

GPS Navigation: From Map Databases to the Mass Market

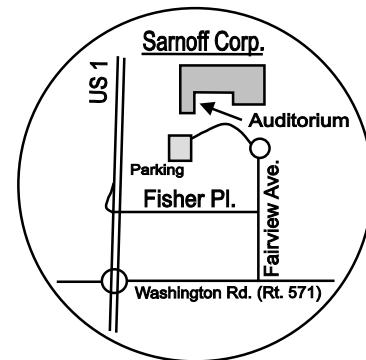
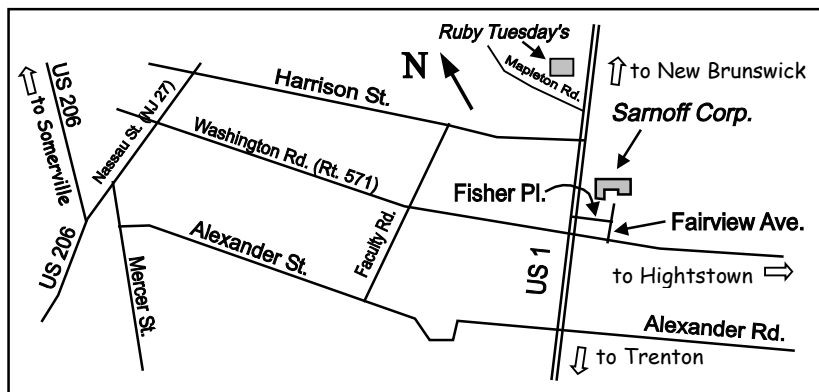
Michael Goodman

Consumer GPS navigation products have recently gone from niche solutions for power-tech-users to gaining mass market appeal in the U.S. – as mapping databases with hundreds of millions of streets have migrated from desktops to laptops to portable devices and PDAs. But in Japan and Europe these products have been mainstream for years – so why the slow adoption in the technology in the U.S.?

We will explore the major players in the GPS navigation market; what new technologies are on the horizon to dynamically track, route, and map across the globe; and whether or not location-based services will ever live up to the hype.

Michael Goodman is a Product Manager for ALK Technologies in Princeton (www.alk.com), and has been involved in the design, marketing and deployment of consumer and commercial GPS navigation products for the last six years. Having recently overseen the North American consumer marketing and sales division for ALK, he is currently working on the development and production of solutions for corporate enterprise and OEM clients.

Date: Thursday, April 20, 2006, 8:00 pm (Refreshments at 7:30 pm)
Place: Sarnoff Corp., Routes 1 and 571, Princeton, NJ
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On-line info: <http://www.acm.org/chapters/princetonacm>



All ACM / IEEE-CS meetings are open to the public. Students and their parents are welcome. There is no admission charge, and refreshments are served.

A pre-meeting dinner with the speaker is held at 6:00 p.m. at Ruby Tuesday's Restaurant on US 1. Please send email to princetonacm@acm.org in advance if you plan to attend the dinner.