

### Google Earth CTO at Map World Forum

21 December 2006, New Delhi, India: **Michael Jones**, Chief Technology Officer, Google Earth has consented to speak at the Plenary Session on 'Geospatial Information: Emerging Business Models' at *Map World Forum*. The session will focus on the 'Charge vs. No Charge' issue for geospatial data, which is utilized by a large number of infrastructures, utility, natural resource management and business intelligence projects. Michael Jones works, on the Earth browser software, we now know as *Google Earth* has created a paradigm shift in the industry in this regard.

The other prominent personalities addressing this session along with Michael Jones will be Member of the Department of Geography, University of Durham, **Emeritus Prof. Michael Blakemore** and Member of Parliament, Government of India, **Mr. Suresh Prabhu**.

In addition, Michael Jones will also be addressing the Seminar on 'Standards and Interoperability' during the conference as a Keynote Speaker. The seminar is being coordinated by Open Geospatial Consortium (OGC) and Chaired by **Mark Reichardt**, President, OGC. The seminar will offer a foundation for dissemination of knowledge about OGC's framework of open standards for web and location based services. There would be a preview of upcoming standards as well as an overview on how geospatial standards fit into the broader Information Technology standards.

To know more about topics and speakers at Map World Forum, log on to: [www.MapWorldForum.org](http://www.MapWorldForum.org)

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