

# **Panel I: GPS ON THE CUTTING EDGE OF BUSINESS**

## **Next Generation GPS for Enhanced Business Productivity**

At the

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U.S Chamber of Commerce

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Moderator

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GPS Industry Council

## 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.