## WHO IS NAVTEQ?

NAVTEQ is the leading world provider of maps and location data. The current methods of gathering data for their maps is limited. Crowd sourcing is a new way to gather data, enlisting communities and other various groups to gather data on behalf of NAVTEQ. Overall, NAVTEQ seeks to improve the quality of map content, through not only quality data but through an increase of actual data.

OUR ROLE

In order to assist NAVTEQ, IPRO 305 launched the UMC--Ultimate Map Challenge. Through this challenge, we hope to analyze the relationships between the detail, relevance, and quality of the data gathered. In addition, we want to show that crowdsourcing can improve upon the data and relevance of current NAVTEQ maps.

TEAM STRUCTURE

UMC
ULTIMATE MAP CHALLENGE
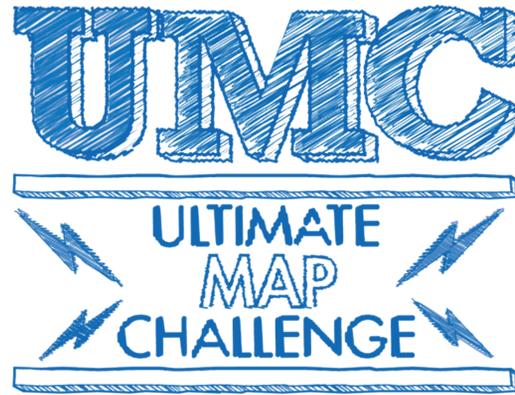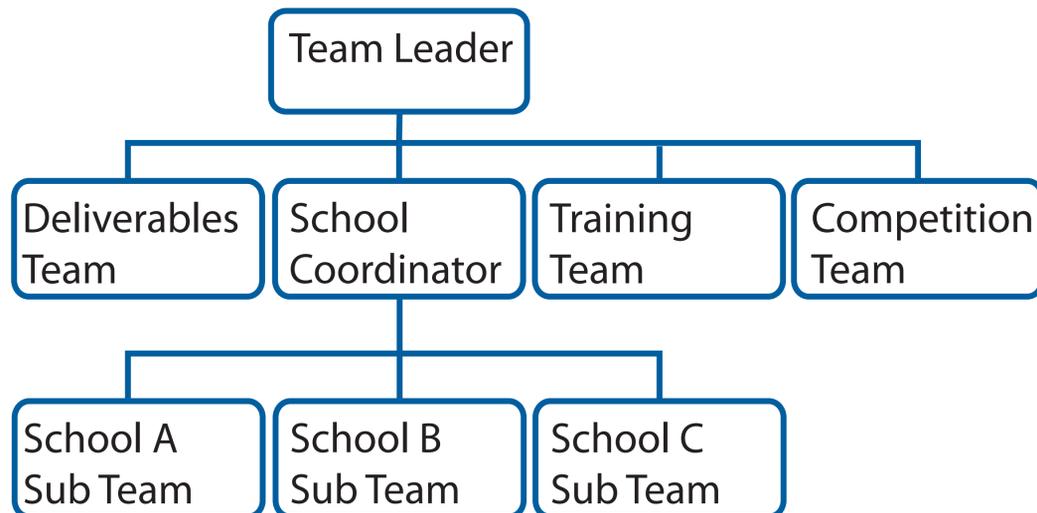
Sponsored by NAVTEQ and IIT

IPRO305

COMPETITION DETAILS

- 60 Middle school students from 3 Chicago Public Schools
- 4 week Ultimate Map Challenge
- Prizes awarded weekly
- Weekly bonus POI categories
- Commencement awards ceremony
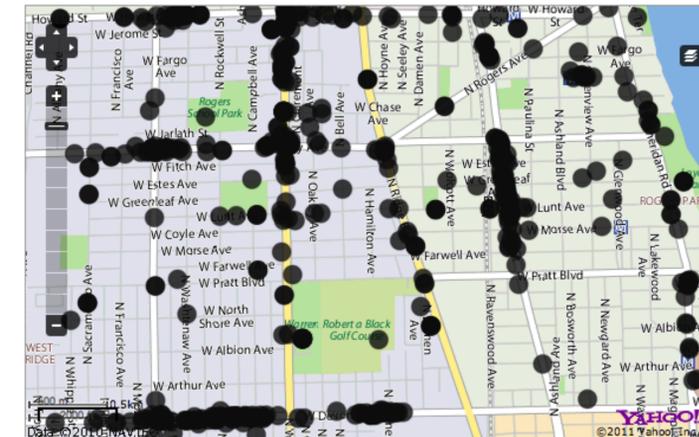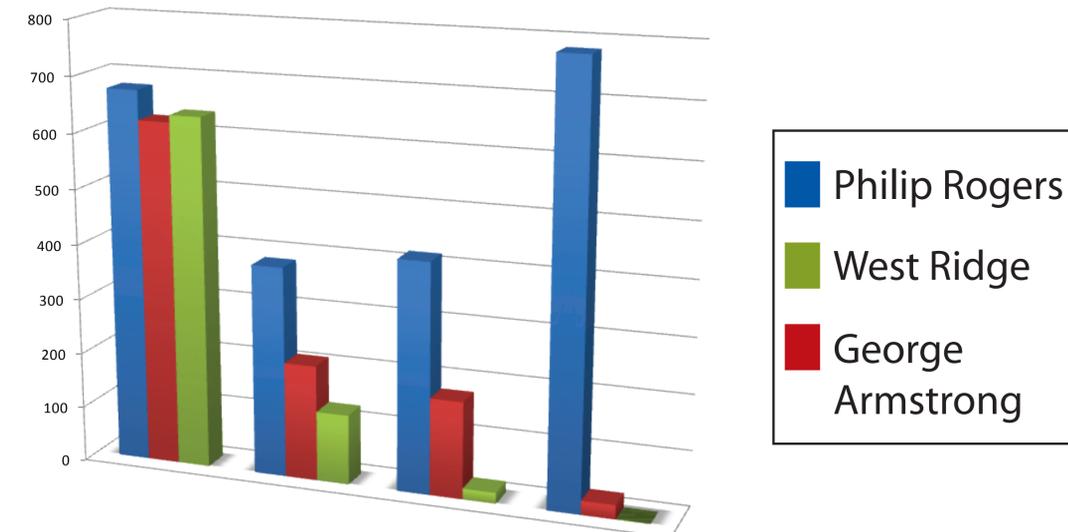
THE SCHOOLS

Philip Rogers   **George Armstrong**   **West Ridge**

UMC ENHANCED MAP

• Student - submitted POI

WEEKLY COMPETITION RESULTS

- Philip Rogers
- West Ridge
- George Armstrong