



## Extensive Navigational Mapping across Countries

Expansion of mobile technologies engraved path for new age Geospatial technologies. Navigational maps for route identification also evolved from simple paper to digital maps by integrating multiple sources like ortho-imagery, videos and field data. The complexity of the task involved assimilating various data sources before arriving at the correct interpretation.

The area of interest covered entirety of India and some countries in South America, Europe, Middle East and Australia, each following different traffic standards. Interpretation of multitude of geographical features required specialized skills making it a very time-consuming activity. To expedite the process, the client engaged Genesys' services to complete the task in due time.

Genesys set up and ran the global production center for the client in Build – Operate – Transfer (BOT) model. Genesys had ramped up to more than 1,200 resources for this engagement. With the extensive experience in data extraction, Genesys was able to deliver 2,329,583 km of mapped road length in a span of about 3 years. The process involved capturing road details, buildings and POI from ortho-imageries and extracting attribute information from various sources – videos, analog maps and field survey reports.

Key attributes captured for the roads included –

- Direction of Travel
- Lane Category
- Speed Limits
- Road Names
- Access Restrictions
- Traffic Levels
- Dividers
- Driver Alerts
- POI

Automated processes put in place reduced errors and overall time utilization. Regular training ensured right adaptability of the team with the traffic standards of each country. The success of this center made the client purchase the same from Genesys. The final maps were delivered were in ArcGIS format.

**Key benefits:**

- Smooth execution of voluminous projects