

Details available online at http://nicta.com.au/nicta_events/big_picture

In conjunction with the Cooperative Research Centre for Spatial Information



National ICT Australia invites you to the

Victoria Research Laboratory

Big Picture Seminar Series

Thursday September 20, 2007

The talk will be followed by light refreshments and an opportunity to meet the speaker.

REGISTRATION IS ESSENTIAL FOR THIS FREE EVENT

RSVP to vrss@nicta.com.au by Monday September 17, 2007

Public Parking is available at an hourly rate at the University Square car park. Enter via Bouverie Street. Local street parking is also available.



When: 4.30-5.30pm, Thurs Sept 20, 2007

Where: Brown Theatre, Electrical & Electronic Engineering (Building 193), University of Melbourne, Parkville

Vincent Tao Director, Microsoft Virtual Earth

Empowering the Web with Location: Microsoft Virtual Earth Services

ABSTRACT: Driven by some fascinating innovations in on-line services, people are experiencing fundamental changes in the way they think, communicate, live and do business. Among many drivers that have had a profound impact upon the emergence of the Web as a computing and social platform, geospatial technology is probably the least expected. From on-line mapping to virtual worlds, from location-based services to location commerce (L-commerce), from local search to locally targeted advertising, location has become an indispensable part of the Web evolution. Join Dr Vincent Tao, an internationally renowned technology expert and entrepreneur in on-line mapping and location-based services, as he presents his insights into on-line geospatial information services. Dr Tao will address how 'location' is impacting upon consumers, academia and enterprises, and he will illustrate via software demonstrations recent innovations at Microsoft Virtual Earth.

BIOGRAPHY: Dr. Vincent Tao is the Director of Microsoft Virtual Earth and the Local Search Business Unit at Microsoft, where he is responsible for technology and business development. He is the founder and President of GeoTango International Corp., which was acquired by Microsoft in 2005. Dr Tao has developed several innovative technologies and products in the areas of 3D Earth Web visualization and exploration and 3D modeling from imagery. Prior to joining Microsoft, he held the Canada Research Chair Professor position in Geospatial Information Technology at York University in Toronto. Dr Tao holds several executive positions in scientific organizations as well as adjunct professorships in universities. He has authored over 200 technical papers and a number of book chapters and he has been honored with numerous awards and distinctions. Vincent received his PhD from the University of Calgary in 1997.

