



## PRESS RELEASE

### **Direction Magazine partners with GIS Development for Map World Forum**

*New Delhi, India, May 30, 2008* – Directions Magazine, a leading US based media house for Geospatial Technology has joined hands with GIS Development, the organisers of Map World Forum as a Media Partner. The partnership is in continuation of the two media houses already established relation since the first Map World Forum held in January 2007 in India. The upcoming Forum, scheduled for February 10 – 13, 2009 at Hyderabad, India, will be a confluence of Geospatial technology with innovative application areas aiming to develop a sustainable planet Earth.

Directions Magazine is a member of the Directions Media publishing group. The magazine was first published in 1998 and continues to provide the latest news and updates to its readers spread across the globe. Citing his pleasure at partnering with Map World Forum, Joe Francica, Editor-in-Chief and Vice Publisher, Directions Media said, "Directions Media is delighted to be a media sponsor for Map World Forum 2009. We look forward to participating with all of the attendees in the region to bring them the highest quality program and inform them about the current trends in geospatial technology."

Sanjay Kumar, Chief Executive Officer, GIS Development welcomed the affiliation by saying, "We are pleased to have Directions Media as a Media Partner for Map World Forum. As one of the leading Geospatial media houses, Directions Media will enable us to reach out to a large potential audience and in the process contribute richly to making Map World Forum a success. We had a very successful partnership during the first Map World Forum, organised in 2007 and hope to continue the legacy."

Map World Forum is set to break the mould of Geospatial conferencing and go beyond speeches and discussions to find practical ways to protect the Earth and improve people's lives. Organised by GIS Development under the patronage of the Government of India's Department of Science and Technology, Map World Forum has gained support from major international Geospatial Societies including the International Federation of Surveyors (FIG), Geospatial Information Technology Association (GITA), the International Society for Photogrammetry and Remote Sensing (ISPRS) and the Open Geospatial Consortium (OGC). Rolta India is supporting the Forum as the Principal Industry Partner while DigitalGlobe, Erdas and Speck Systems have joined hands as Corporate Partners.

This year's Map World Forum will include high-profile keynote remarks, guest lectures and plenary speeches addressing important issues and challenges facing the globe. There will also be four seminars, four theme-based symposia, three forums, as well as various technical sessions and workshops. In addition, there will be panel discussions, technology shows, user meets and social programmes. State-of-the-art technologies and applications will be showcased throughout the 3000-square-metre grand exhibition hall, which will be central to the Forum.

## **About GIS Development**

GIS Development is an organisation dedicated to developing a Global Geospatial Communications Network. It strives to promote and propagate the use of geospatial technologies in various application areas for economic and social development. It remains dedicated to foster the growing network of those interested in geo-informatics worldwide and particularly in Asia. Through its activities - Magazine, Portal, Conferences, Training, Education and Research - it assists communities and governments in developing capabilities, policies and programmes as well as facilitates knowledge transfer to grassroot level.

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