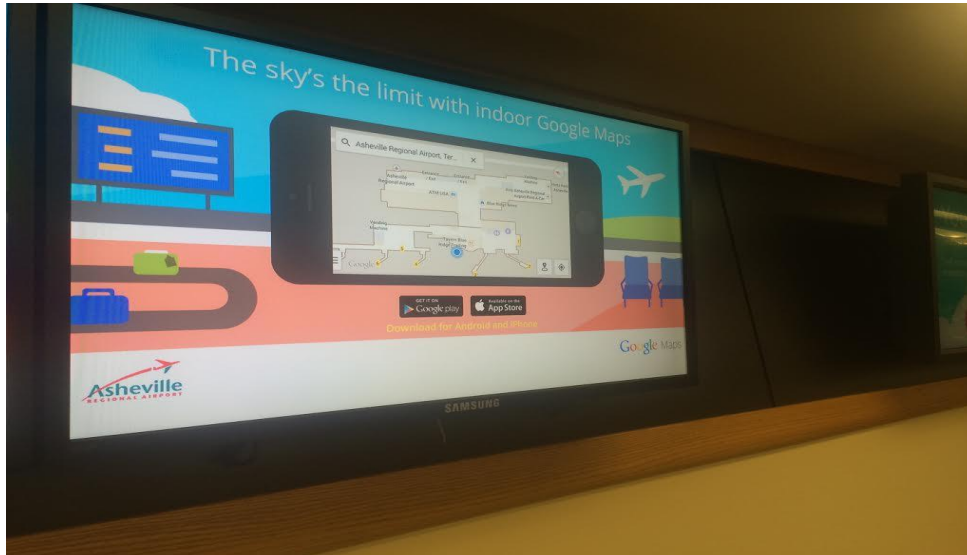


Upload new floor plans for major renovations or expansions.

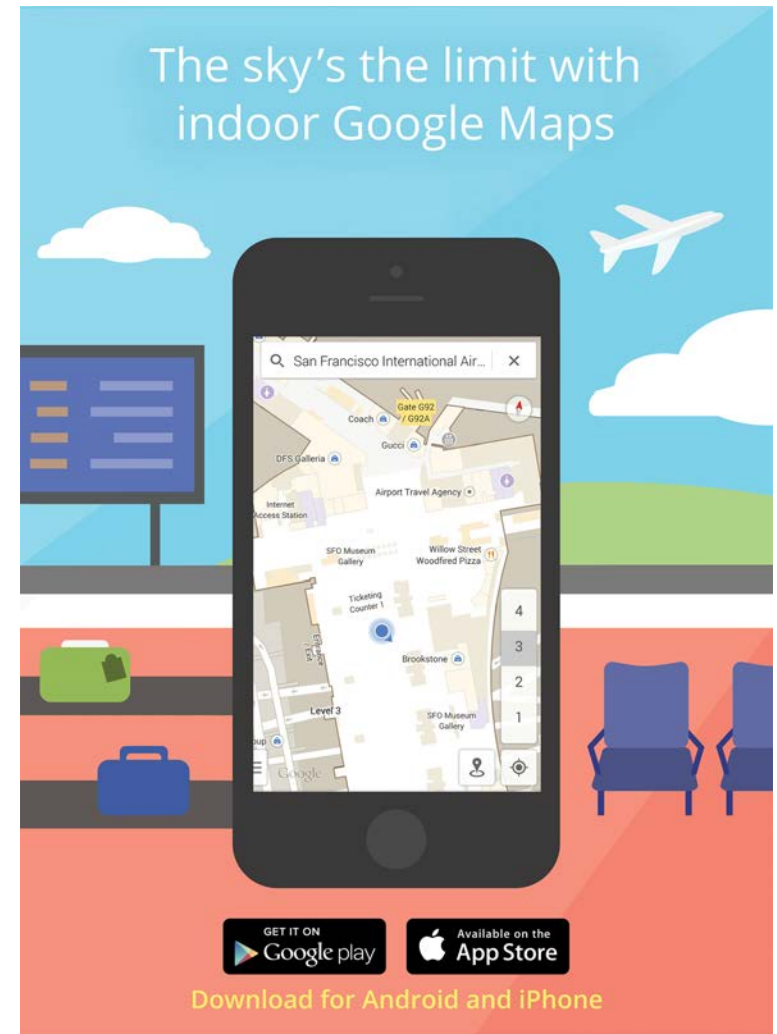
Report issues on mobile with our RMI tool!



What's New? PR and Marketing Assets



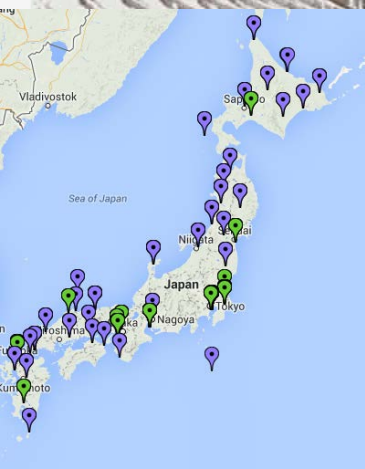
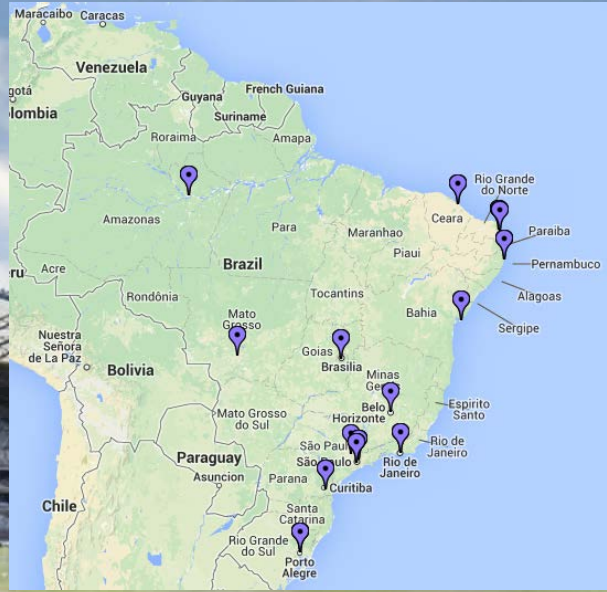
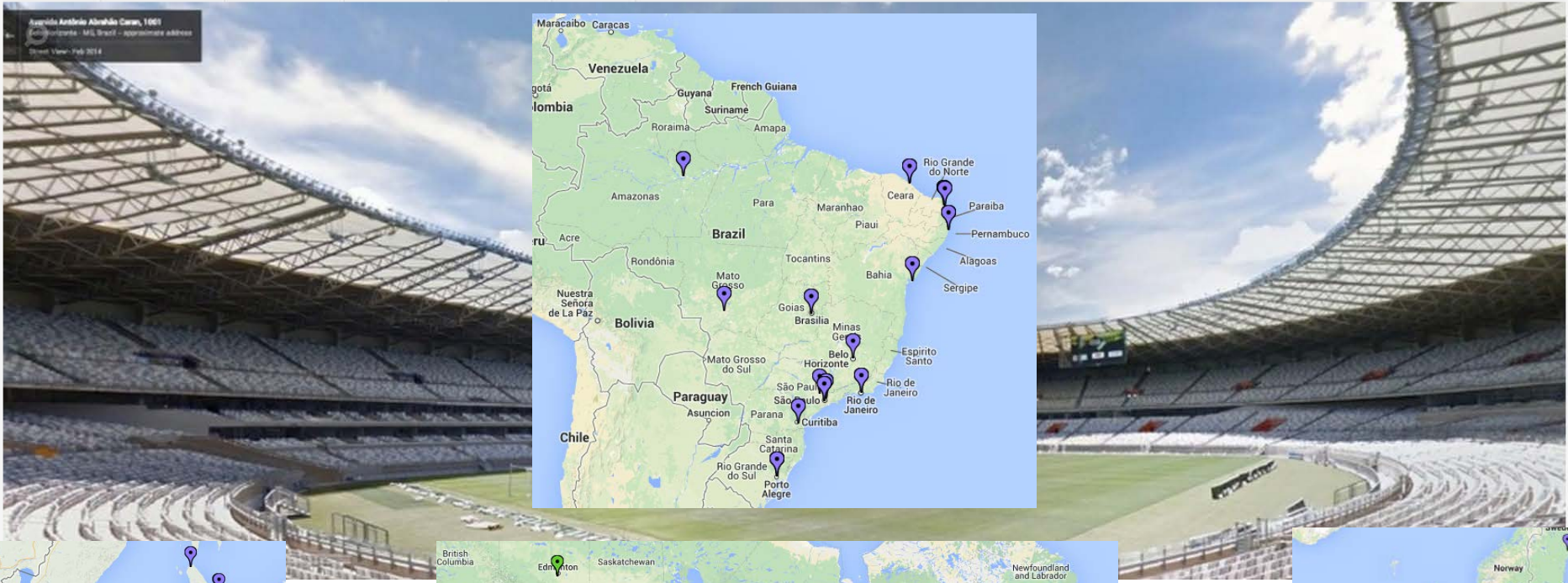
On-site signage and digital banners now available to promote your presence on Google Maps to your guests



GOOGLE ADDS 12 WORLD CUP STADIUMS TO STREET VIEW AND MAPS

By Les Shu — June 5, 2014

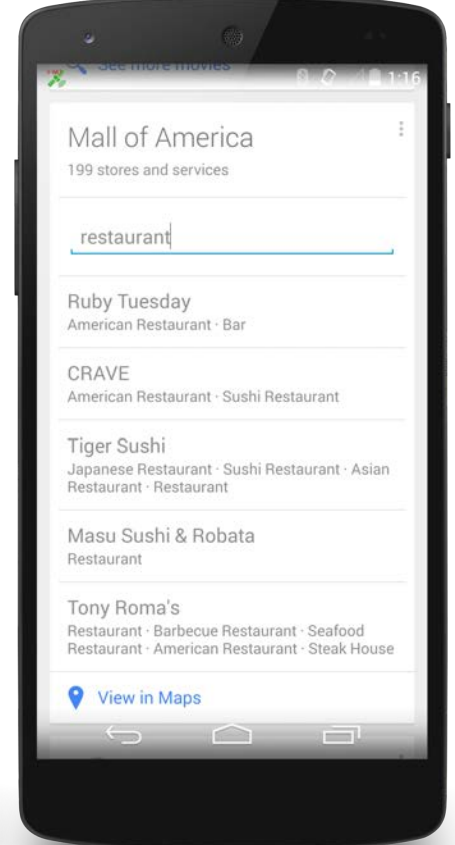
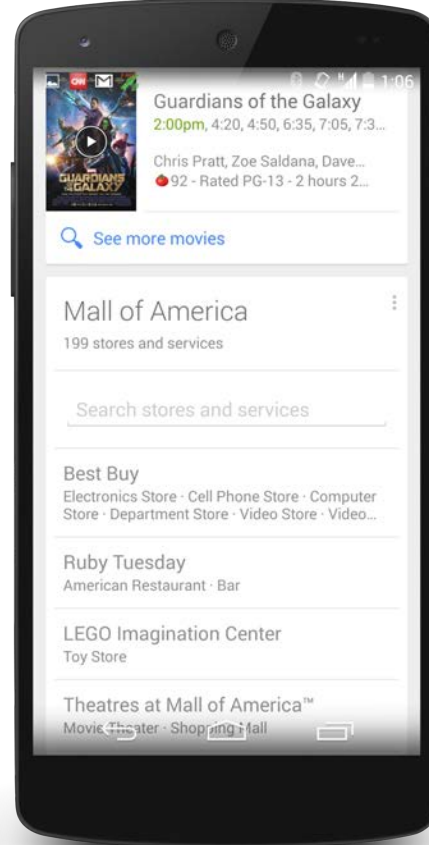
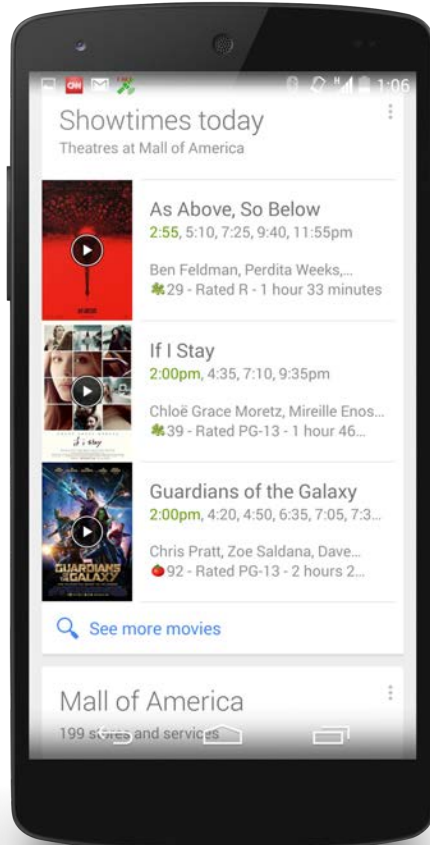
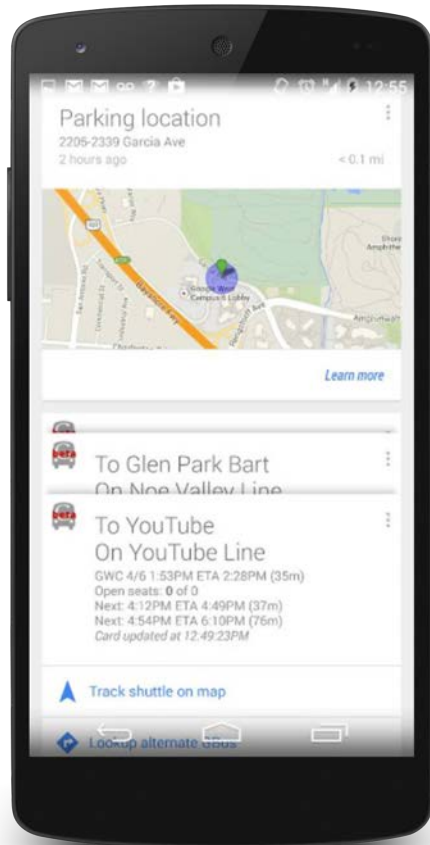
2 37 80 4 2



Cards on Google Now



Google Now is currently leveraging the data created by Google Maps to send real-time location based notifications to Android users



Airport Google Now Cards



Google my flights

[Web](#) [Images](#) [Maps](#) [Shopping](#) [More](#) [Search tools](#)

150 personal results. 449,000,000 other results.

Flights
Only you can see these results

JUN 09	San Francisco to Seattle Passengers: RoyLivne (+2)		
JUN 16	Seattle to San Francisco Passengers: Roy Livne (+2)		
JUN 19	Los Angeles to San Francisco Passenger: Roy Livne		
JUL 17	New York to Chicago Passenger: Roy Livne		
JUL 17	Seattle to San Francisco From: Alaska Airlines		

[Show 1 more result](#)

[Give feedback](#)

Virgin America flight 25

Status: Delayed / Mon, 29 Oct 2012

Depart New York
JFK 12:30 PM (12:00 PM)
Terminal 2, Gate 54B

Arrive San Francisco
SFO 1:56 PM (1:31 PM)
Terminal 4

[Navigate to JFK / 32 min](#)

[View email](#)

Google

Leave by tomorrow, 10:49 AM 29 mins

Southwest Airlines flight 1408
from Stacie Asai

On-time - Departs in 21 hours

SFO ATL

Departs San Francisco International Airport		
Tomorrow	Terminal	Gate
12:20 PM	1	—

Arrives Hartsfield-Jackson Atlanta International Airport		
Tomorrow	Terminal	Gate
7:36 PM	N	—

[Modify reservation](#)

[View email](#)

Google

Southwest Airlines flight 1408
from Southwest Airlines

Delayed by 35 mins - Departs in 49 mins

SFO ATL

Departs San Francisco International Airport		
Today	Terminal	Gate
12:55 PM	1	28

Scheduled at 12:20 PM

Arrives Hartsfield-Jackson Atlanta International Airport		
Today	Terminal	Gate
8:20 PM	S	C2

Scheduled at 8:05 PM

[Find alternative flights](#)



Google™

Google Street View 2014

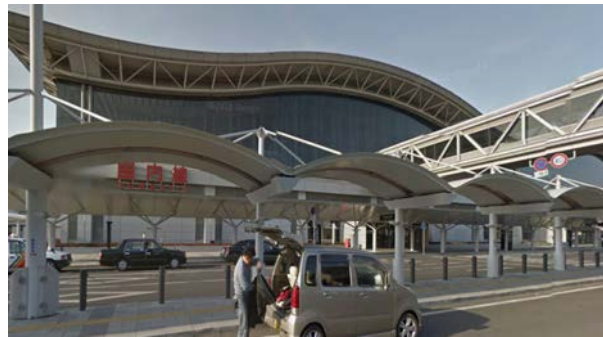


Woods Buckley
woods@b.com

What is Street View?



Capturing the World with 360° panoramic street-level imagery.



Special Collects:

- o World Landmarks
- o Natural Wonders
- o Museums
- o Universities
- o **Airports**



Reach of Google Maps



Over 1 Billion Google
Maps users

Visibility across all
platforms and devices
(e.g. Mobile phones,
tablets, desktop)

Available in more than
50 languages

Why Add Street View?



Wayfinding

Street View gives users the tools they need to plan their trip

Ex: identifying where to check-in and how to navigate to the gate.

Discovery

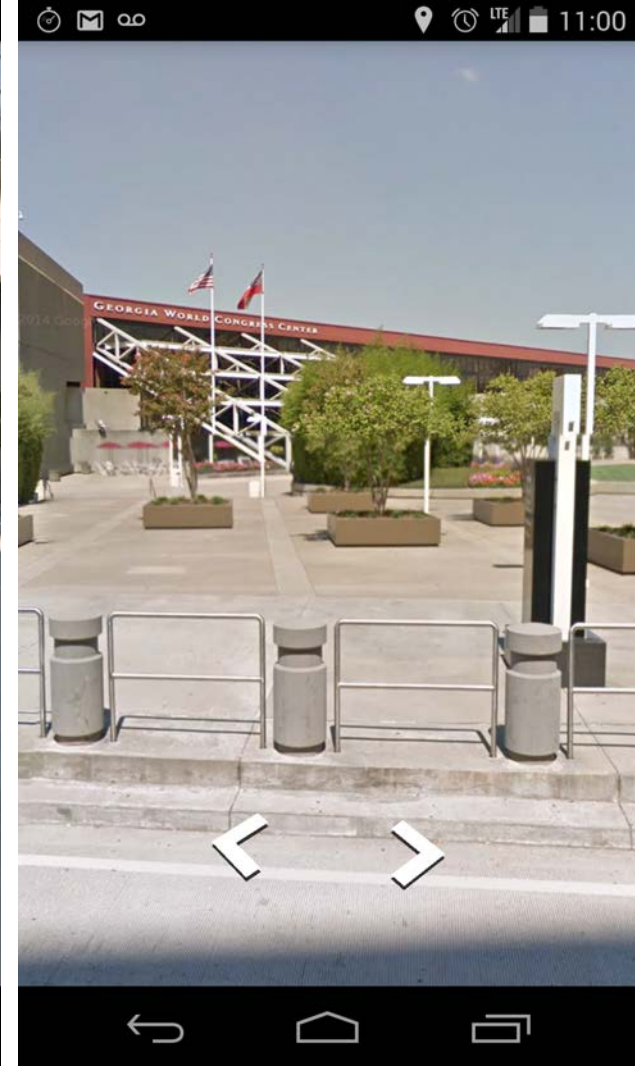
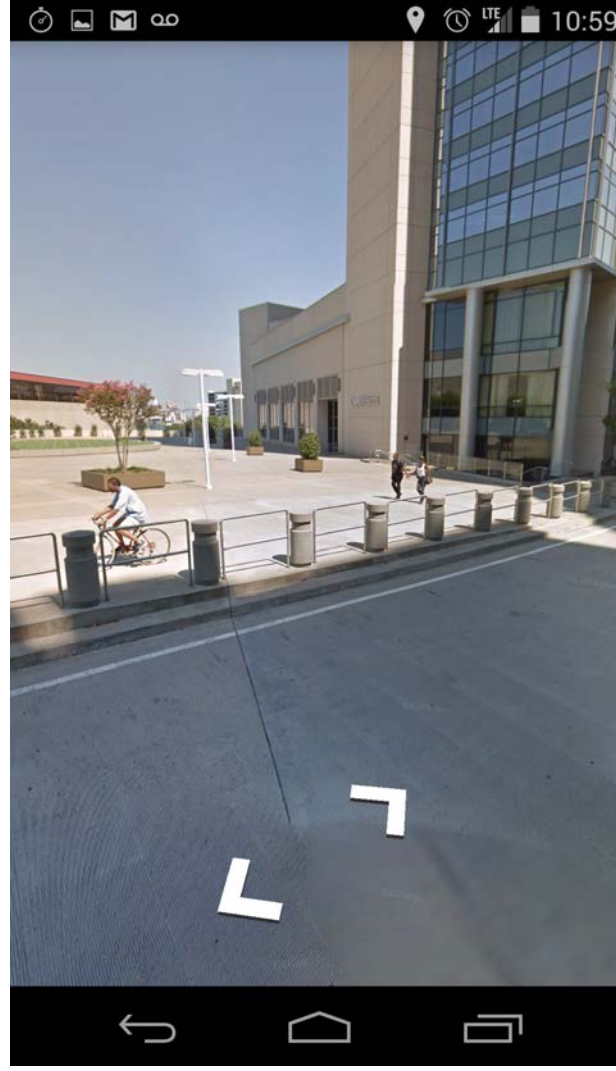
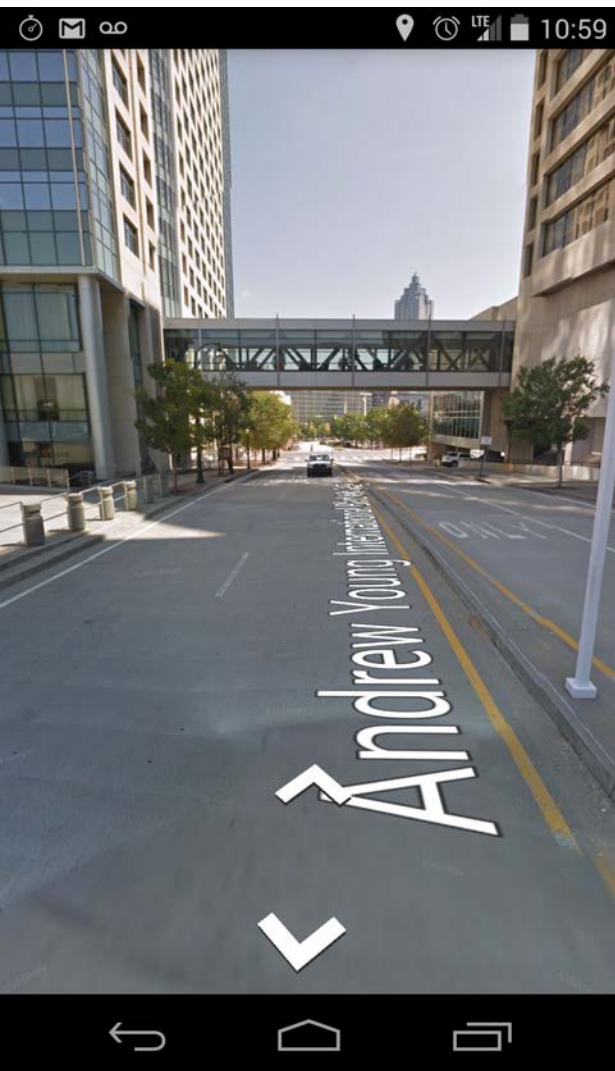
Through a 360° self guided preview of the airport experience users can identify shops, restaurants and amenities of interest.

Ex: A business traveler can review restaurants to meet a colleague.

Additional Benefits

- Free of cost
- Photos hosted and stored by Google
- Quickly embed Street View images on your web properties through API

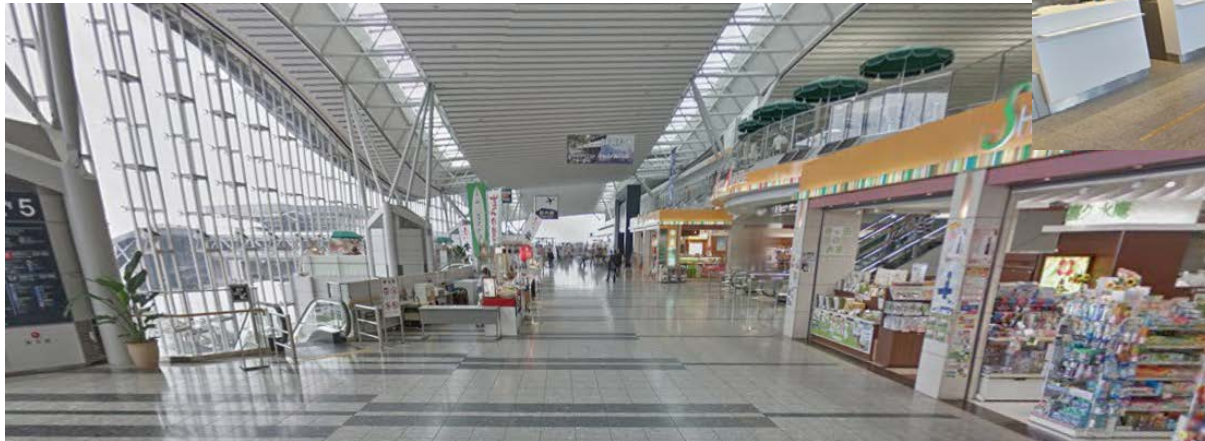
Why Add Street View?





Transit Hubs

- **Airports**
- Subway
- Heavy Rail





Transit Hubs with Street View

Street View is live for many major international transit hubs ([see map](#))

- Today, we are excited to announce the U.S. launch of the program

Churchill Airport



Transport
Canada

Mexico D.F.



Chubu Centrair (Japan)



YOUR LONDON AIRPORT
Gatwick

Barcelona Airport

Netherlands



RAIL EUROPE®



Sao Paulo, Brazil



API Examples



- Quickly add Street View to your website via Google Maps API (desktop/mobile)
- Fully interactive panoramas



The collage features four distinct examples of Google Maps API usage:

- Top Left:** A screenshot of the Boston University Maps website. It includes a search bar, navigation tabs for different campuses (Charles River, Medical, Other), and a 'Street View' button. A list of search results is visible on the left.
- Top Right:** A screenshot of the University of Colorado Colorado Springs (UCCS) Campus Map. It shows a 3D map view of a large building with a tower, a search bar, and a 'Download Printable PDF' button.
- Bottom Left:** A screenshot of the University of West Florida (UWF) Main Campus Map. It displays a 2D map with various campus landmarks and a search bar.
- Bottom Right:** A screenshot of the Stanford University Campus Map. It features a detailed map with a 'Map Legend' on the left listing categories like 'Stanford Land Boundary', 'Main Entrances', and 'Pedestrian Zone'. A large Street View panorama of a building is shown in the center.

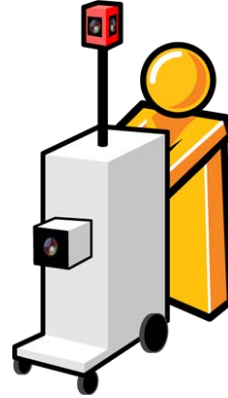


How We Capture Images

Walkways, Foot Paths



Interior Views



Roads



*A single individual will come on-site to collect via car, push trolley, or with a backpack camera system



Where We Capture Images - **you tell us!**

Coordination

- We coordinate with your point of contact to go only where you want us to (e.g. no security checkpoints)

Example Locations

- Curbside, check-in, baggage claim, gates, gift shops, car rental areas, art exhibits



Privacy

- Faces and license plates are automatically blurred
- Ability to report and remove images by using “[Report a Problem](#)” link



Partnership Process



1 Review & accept simple, 1-page permission form

2 Coordinate with Google operators to schedule collection times

3 Review imagery

That's it!

If at anytime you wish to remove imagery or request additional edits, you will have access to a Google Partner manager to assist you.



Next Steps

Please reach out to:

- Indoor Imagery: woods@google.com
- Indoor Maps: shaunvann@google.com

THANK YOU!