Panel I: GPS ON THE CUTTING EDGE OF BUSINESS

Next Generation GPS for Enhanced Business Productivity

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GPS SYSTEM CONCEIVED AS

- Dual-use
- Worldwide, all weather
- Continuous air & sea navigation
- 7M Mil/100M civil accuracy
US AIRFORCE OPERATES SYSTEM

- For military benefit
- Provided level civil playing field
- Created reliable satellite infrastructure
- Surprisingly beneficial to civil users
PERFORMANCE DROVE DESIGN

- Satellites are reliable
- Redundancy is built-in
- System is fault-tolerant
- System was over designed for specs
LEVEL PLAYING FIELD FOR CIVIL GPS

- Encouraged innovation
- Facilitated early adoption
- Established competition
- Lowered costs
SATELLITE INFRASTRUCTURE

• Global measurement of time & position
• Fundamental information technology
• Next utility
• Leverage with augmentation & software
BUSINESS COMMUNITY SEIZED OPPORTUNITY

- Drove down equipment size & cost
- Produced innovative products
- Focused on
  - Improving productivity
  - Enhancing public good
RAPID WORLDWIDE ADOPTION

10 years After “System Complete”

• More than 150 million users
• GPS standard for navigation
• New productivity based markets
NEW PRODUCTIVITY BASED MARKETS

- Agriculture
- Construction
- Mining
- Supply-chain management
- Personal safety & security
PRODUCTIVITY BASED MARKETS

• Not part of GPS system requirements
• Not possible with initial user equipment
  ° Accuracy
  ° Urban coverage
  ° Cost
The applications to be described this morning are shining examples of productivity gains that can be accomplished in a free-market economy when a fundamental information technology is made available on a “level playing field” basis.