



# Diving Deep Down the Data

Hidden Facts from *GPS World's*  
State of the Industry Survey

**What questions do you think it would be interesting and illuminating to ask in the 2013 State of the Industry Survey?**

\*Survey questions, quantitative

\*Survey questions, verbal

\*Survey questions, essay

\* Questions to government / operator, information-seeking

\* Questions to government / operator, argumentative

\* Questions to industry, information-seeking

\* Questions to industry, argumentative

\*Questions to the magazine

# \*Existential questions

\*How can location based services better support a growing customer base?

\*How accurate is good enough?



\*Have your customers expressed concern about GPS tracking and their privacy?

\* If GPS becomes a commodity, how will your business fare?  
Will it help or hurt?

\*Should the recent demonstration of commandeering-via-spoofing have been so widely publicized – or should that development have been classified?

\*How do you know who to trust regarding information that is available?

\*The FCC director was on drugs the day they granted Lightsquared bandwidth  
– True or False?

\* Will consumers be willing to pay more for GNSS receivers as compared to GPS-only receivers?

\* It may be OBE by 2013,  
but the LightSquared  
issue probably  
deserved an extra  
question or two.

\*How much effort and or expense are you devoting to the mitigation of GPS jamming and or spoofing?



\*When will a survey be performed entirely from a computer versus any field work?  
How long — 3 years? 5 years?

\*When will legislation and state government laws support the proliferation of autonomous vehicle operation?

\*What will it take to get RTK GNSS receiver manufacturers to standardize on one correction data format?

\*What would be the effect of a 1-hour, 1-day, or 1-week disruption in GPS be on your product?  
What is your backup system?

\* Are there plans to extend SBAS to Latin America, in order to expand the sales of precision GNSS equipment?

\* Industry concerns  
about privacy and  
industry concerns  
about service  
liabilities.

\* I feel that  
Lightsquared is not a  
done issue.

\* Is something going to  
be done to protect GPS  
signals?

\*Do you think that the government will get their homework done the next time a LightSquared type of company comes around?



\*What kind of disaster will be required to get the USG to get off the dime on an uncorrelated-failure alternative PNT system?

\*With all the new technology (Google Images, Google Surfaces Google Aerial), where do you see surveying in 5 years?

\* Construction staking is done without placing lathe in the ground. What part of surveying is next to be removed?

Is surveying going backward and will it eventually become solely boundary uses?

\*How much are others spending on GPS related equipment/software? Maybe a breakdown by company size.

\* Is replacement of staff with technical skills a concern?

\*What is the portion of revenues invested in GNSS-related research and development at your company?

\* Industry perception and position vs. Europe's plans to offer pay services (Galileo commercial service) in areas (high precision) where there are existing commercial providers.

\* Is there still room for a LightSquared type technology in the current broadband and spectrum governance environment?



\*Which, if any, of the high concerns stated in 2012 survey did materialize in 2013?

\*What sources online do you find the most helpful in sourcing GPS/GNSS technology options?

\* Is government committed to private industry in these times of budget cuts?

\*What new applications are coming, with lower power, smaller form factor, and so on?

But I don't think you'll get an answer from those who know until they are ready.

\* Is industry becoming more — or less — involved in making our issues known to elected officials, both locally and nationally?

\*With the technology of the GNSS equipment constantly improving, how important is it that the end user be a licensed professional?

\*How do you see the state of the industry evolving as proliferation of personal devices expands over the next 3-5 years?

\*How do you see the effects of government intervention, process, and regulation affecting your cost of doing business?



\*Do you anticipate new hiring in the coming year?

\*What is the next selling point(s) in GNSS?

\*How varied is your product mix?

\*What market(s) do you plan on expanding into (or attempting to create), if any?

\*How can we increase the GPS usage on Green Technology?

\*No doubt that government funding of the US GNSS program is going to be cut.

What new sources of funding can be put in place to keep us ahead in this market?

\* Are the prices of the Chinese products directly affecting your sales – or are your customers are taking this low prices as a to start point for any negotiation?

\*How can the cost of modern survey equipment can be subsidized for developing countries?



\*How long will multichip solutions maintain its dominance, compared to separated solutions where technological development and cost reduction is even faster?

\*What are the cost and practical barriers to innovating new consumer and business products?

Are you willing to throw away existing products to distribute new products?

\*What percentage of end-users feel their current equipment is good enough and does not need upgraded>  
What is their planned upgrade schedule?

\*What will be the long-term consequences of the CBOC patent issue?

\*Tell us more about the future.