



Google

Developers



# Google Maps: Into the Future

Bernhard Seefeld, Google Maps Product Management Director

Ken Hoetmer, Google Maps API Product Manager

Mano Marks, Lead Maps Developer Advocate





# The new Google Maps

Bernhard Seefeld, Director, Product Management

# Agenda

- Three interesting things about the new Google Maps
- An update on the Google Maps APIs
- The next million maps





# Mapping with Google Online Course

Explore features of the new Google Maps, Maps Engine Lite, and Google Earth

All registrants invited to opt-in to the new Google Maps

June 10 - June 24

<http://g.co/mappingcourse>





# The (new) Google Maps API

Ken Hoetmer, Product Manager

# The obvious question



Are you about to announce a new  
Google Maps API?



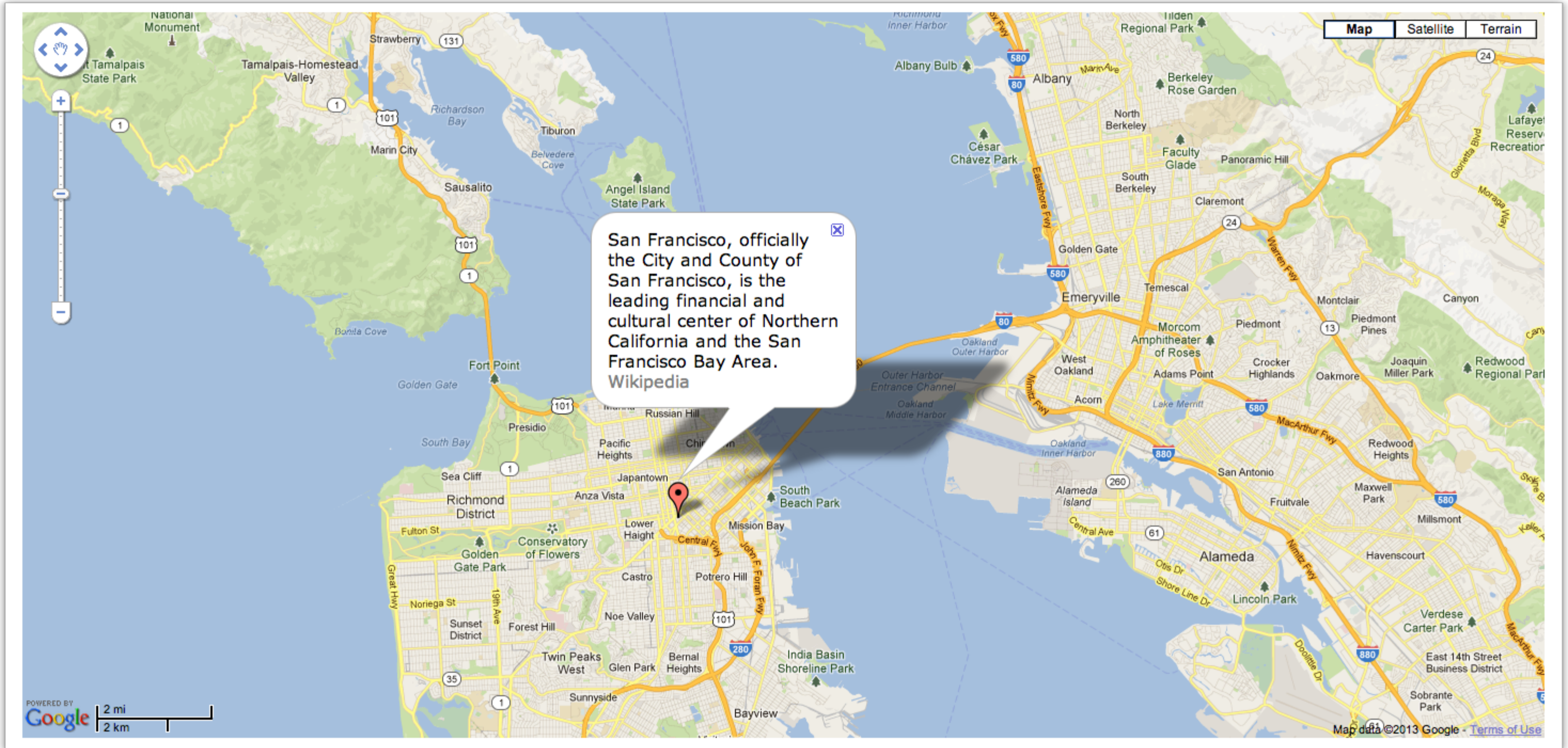
Remember...  
the new Google Maps is a **preview**



But we do have an announcement

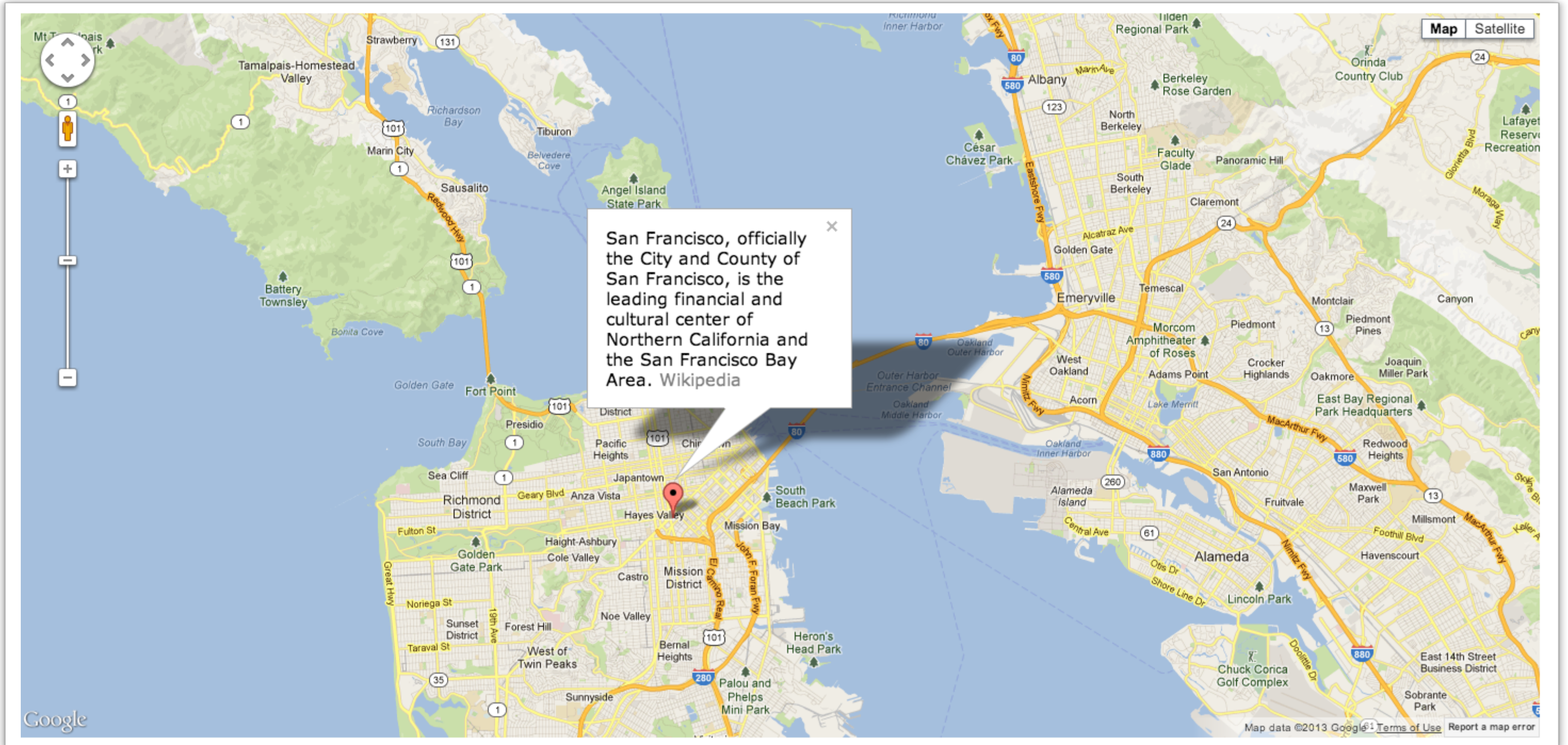


# JavaScript Maps API, c. 2006



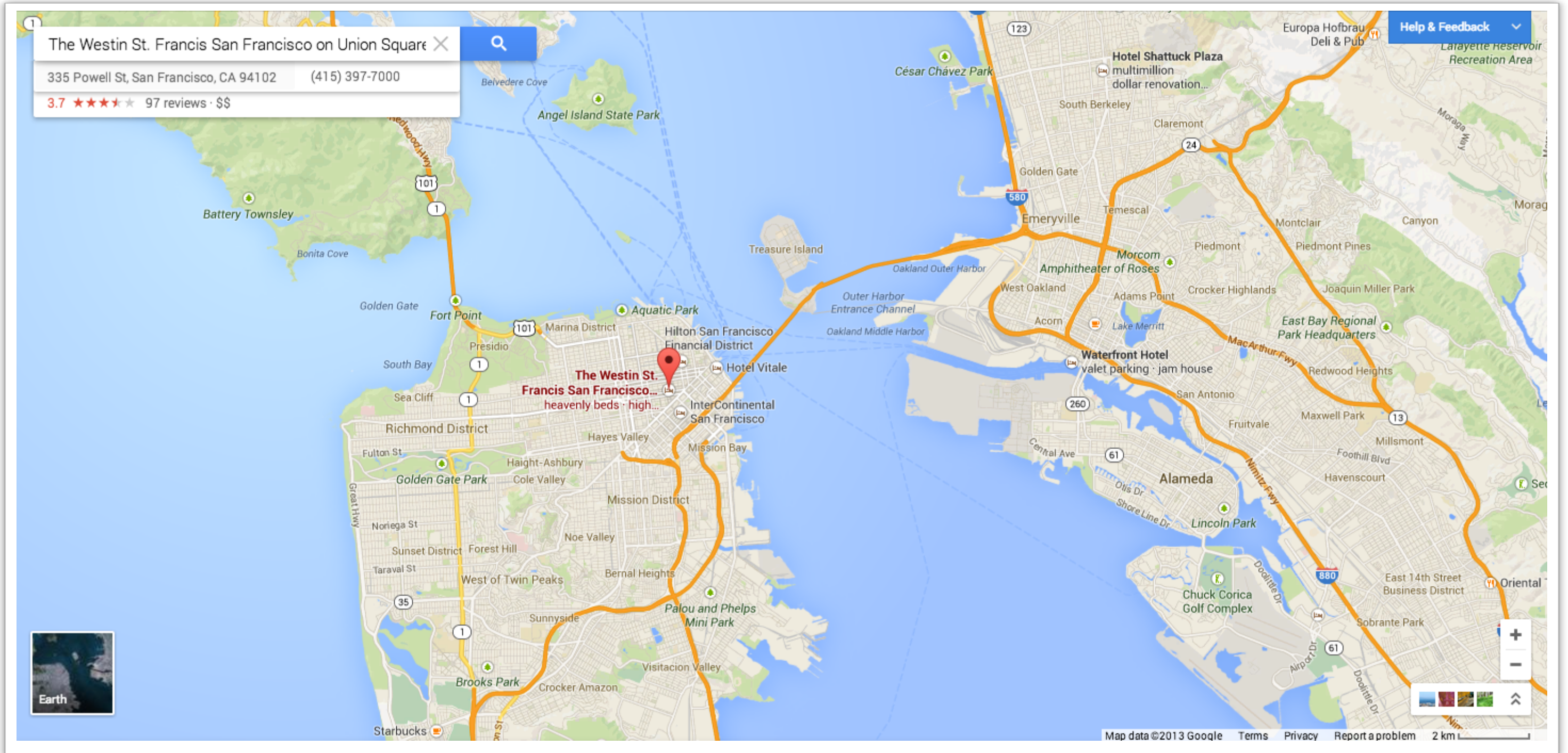


# JavaScript Maps API, c. 2013



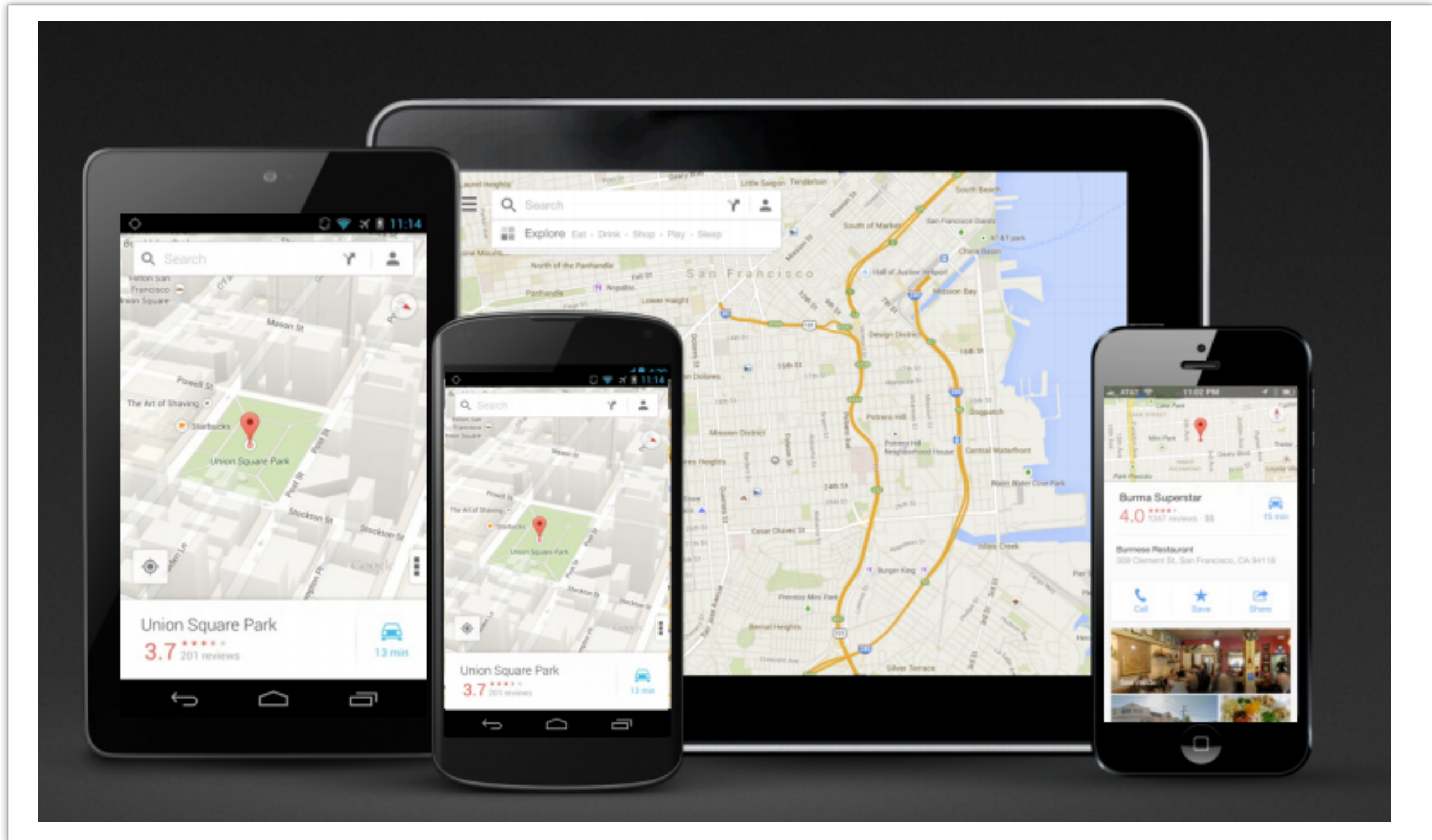


# The new Google Maps, c. 2013



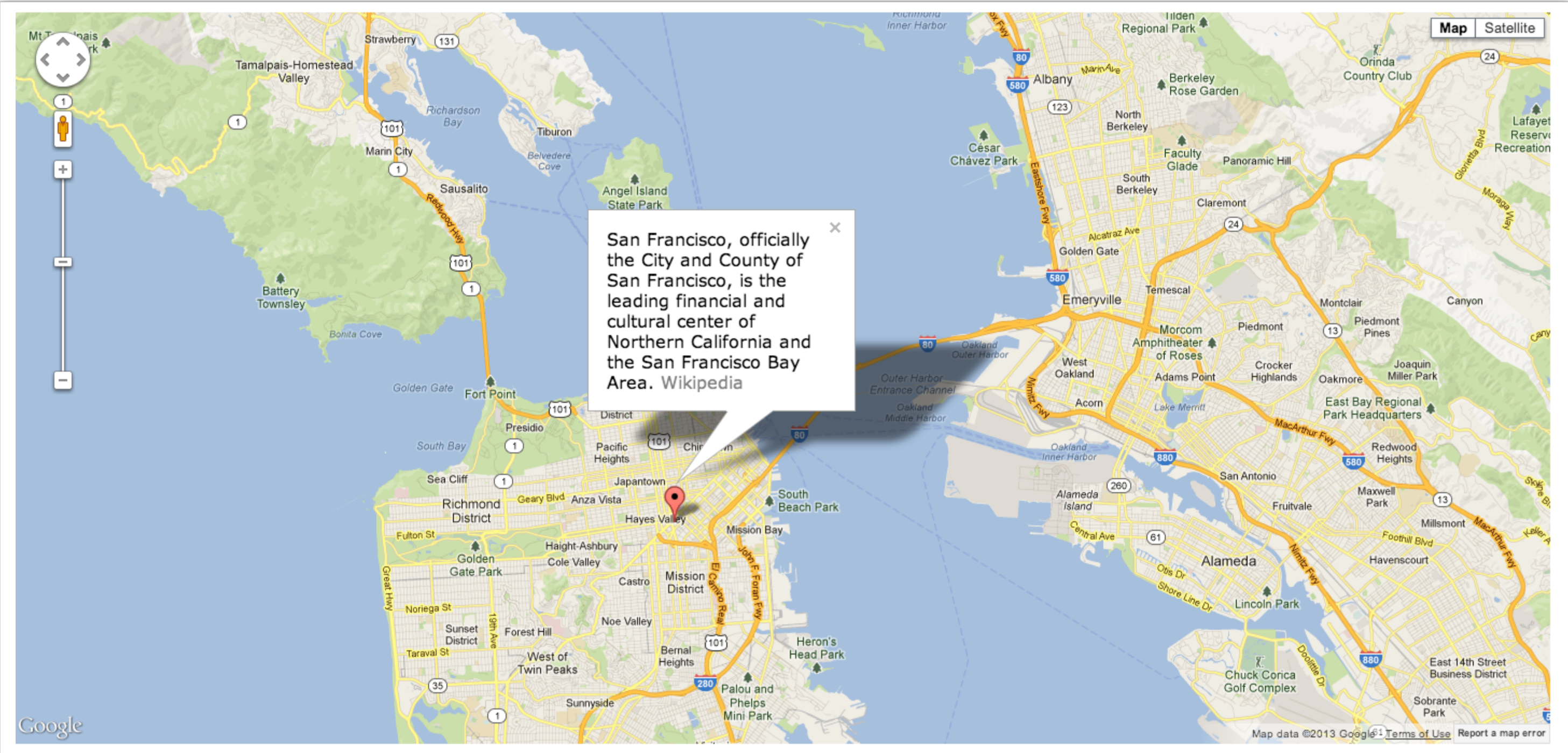


# Google Maps Android and iPhone, c. 2013





# It's time for a new look



# Introducing

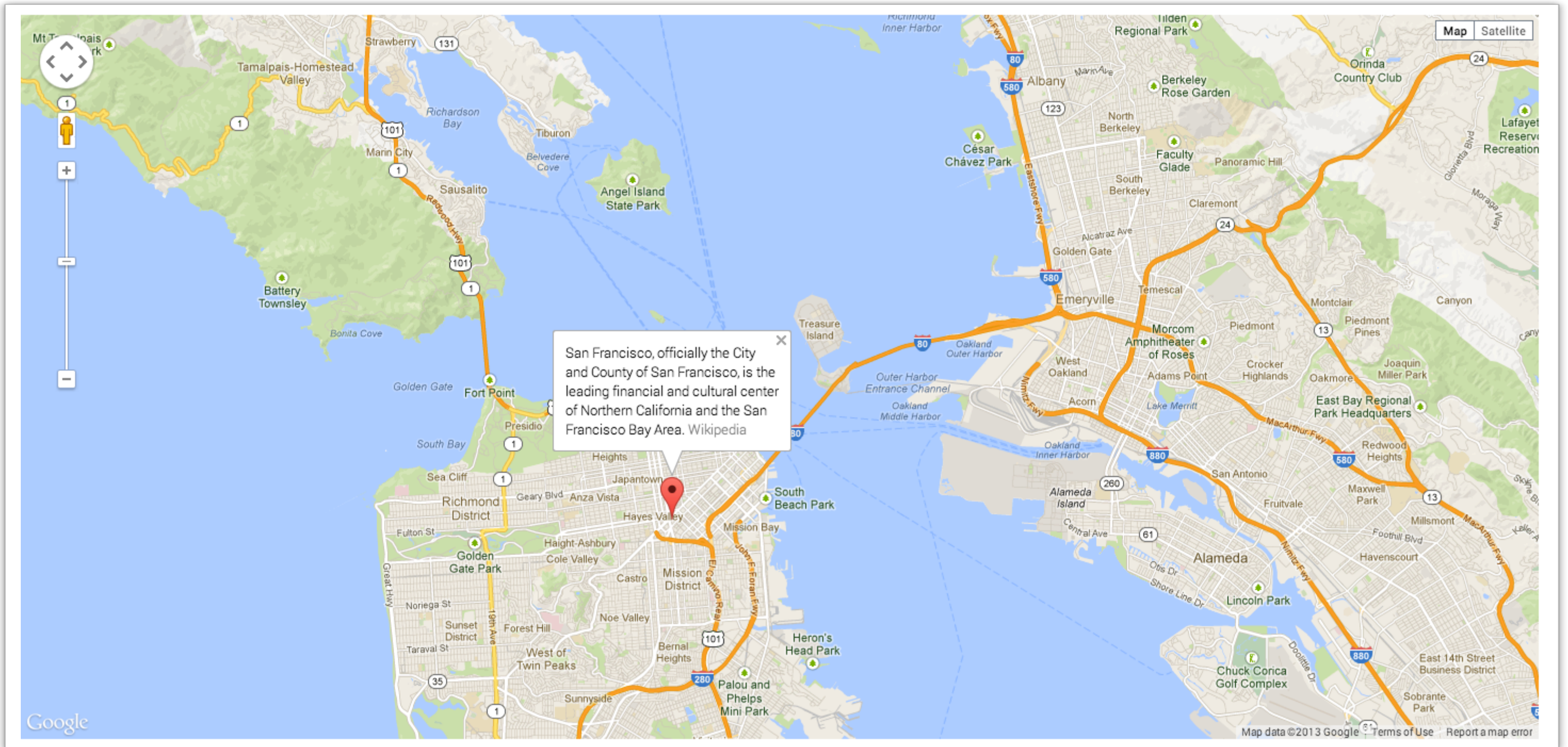
```
google.maps.visualRefresh = true;
```

(JavaScript Maps API v3)





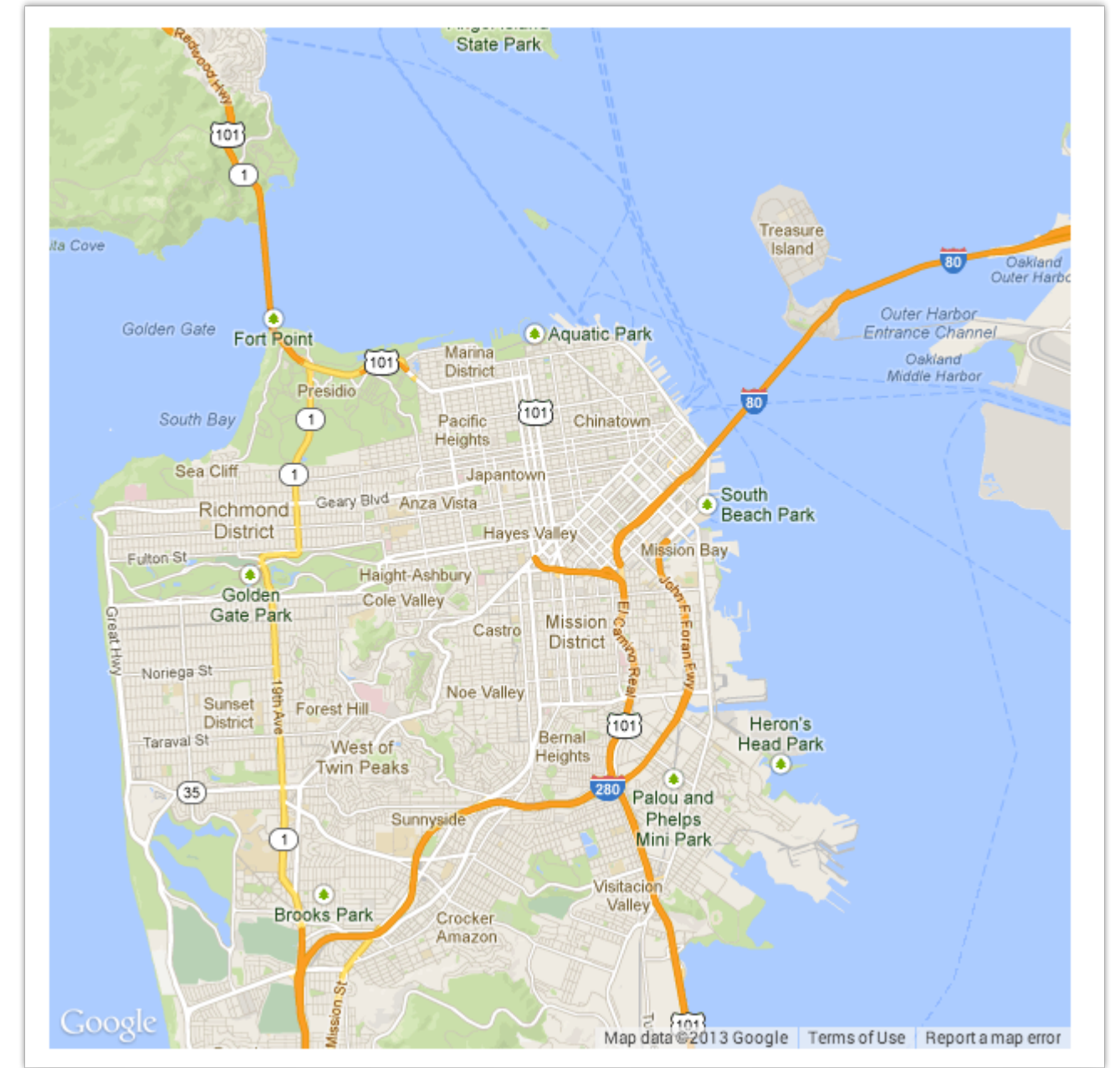
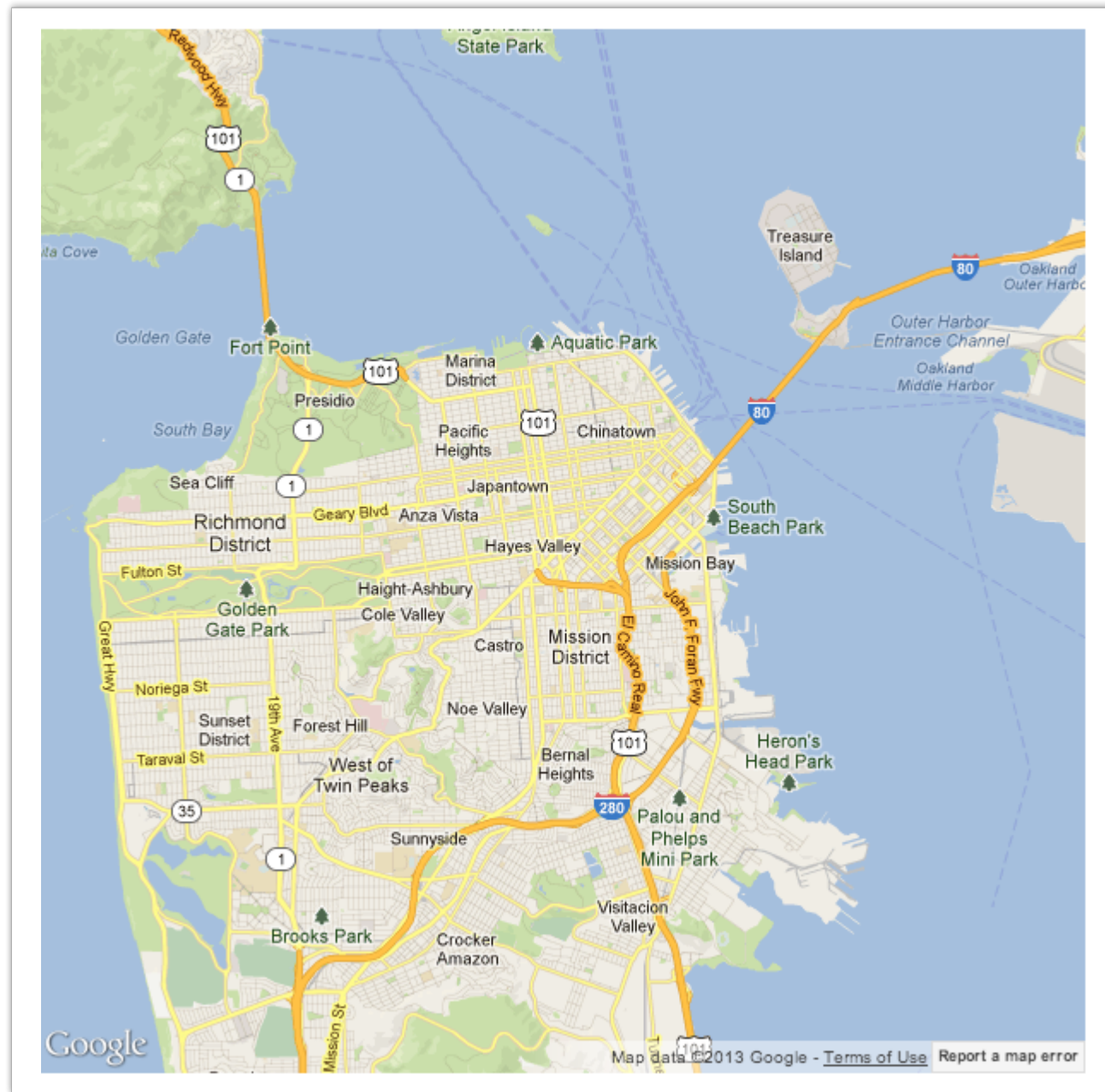
# JavaScript Maps API v3



```
google.maps.visualRefresh = true;
```



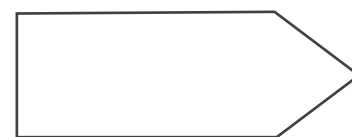
# 4 major changes



new map tiles



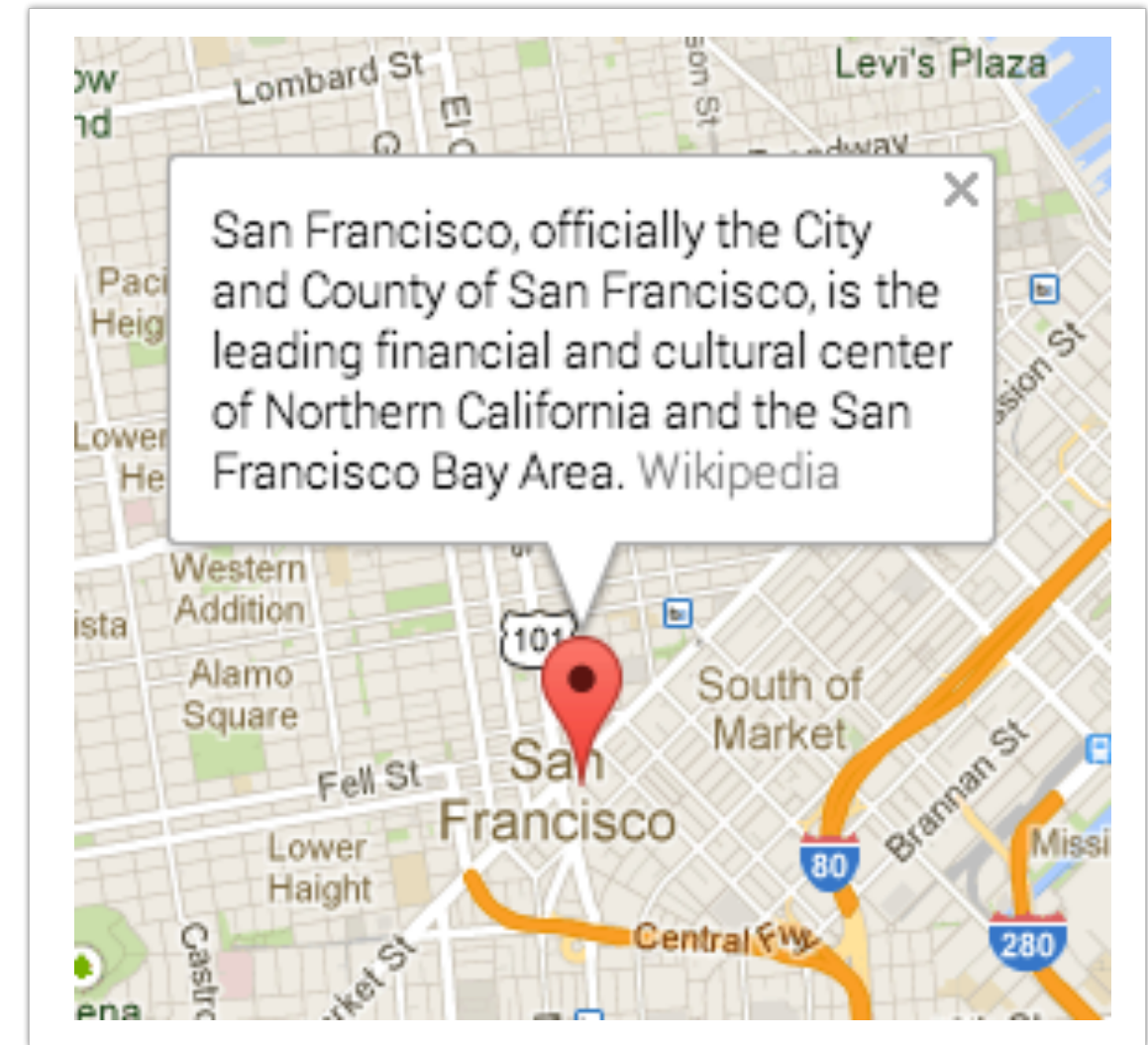
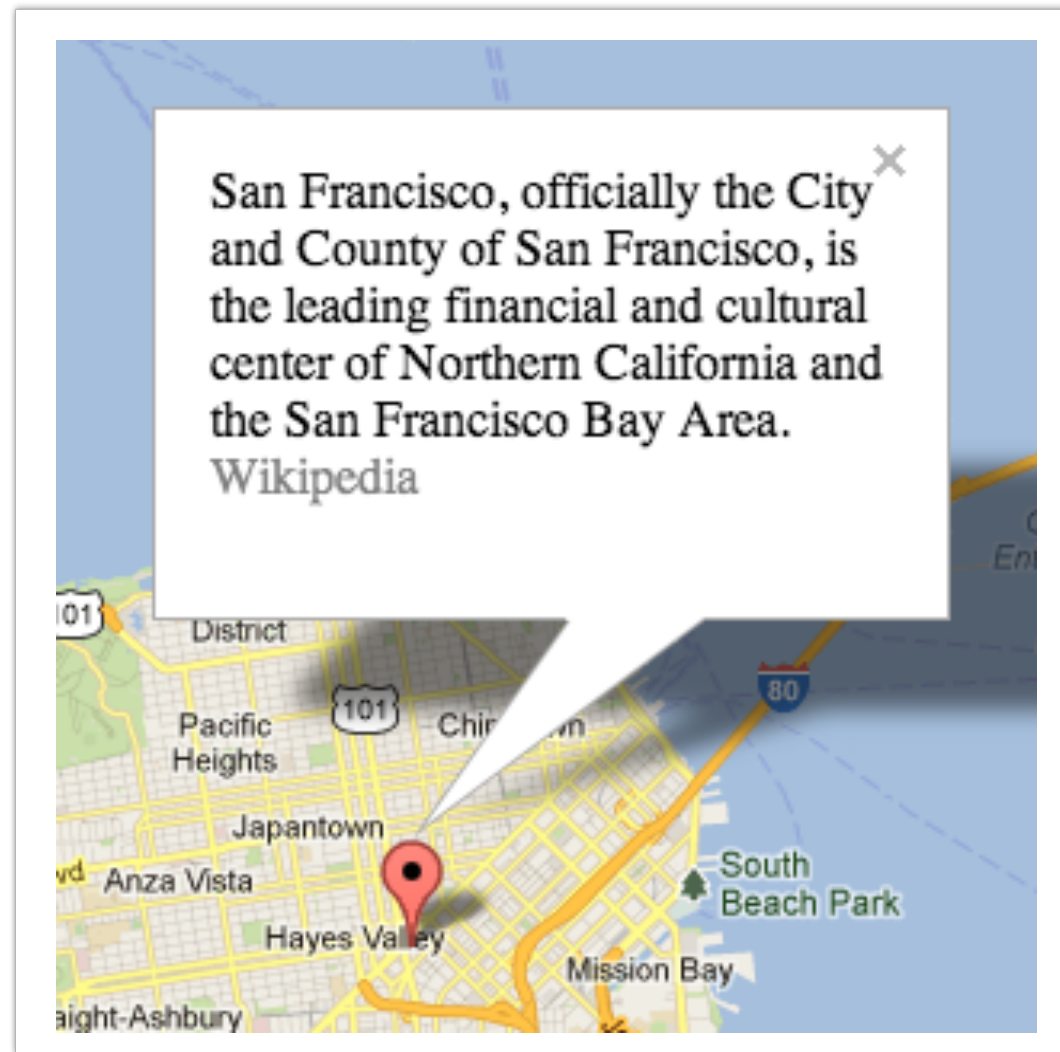
4 major changes



new default marker



# 4 major changes

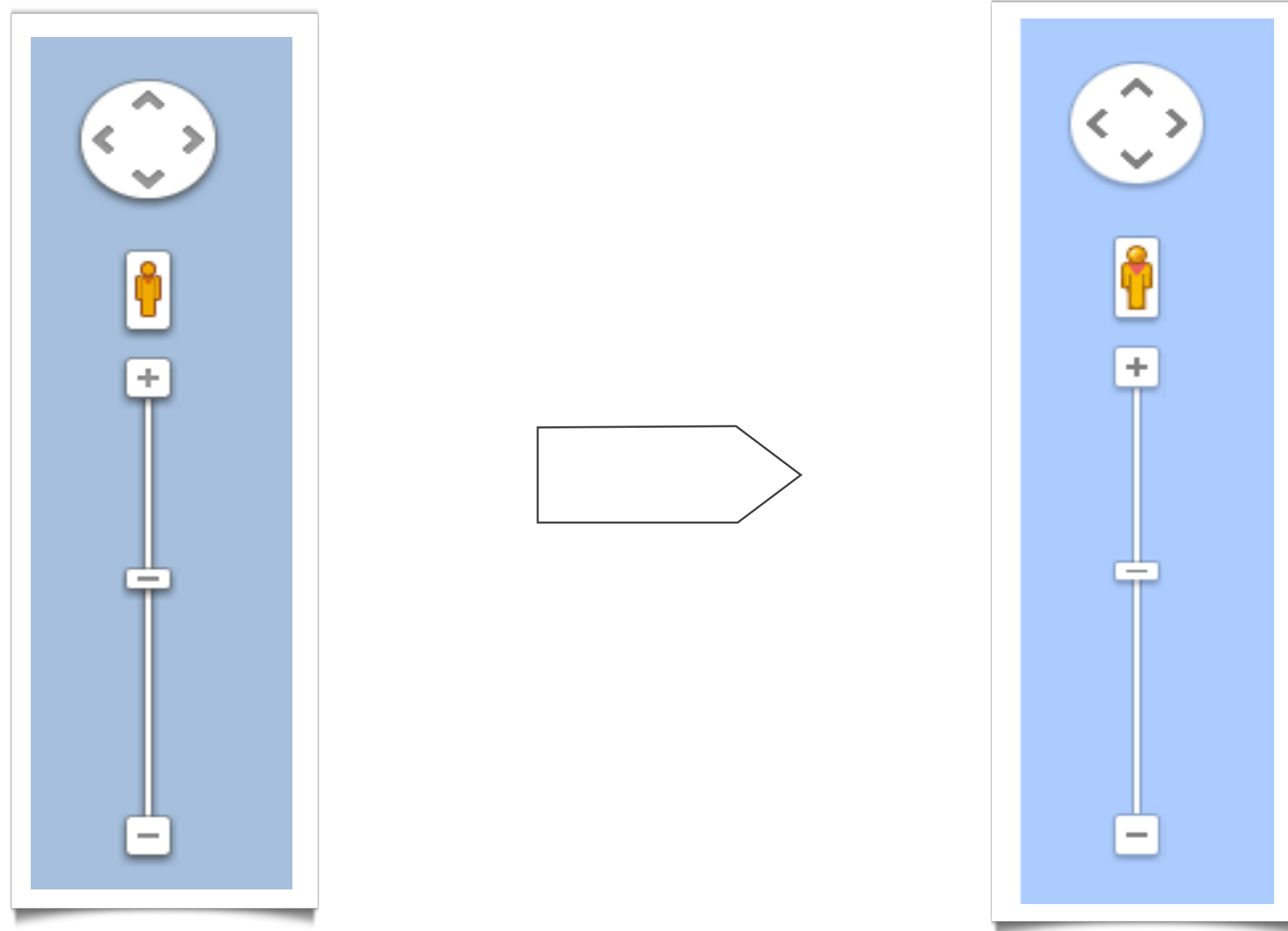


new info window





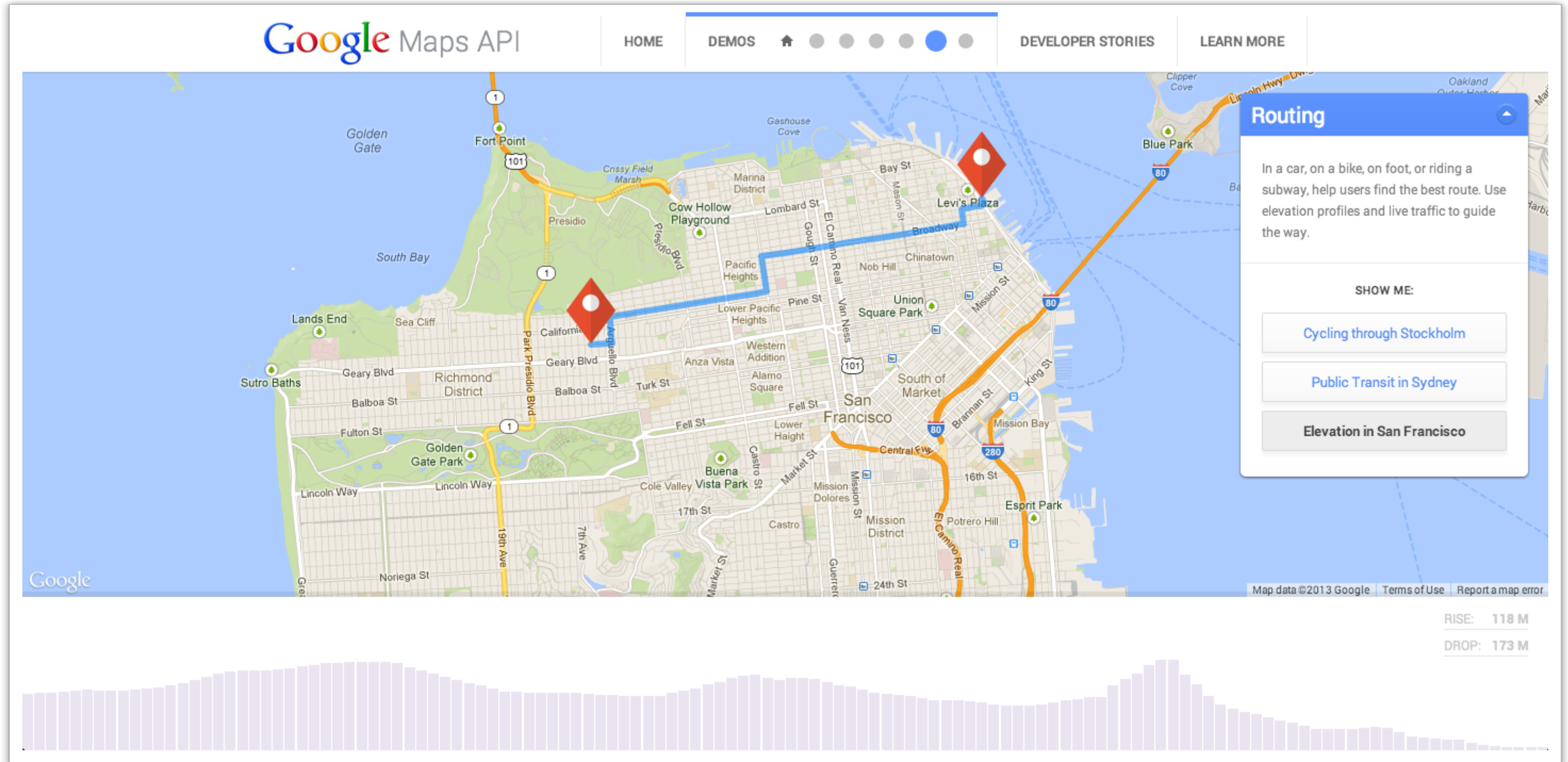
# 4 major changes



new look controls

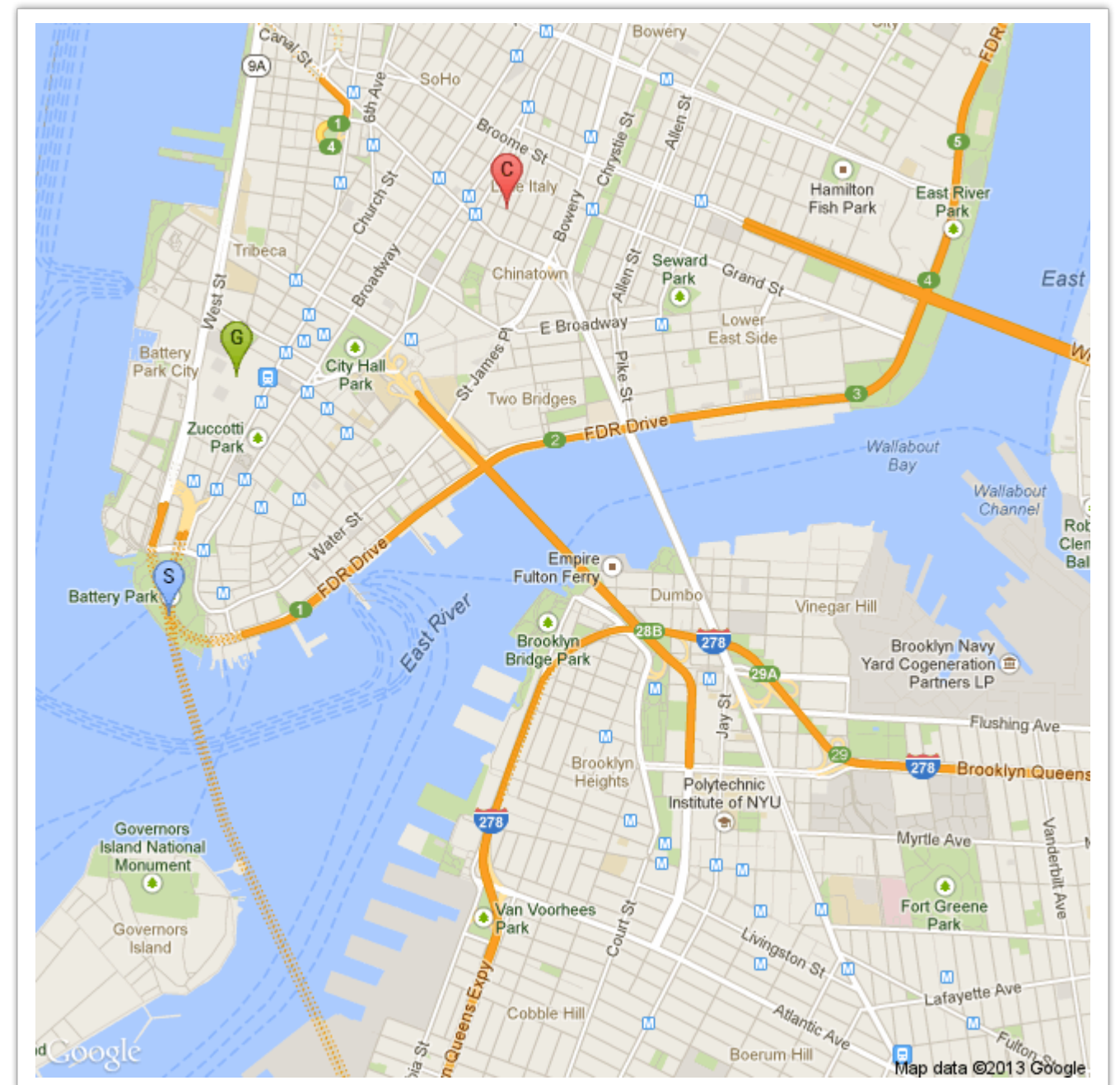
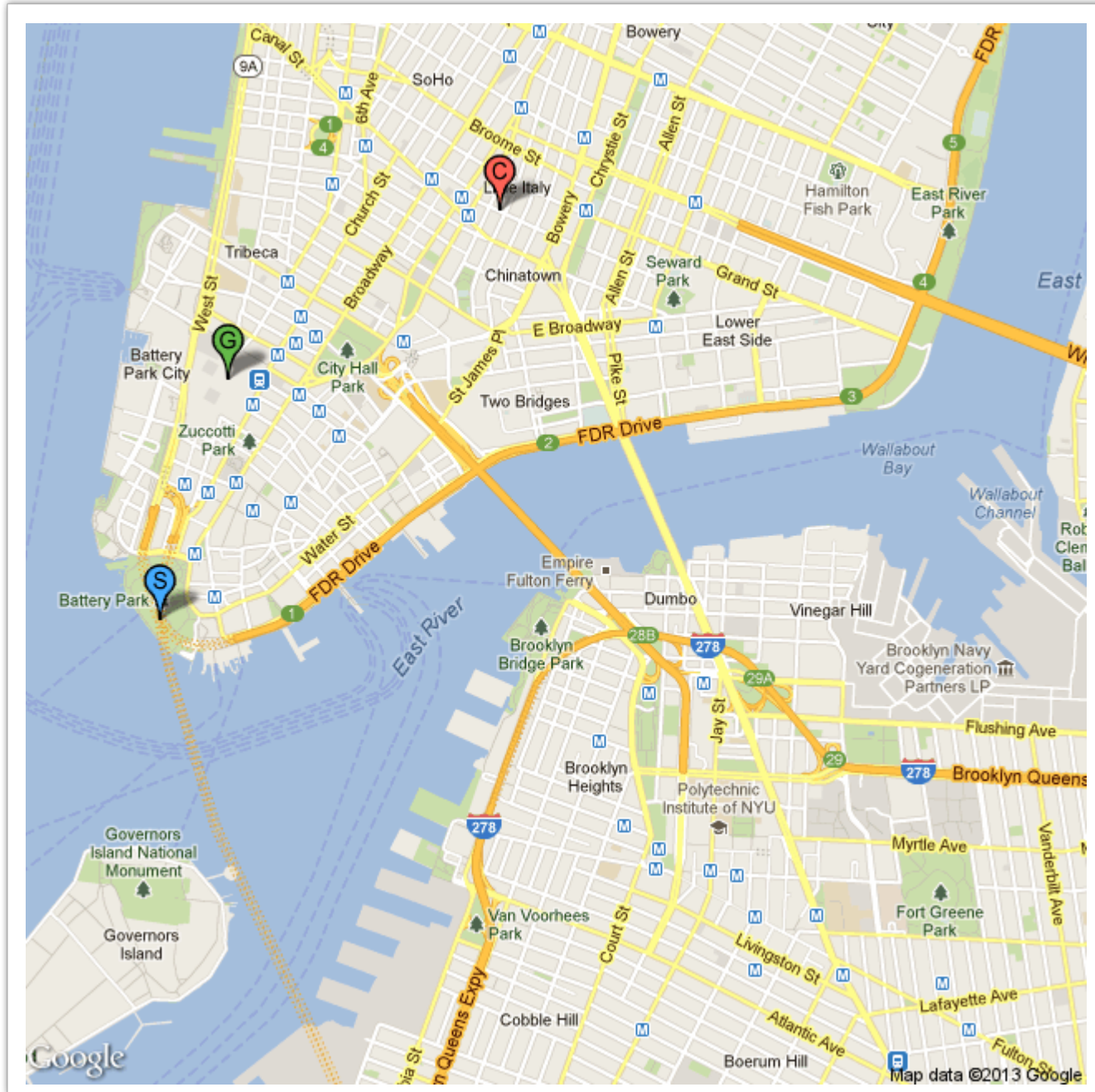


# Seamless transition





# Static Maps API v2



`&visual_refresh=true`



DEMO TIME



Available now on experimental and  
release branches

Default on experimental: Aug 15

Default on release: Nov 15



Some numbers were announced in  
the keynote



1 million Maps API sites and apps

1 billion unique visitors / week



How big are these numbers?





At 3 sites / apps per day, it would  
take Google Maps Mania 1000  
years to review them all



On average, every country has more than 5000 Maps API sites



Roughly half the internet sees a  
Google Maps API map every month



# Braşov transit simulator

The screenshot displays the Braşov transit simulator interface. At the top left, there are map style options: "Map", "Satellite", and "Stamen watercolor". A vertical zoom control is on the left. A green banner in the top right corner says "Fork me on GitHub".

The main map shows Braşov with a network of red lines representing transit routes and red dots for stops. Labeled areas include Tractorul, Triaj-Hărman, Universitatea Spiru Haret, Braşov, Centrul Nou, Florilor-Craier, Dealu Melcilor, Est Zizin, Prund-Schei, and Valea Cetăţii. Specific landmarks like "Căminul Doctor Antonie Livia" and "Liceul Tehnologic Silvic Doctor Nicolae Rucăreanu" are also marked.

On the right side, there is a white information box titled "Braşov transit simulator". It features social media sharing options: "Tweet" (2), "Like" (119), and "+1" (3). Below this, a text block states: "This map is a simulation based on the timetables of the [RAT](#) Braşov public transport network. More information about this project you can find on [Github](#) or you can simply [contact me](#). Timetables update: December 2012".

Below the text box, there is a "Time: 00:07:22" display with a "1x" speed control and a search input field labeled "Enter your location".


At the bottom left, a scale bar shows "500 m" and "2000 ft". At the bottom right, it says "Map data ©2013 Google - Terms of Use".



# Haiti aid map

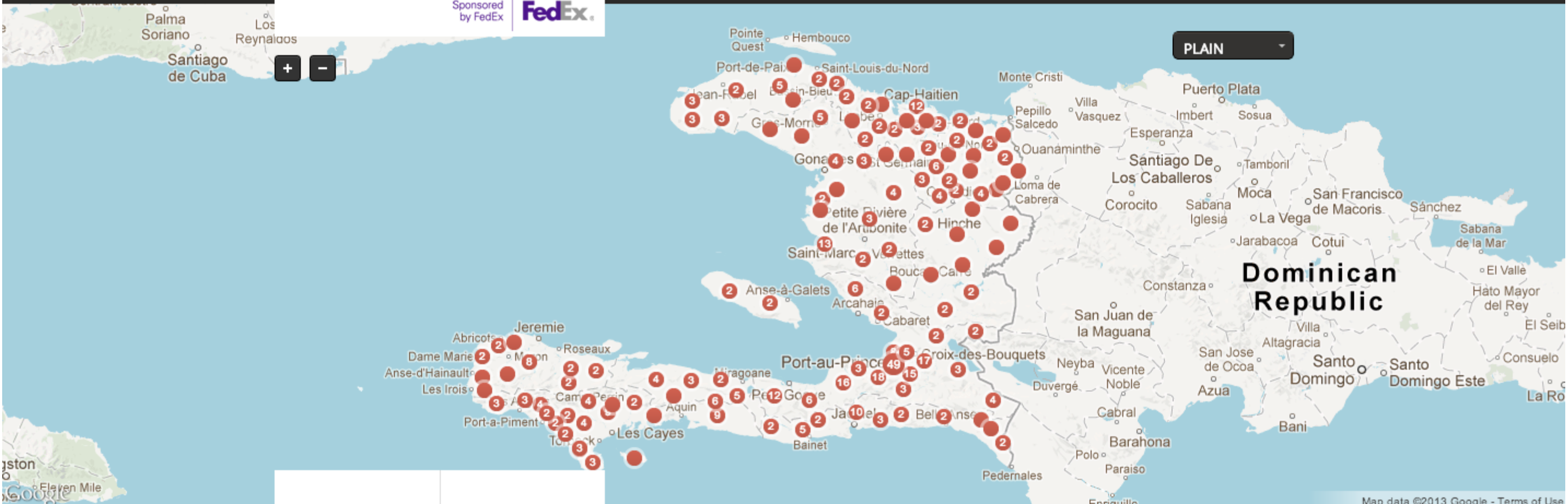
## HAITI AID MAP

SEE MORE. DO BETTER.

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InterAction, the largest coalition of U.S. based NGOs, believes in the power of information. By empowering our community and the public with data, NGOs can deliver better results for global change. Data is provided by our members on a voluntary basis, so the map is a partial picture of what our community does. Projects are continuously being added, so we encourage you to visit often to learn more about the work of our members. [Learn more](#)

SECTORS - COMMUNES - ORGANIZATIONS - ABOUT NEWS Search...



PLAIN

**PROJECTS**  
**186**

**ORGANIZATIONS**  
**41**

186 ACTIVE PROJECTS IN 129 COMMUNES

CSV EXCEL KML RSS Embed this map

Map data ©2013 Google - Terms of Use

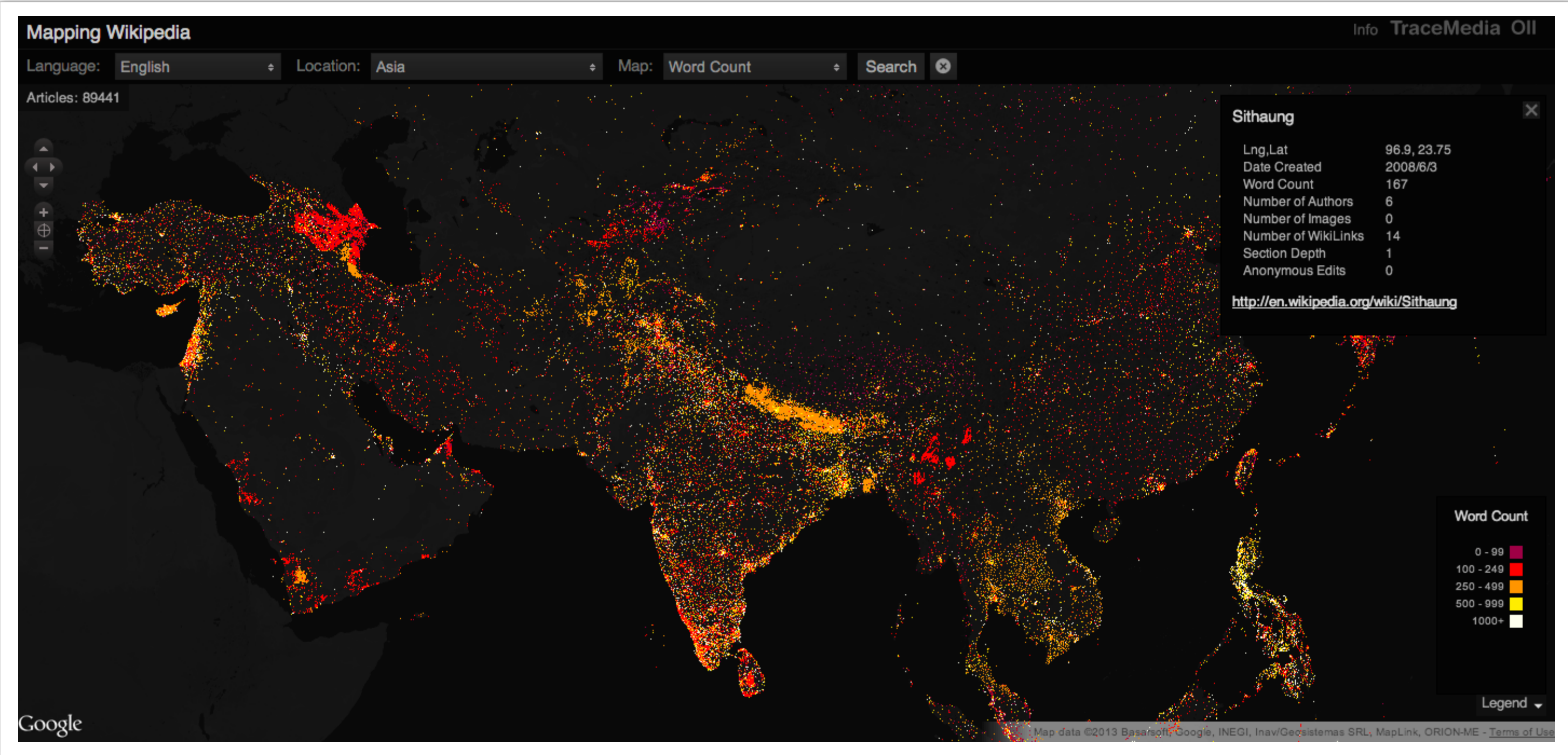




# Planefinder



# Mapping Wikipedia







# London Typographica

**LONDON**  
TYPOGRAPHICA

The Map   The App   About   Support

**3 Wimpole Street**  
Tags: decorative, serif, signage, lettering, street-sign



Map data ©2013 Google Terms of Use





# Instant StreetView







# GeoGuessr

**GeoGuessr** - Let's explore the world!

Help Feedback Share



© 2013 Google



Make guess

Last round points: 0  
Total points: 0  
Round: 1/5

© 2013 Google

Created by Anton Wallén

Follow @geoguessr



## Barbican

Tags: sans-serif, signage, flat-cut





# The next million maps

Mano Marks



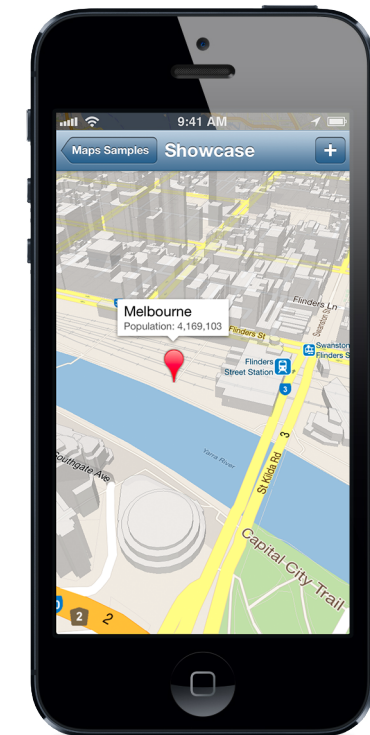
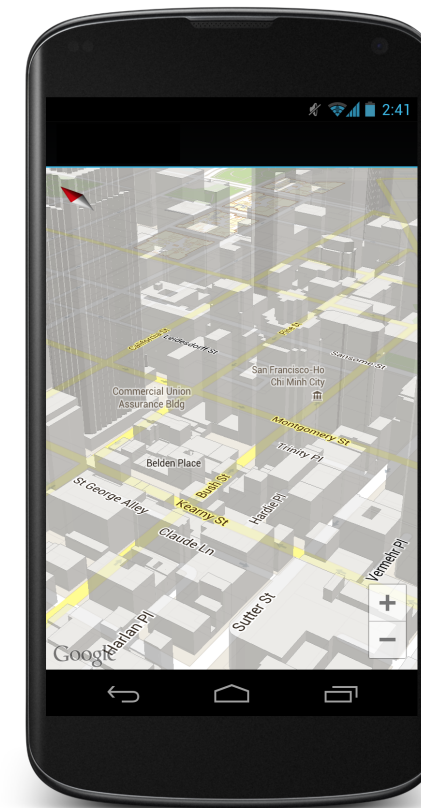
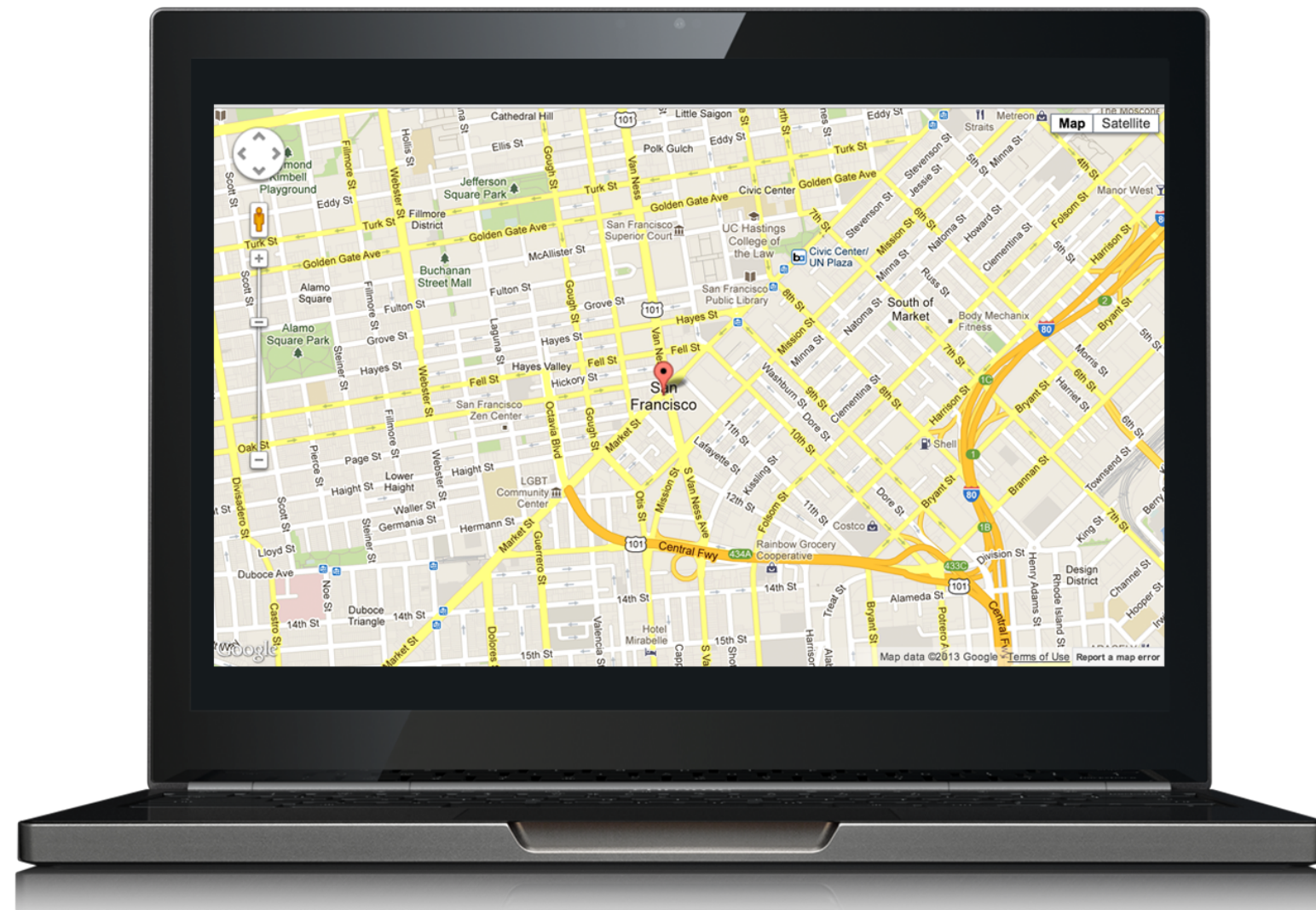
Wow!



# Taking Maps to the next platforms



# Same Google Data on Three Platforms



Mobile data is 13% Global Internet  
Traffic





In India: 60%









Data Platform

On Location Services

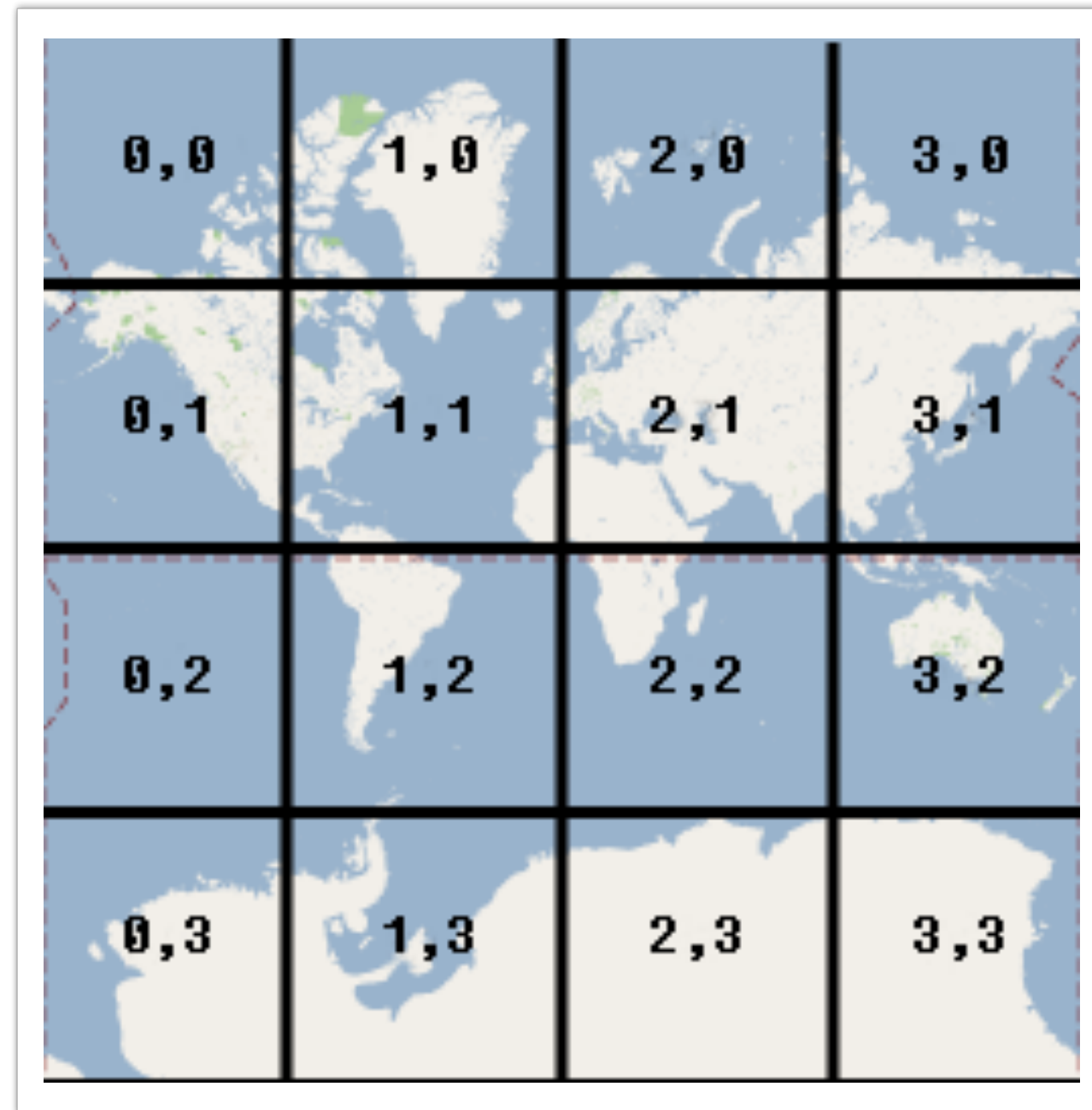


# Visualization Platform

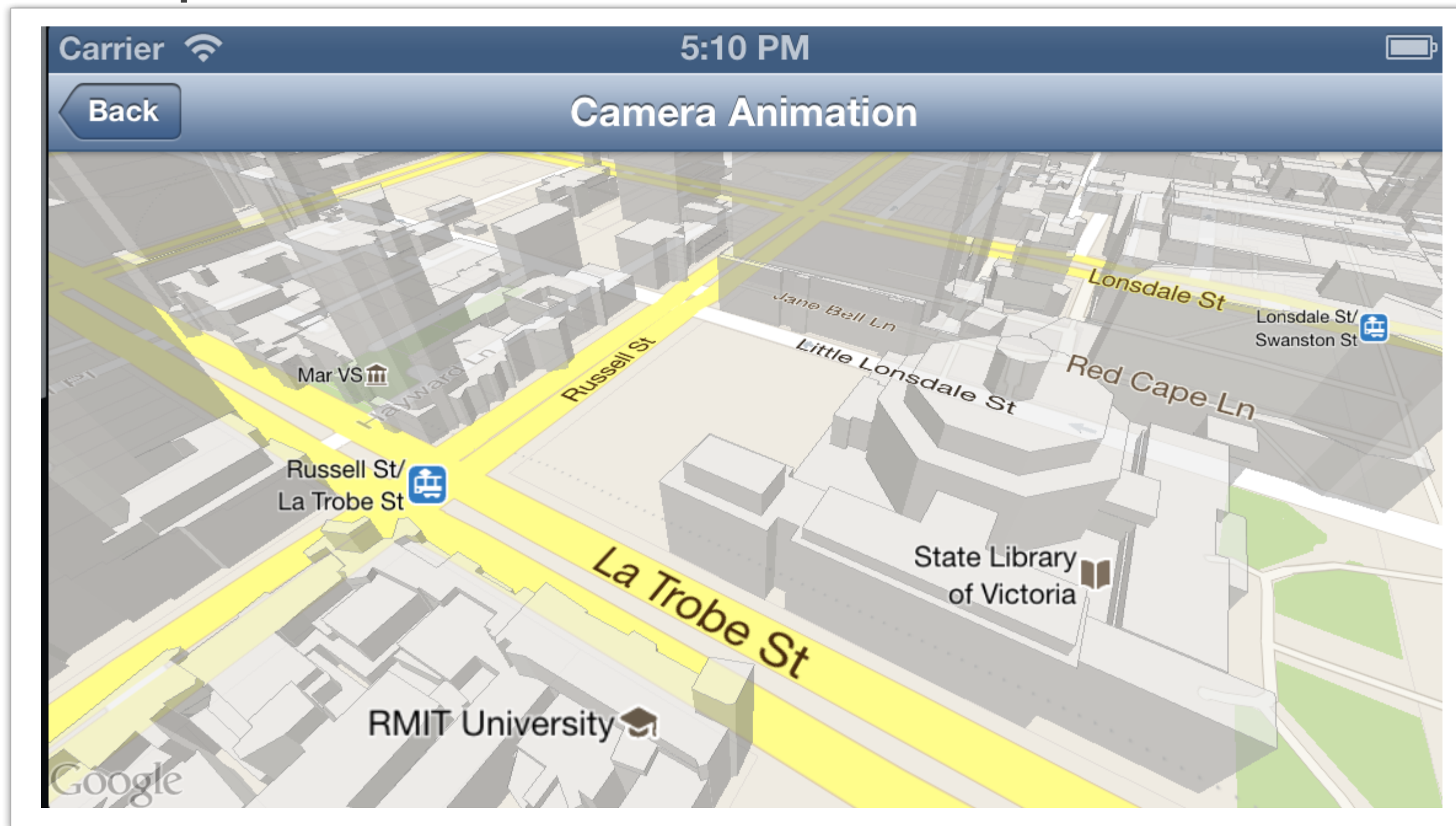




# Maps Up Until Now



# Vector Maps

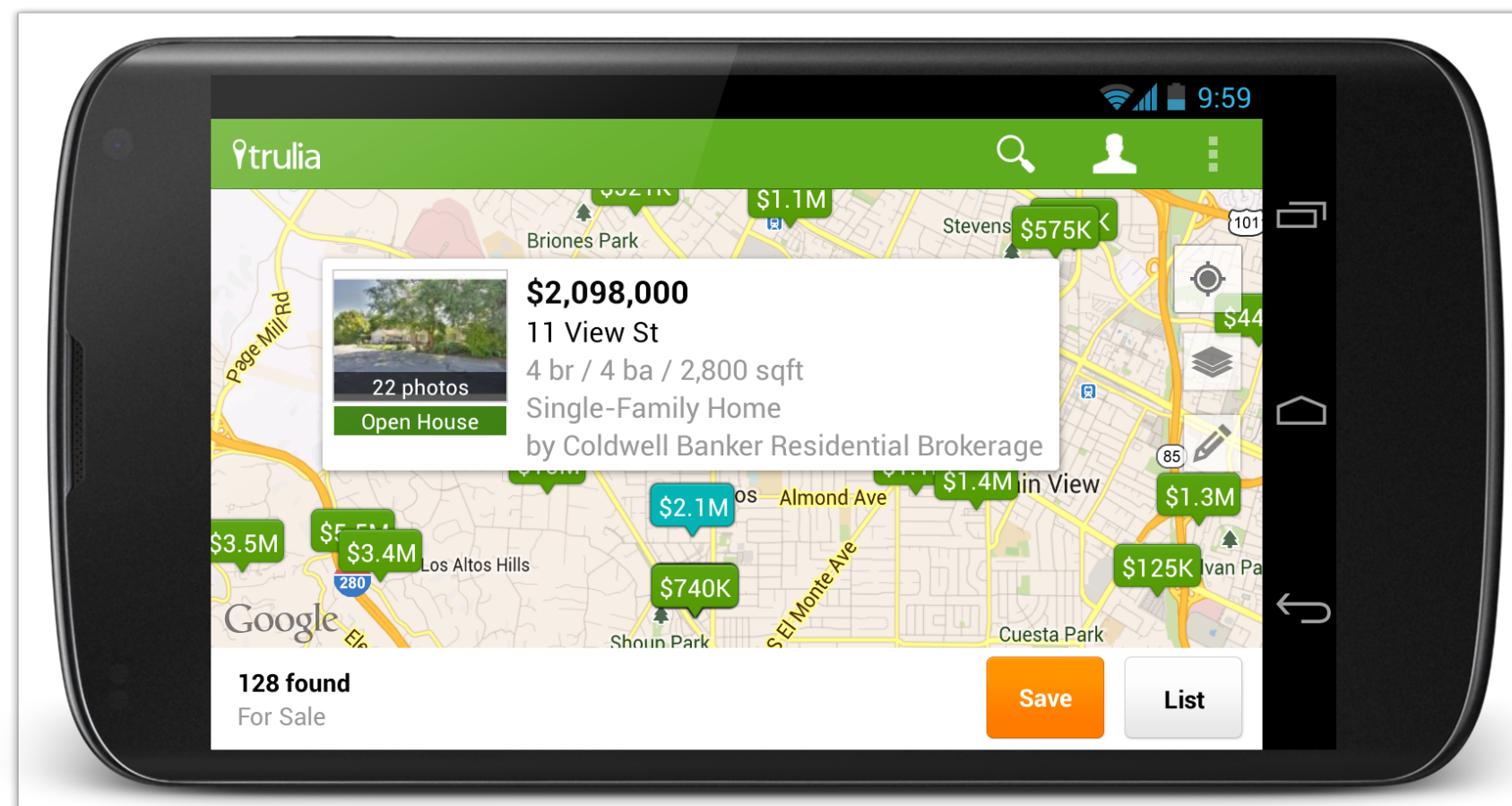


Updates on both Android and iOS



# Google Maps Android API v2

- Power of consumer Google Maps for Android renderer, for developers
- Automatically updated to end-user devices via Google Play services





# Google Maps SDK for iOS

- The Google Maps for iPhone renderer
- Easy Integration with existing apps
- URL scheme to launch Maps app

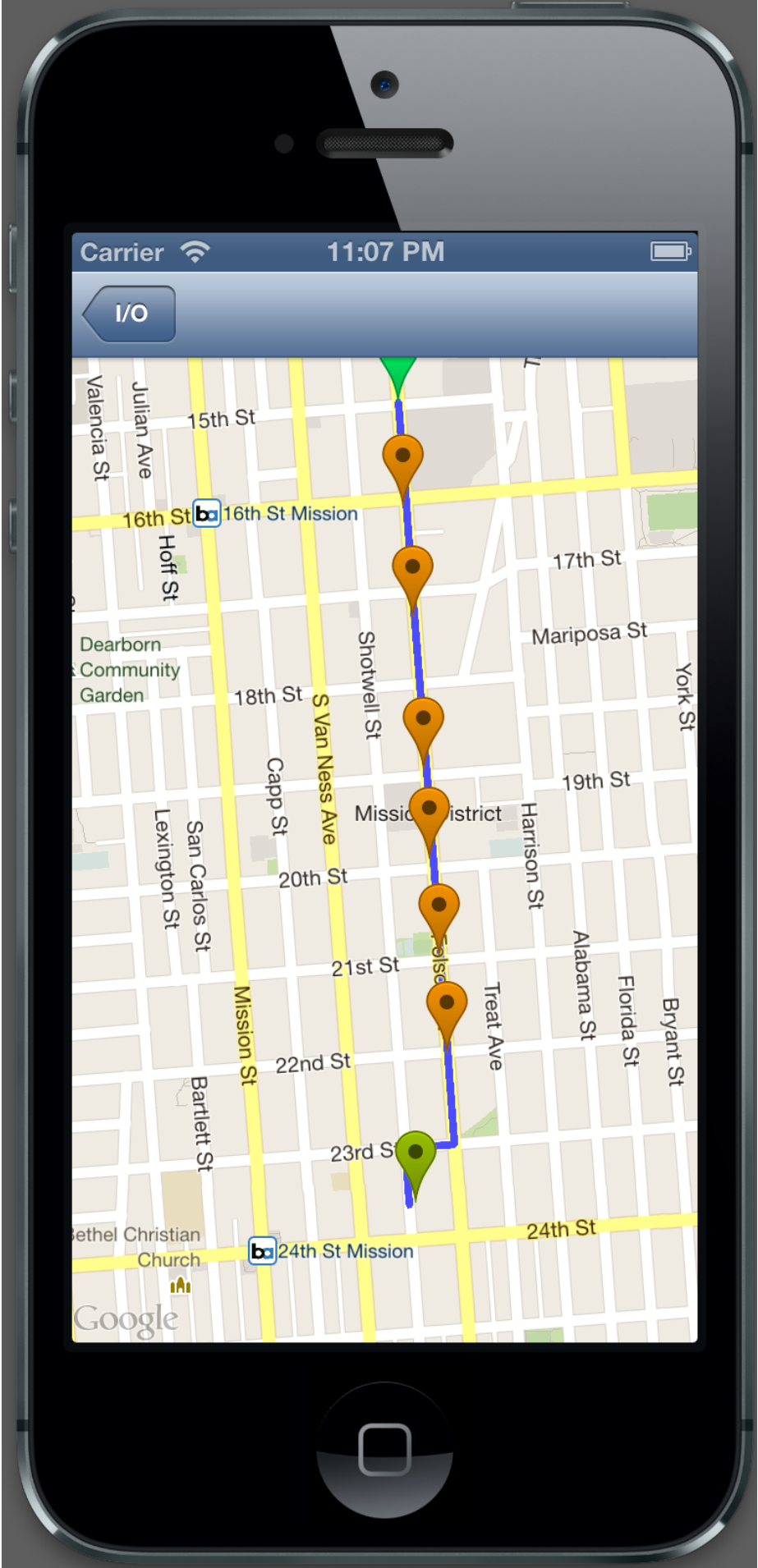


# Data Platform



# Tracks API



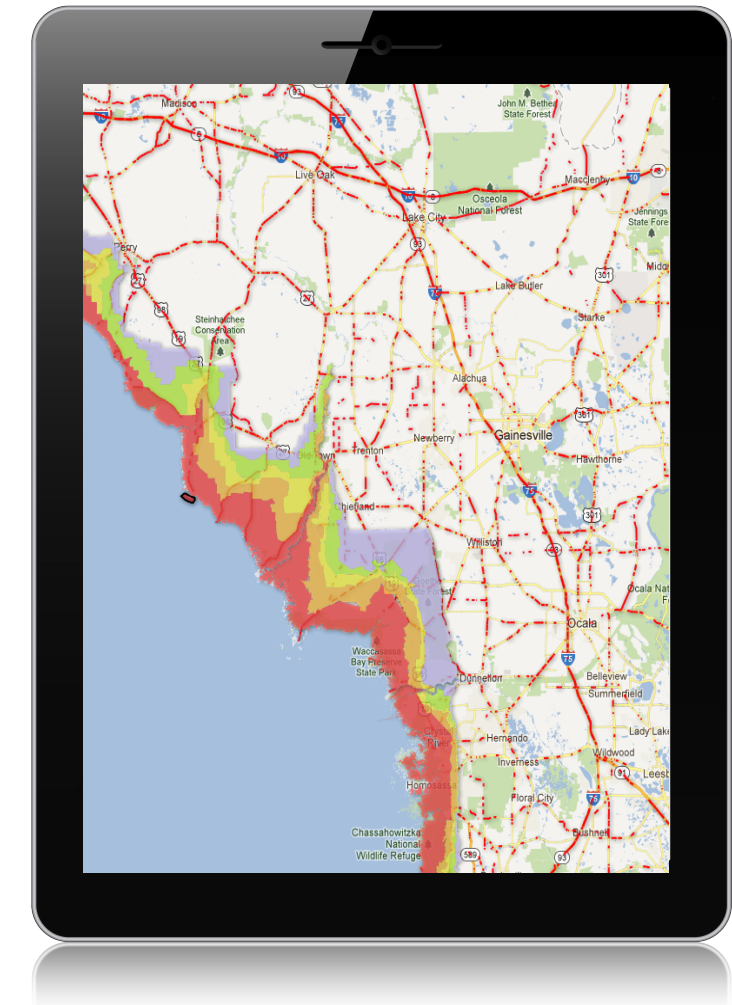
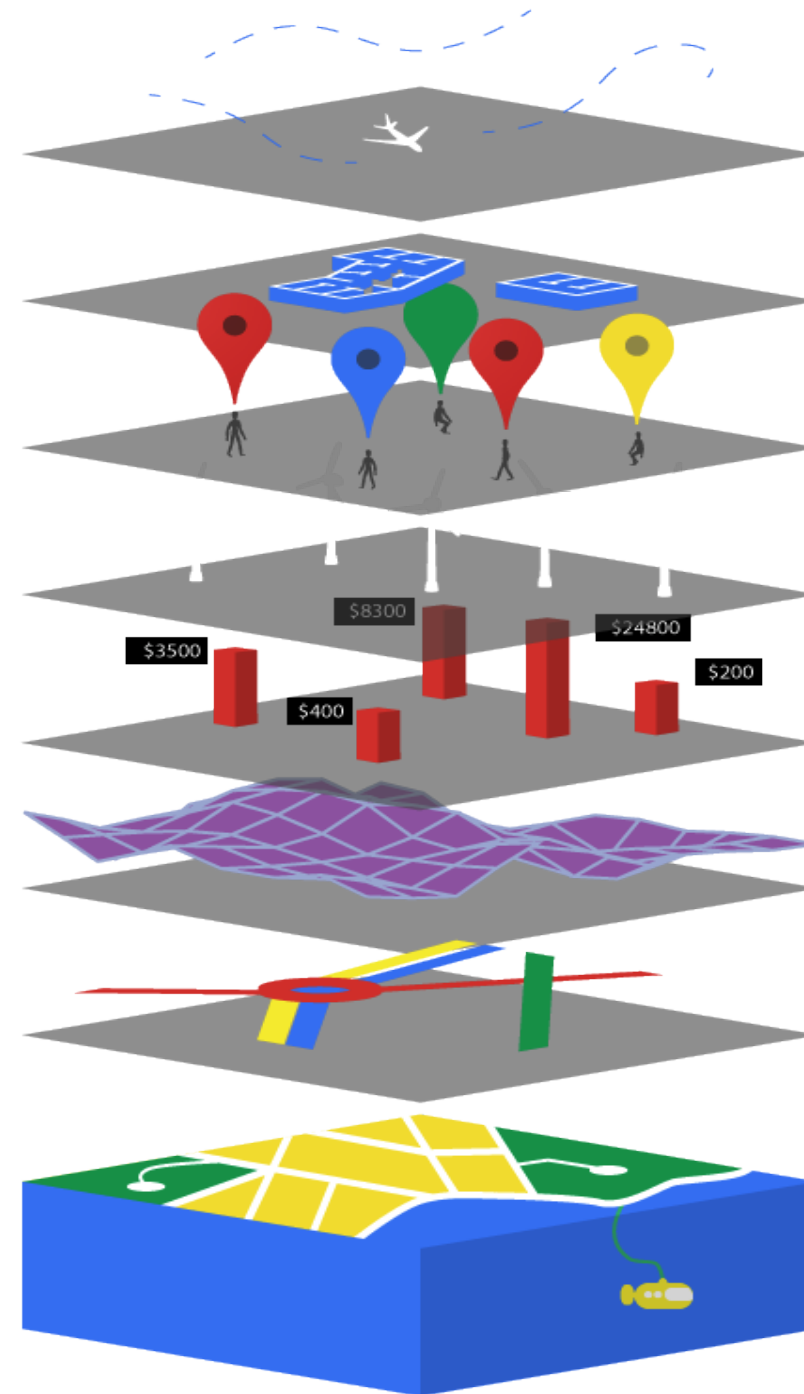




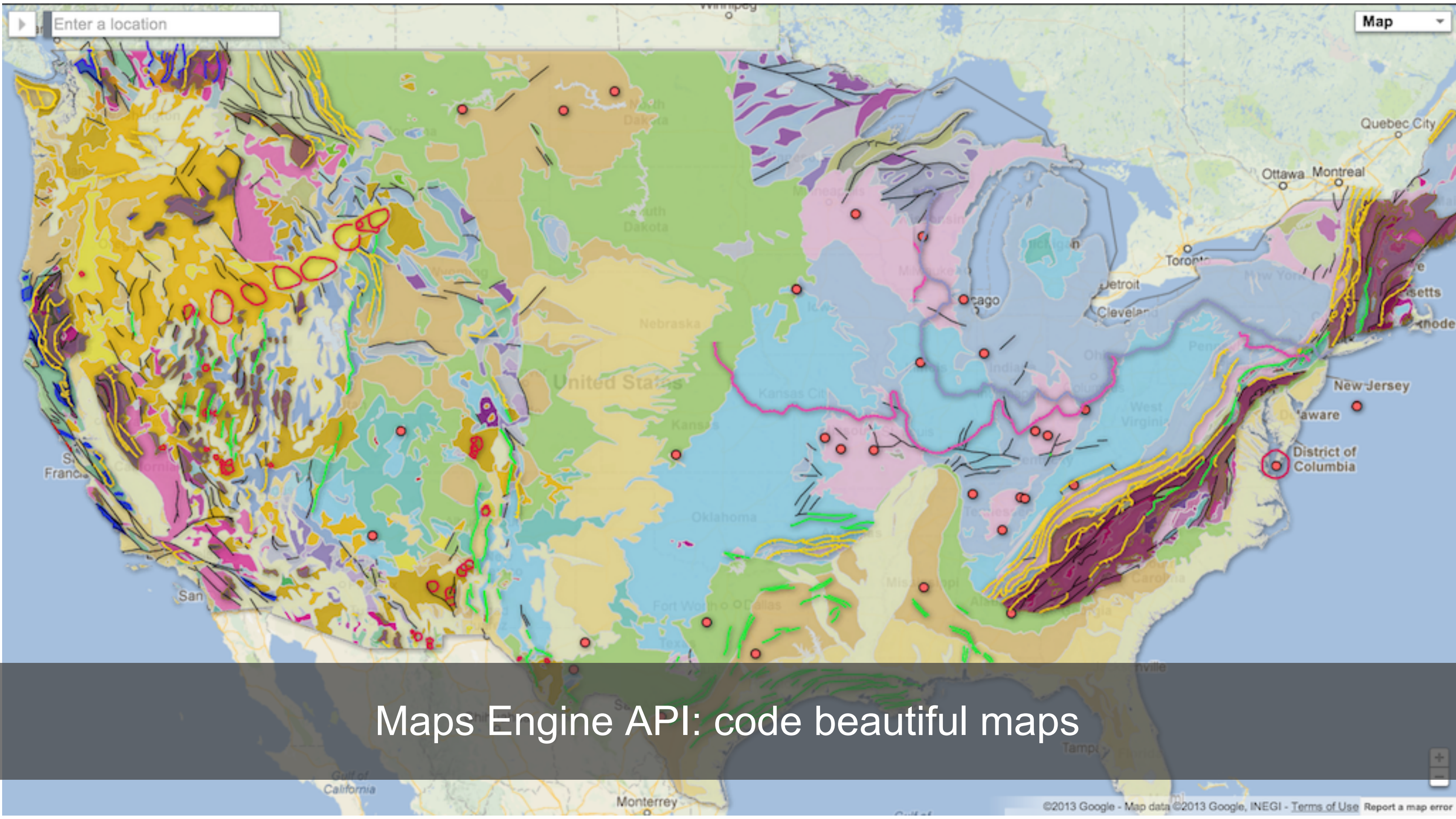
# Google Maps Engine Platform



Your Geo Data  
+  
Google's  
Geospatial  
Technology  
=  
Beautiful Maps at  
Scale







Maps Engine API: code beautiful maps





[developers.google.com/maps](https://developers.google.com/maps)





# Thank You!

Bernhard Seefeld

Ken Hoetmer

Mano Marks





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