

Team Information

What is a Micro-landmark?

A specific site, or prominent object, of unique visual importance that a pedestrian may find useful or significant for precise navigation.




Project Goals

- Create a definition of a Micro-landmark.
- Determine who will be the data providers of Micro-landmark information.
- Establish a reporting process for the data providers to NAVTEQ.



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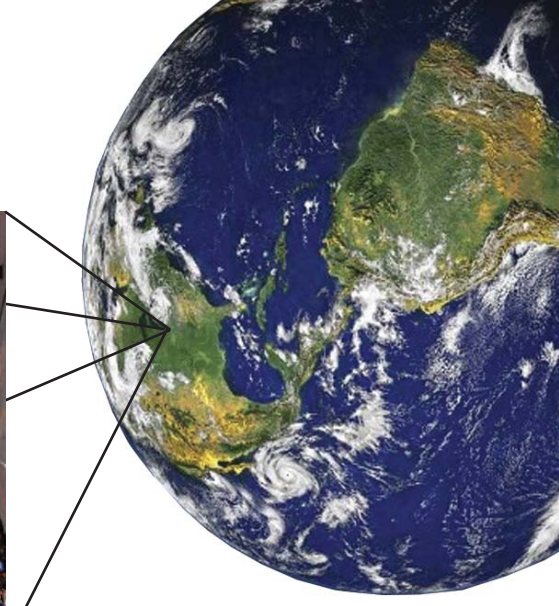


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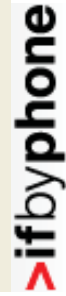
Acknowledgements



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THE STANDARD CLUB
-EST. 1869-



Solution Through Coalition

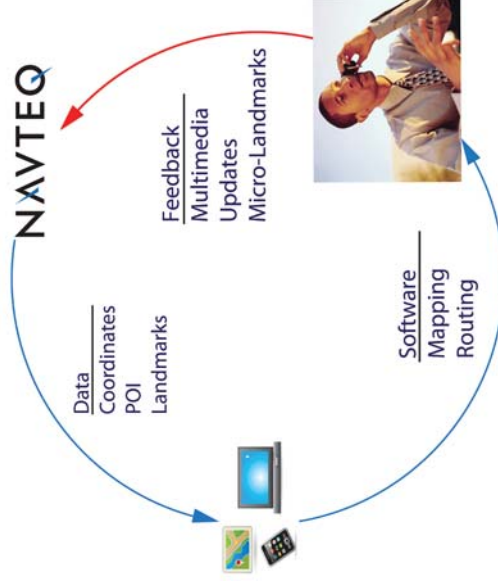
“Solution through Coalition” is a working platform where each individual works closely with other members to deliver the best solution.

Who is NAVTEQ?

NAVTEQ is a market leader in supplying mapping data to GPS device producers and software developers. If you have used Magellan, Garmin, MapQuest, or a Land Rover in dash GPS unit, then you’ve used NAVTEQ maps. NAVTEQ map data is verified, thus data accuracy distinguishes NAVTEQ powered maps and adds to their quality.

What did we do first semester, Fall 2009?

Create a direct feedback system.



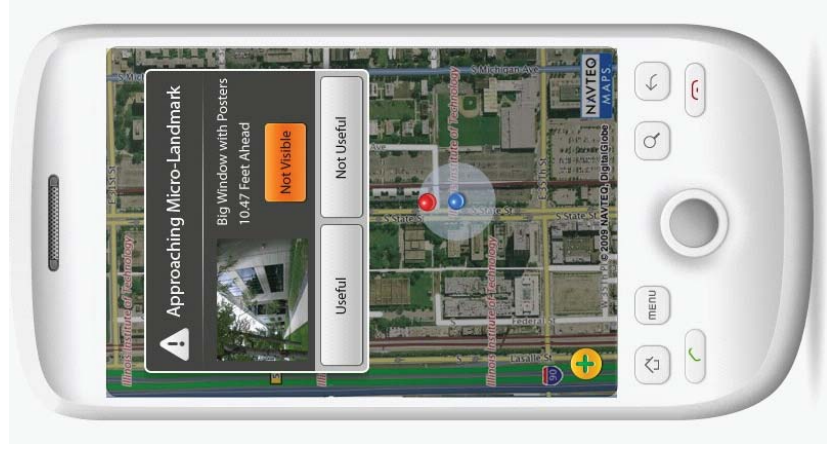
How can it help you?

Micro-landmarks will help guide you to your final destination through highly visible objects lowering the reliance on knowledge of street names and addresses.

Micro-landmark definition

Criteria			
Permanent	Unique	Easily Observable	Culturally Unbiased

Our Prototype



Permanent - must have been placed at its location with the intention of it being in that location permanently

Unique - must be unique to the immediate surroundings

Easily Observable - must be easily observable to pedestrian traffic

Culturally Unbiased - must be culturally unbiased to reflect that different cultures have different concepts and names for various objects