

Suggested title:

BING maps – mapping the world in 3D

Abstract:

The presentation shows two aspects of BING maps, Microsoft's mapping internet initiative. Mapping the world requires an highly automated production process. Microsoft invested heavily into this and has established most likely the world-leading automated 3D city model production process. This production process, which is based on multi-ray photogrammetry, is show including the transition from vector based 3D models to image based computer vision representation. As the second topic, the presentation shows applications which have been implemented on BING maps and the underlying business model.