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

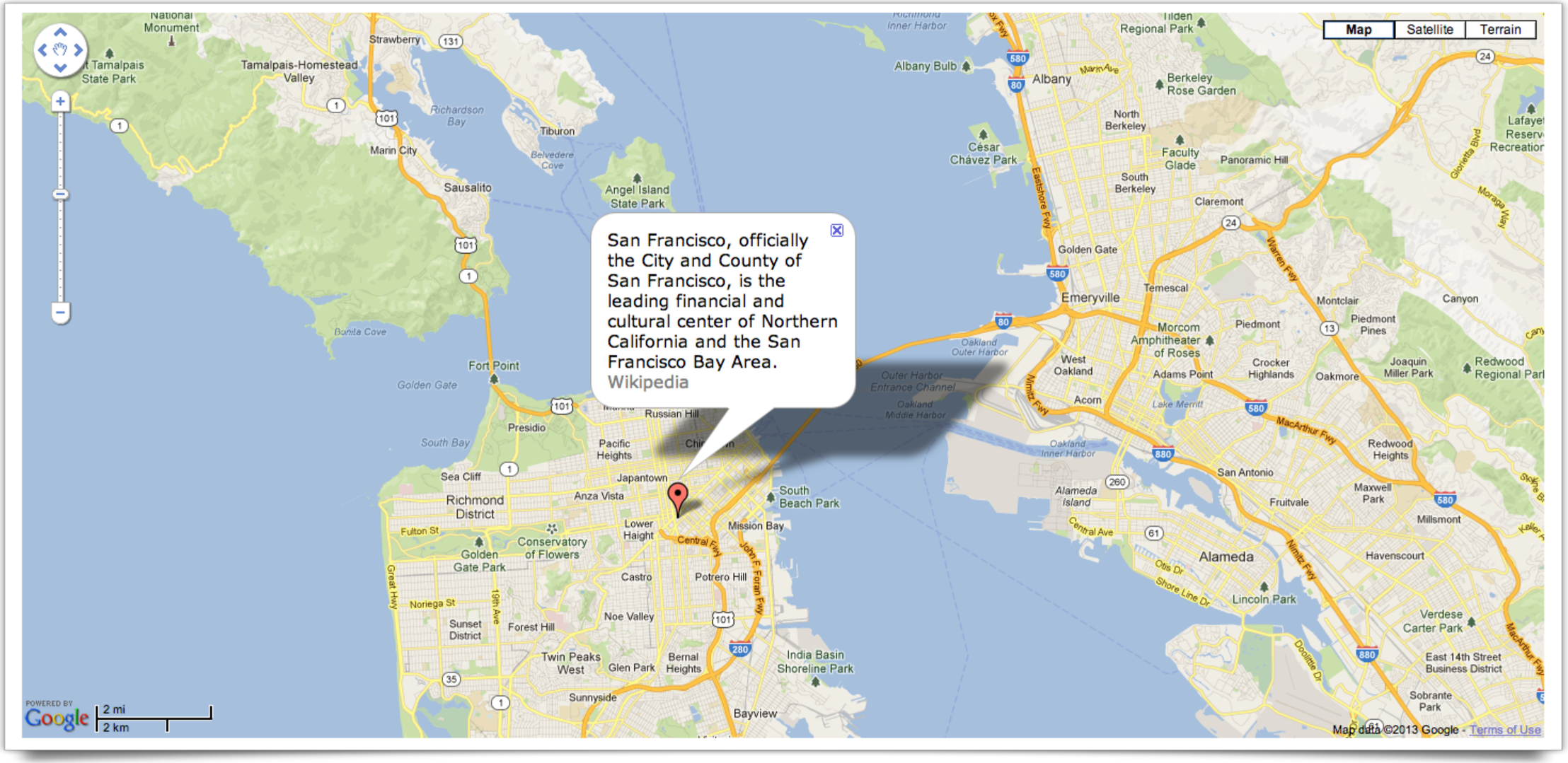
The obvious question

Are you about to announce a new Google Maps API?

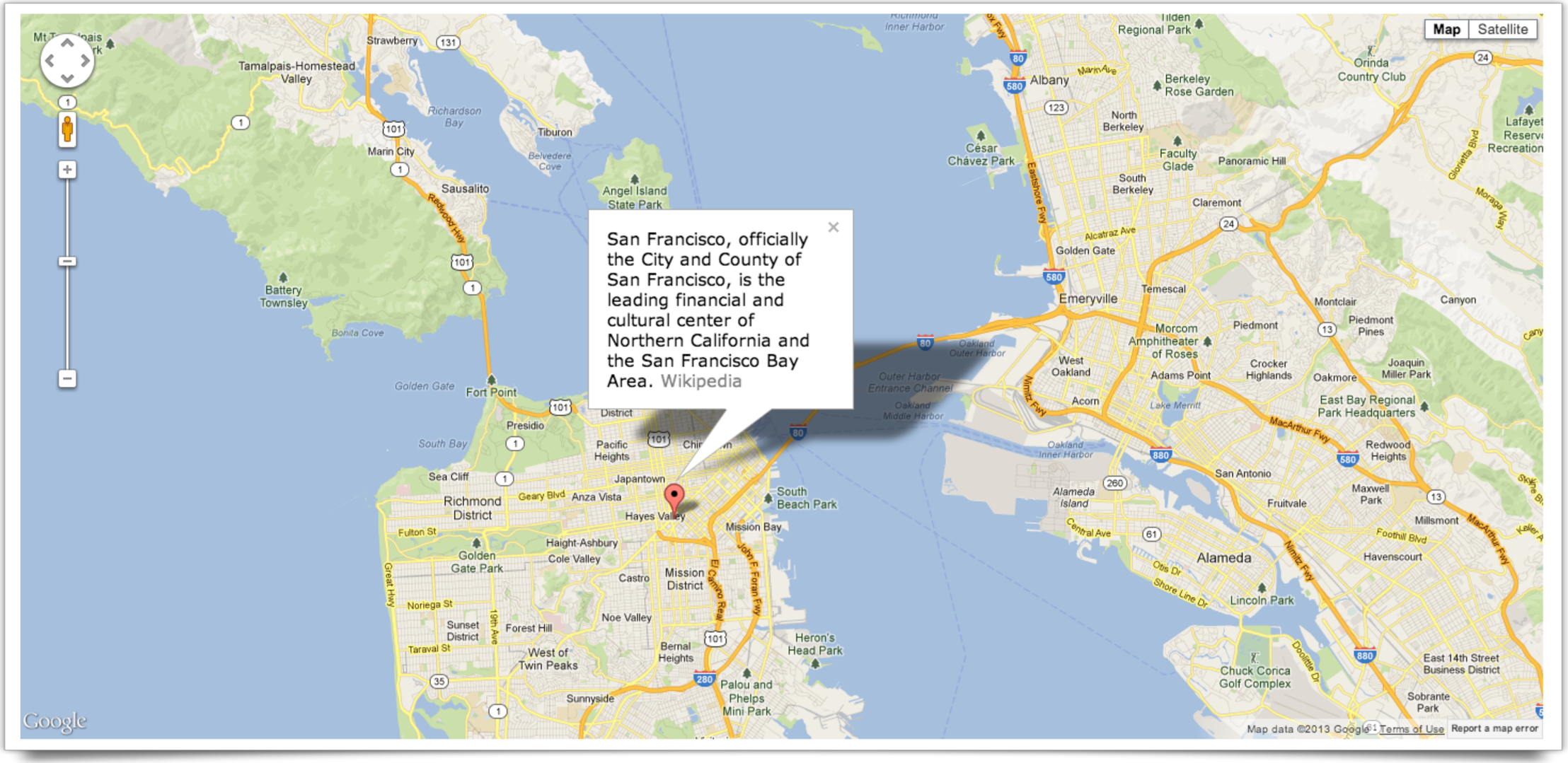
Remember…
the new Google Maps is a **preview**

But we do have an announcement

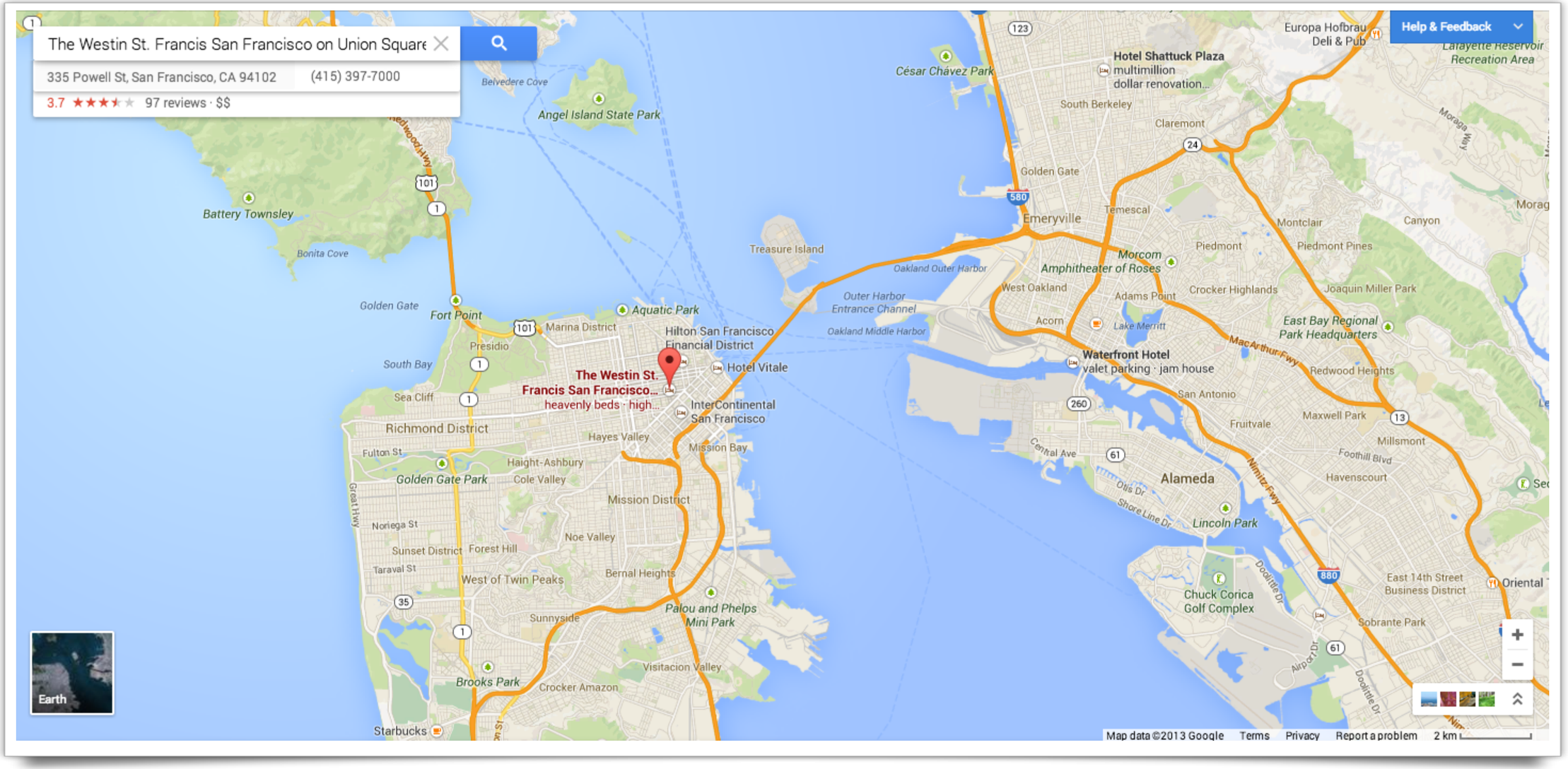
JavaScript Maps API, c. 2006



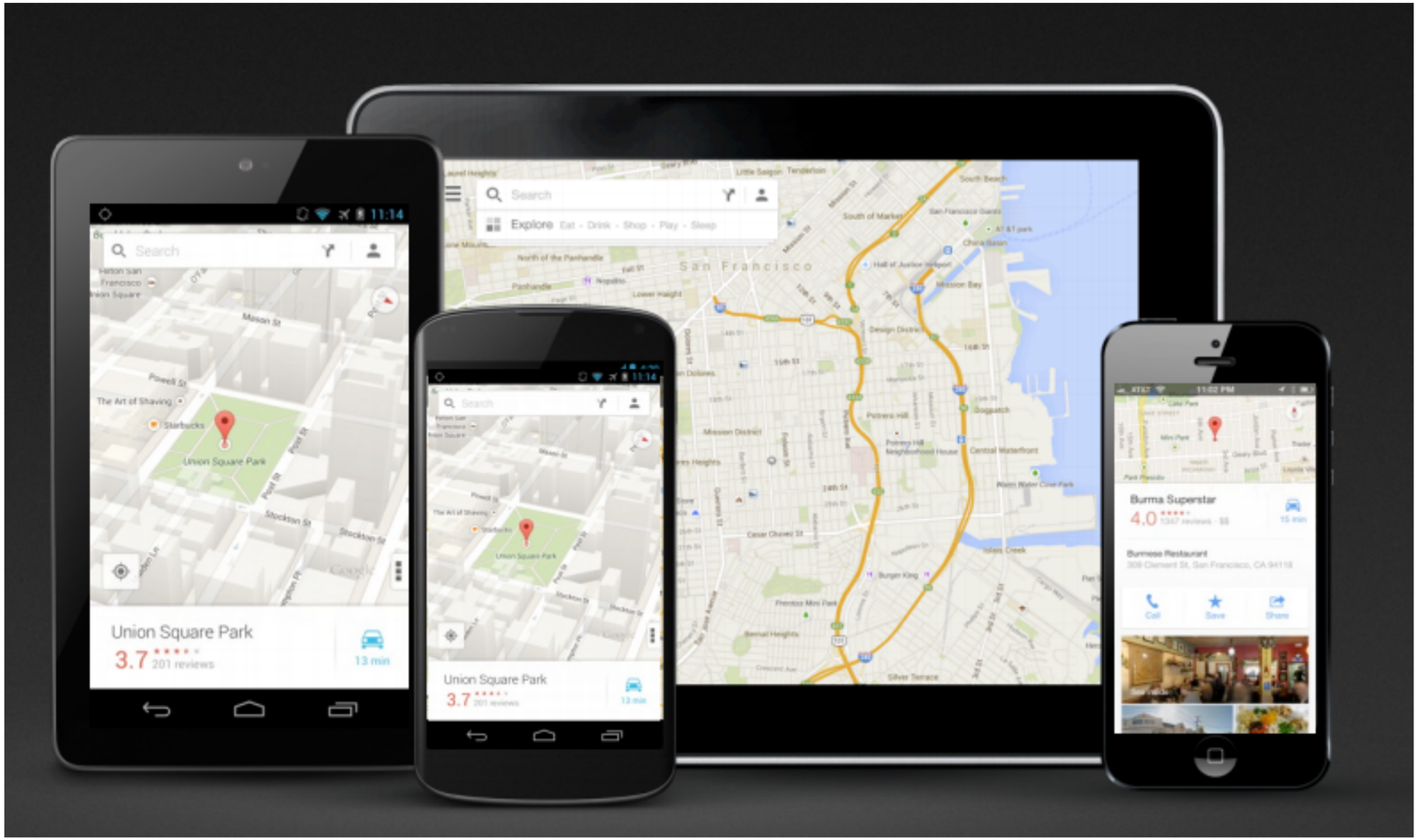
JavaScript Maps API, c. 2013



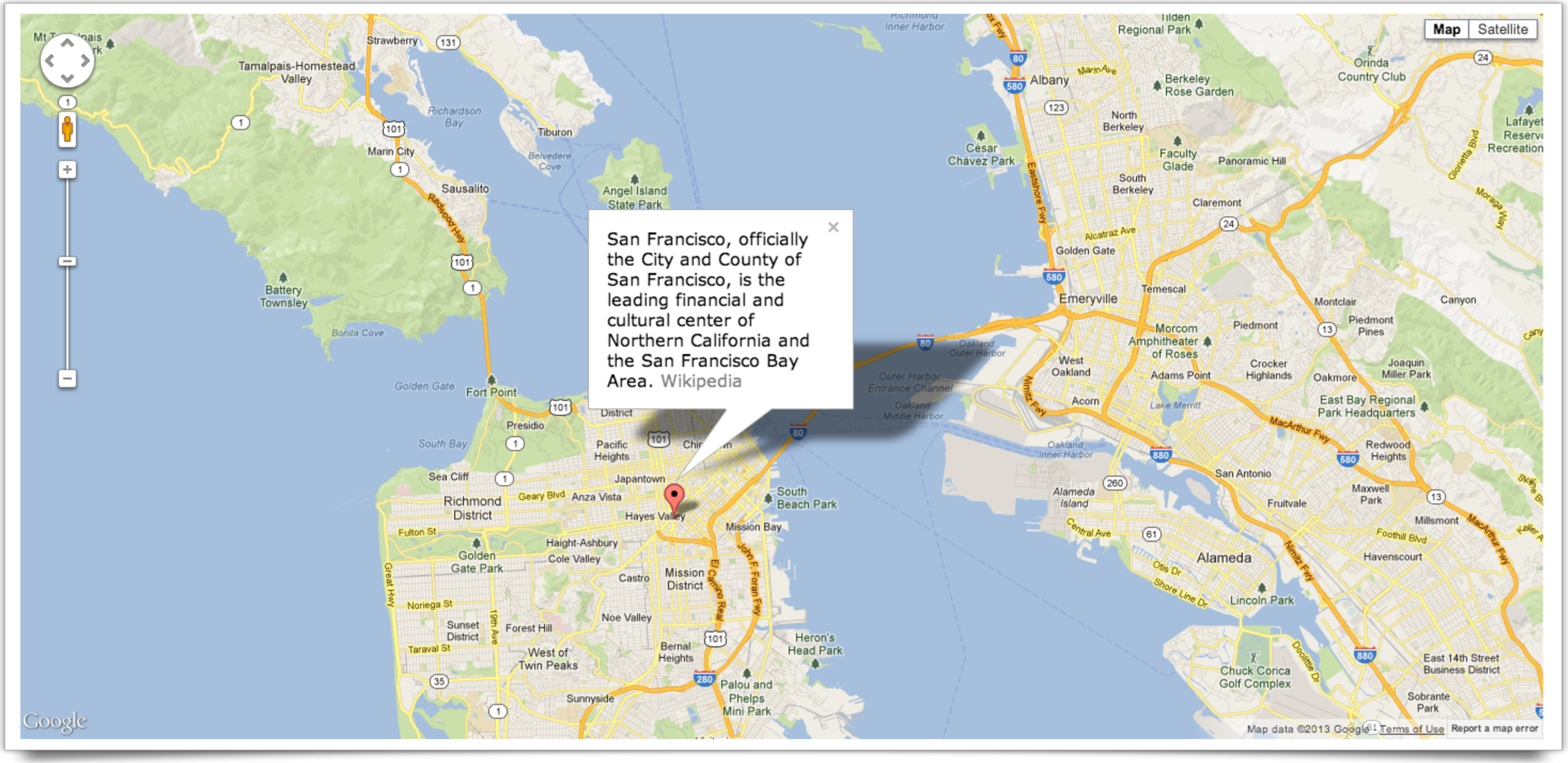
The new Google Maps, c. 2013



Google Maps Android and iPhone, c. 2013



It's time for a new look

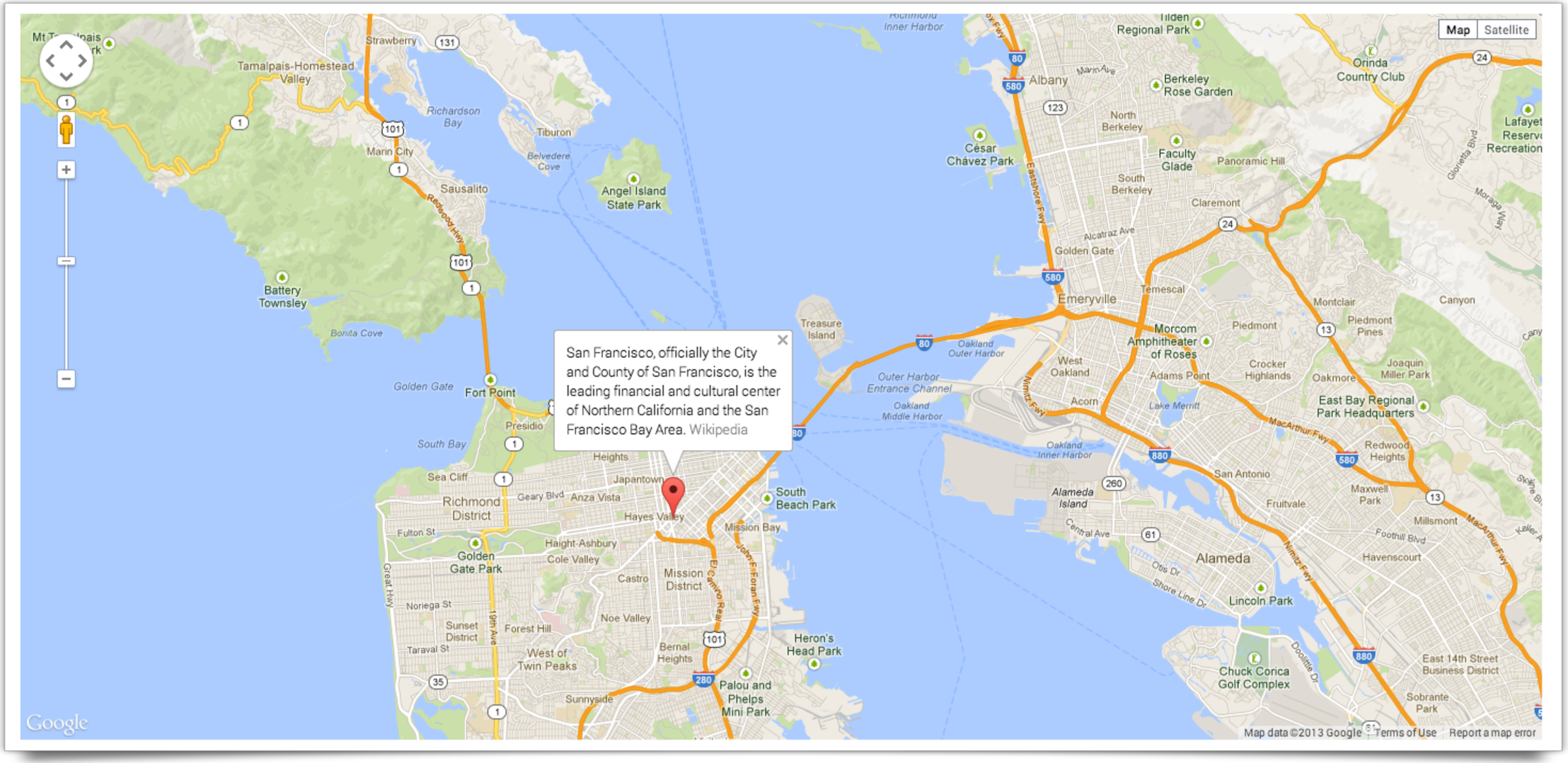


Introducing

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

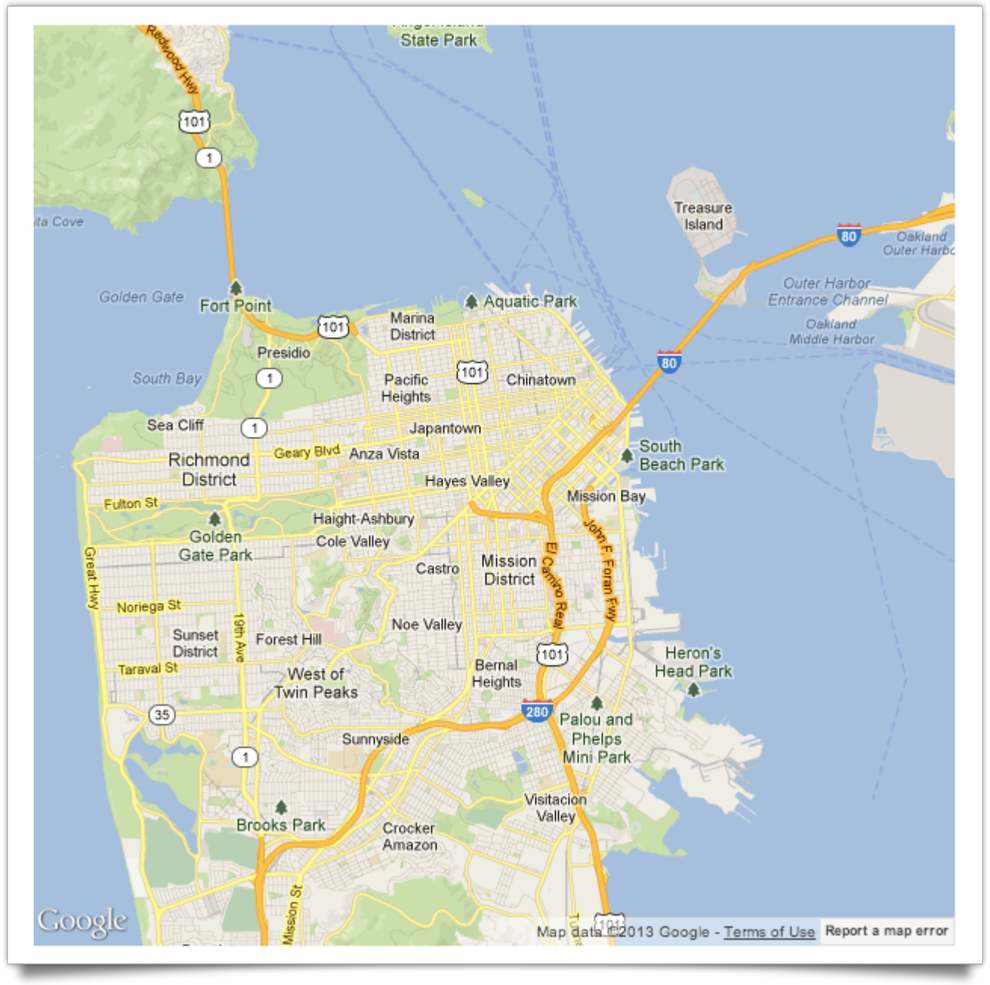
(JavaScript Maps API v3)

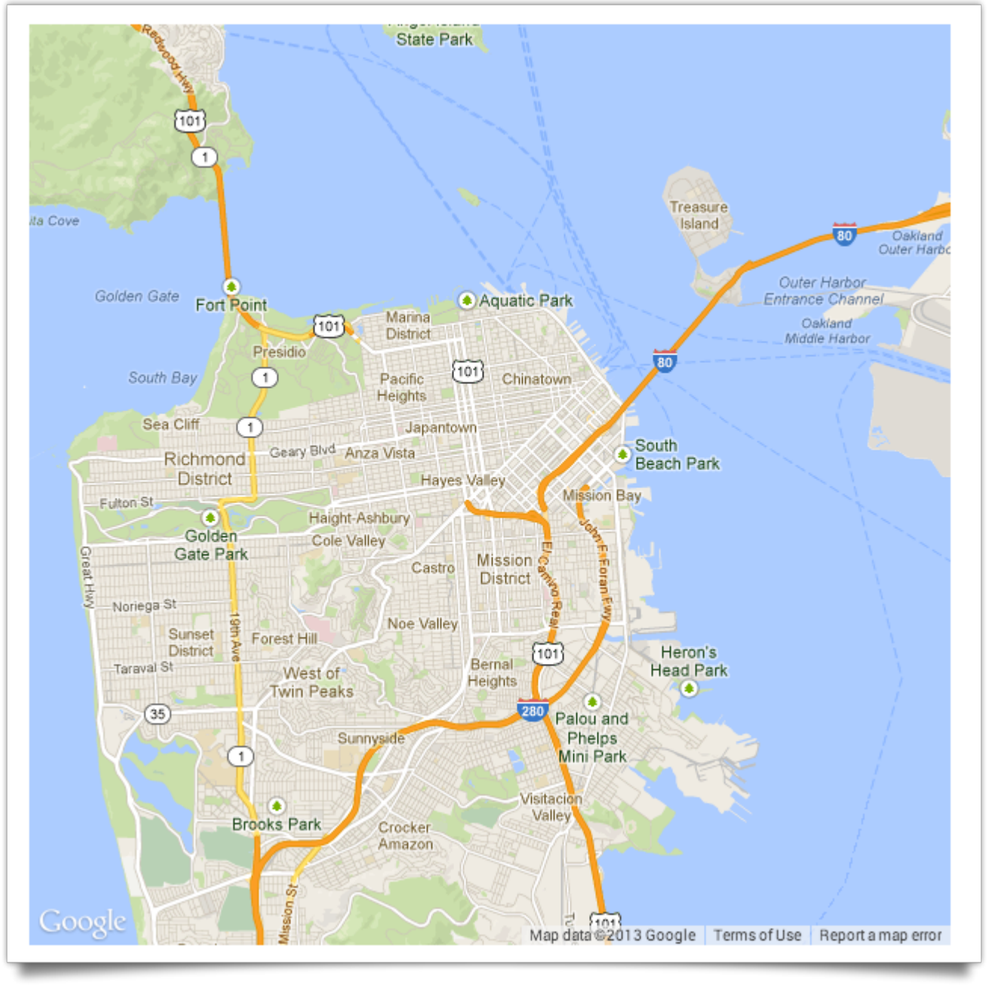
JavaScript Maps API v3



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

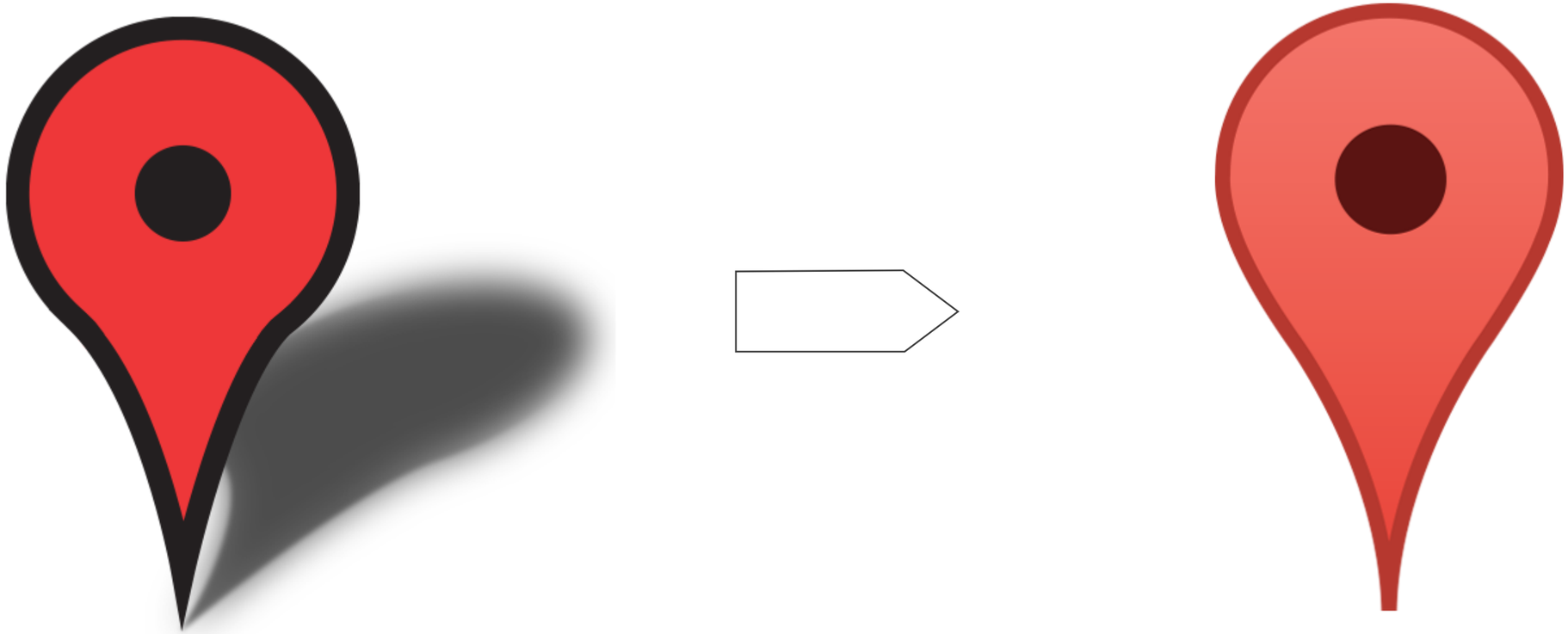
4 major changes





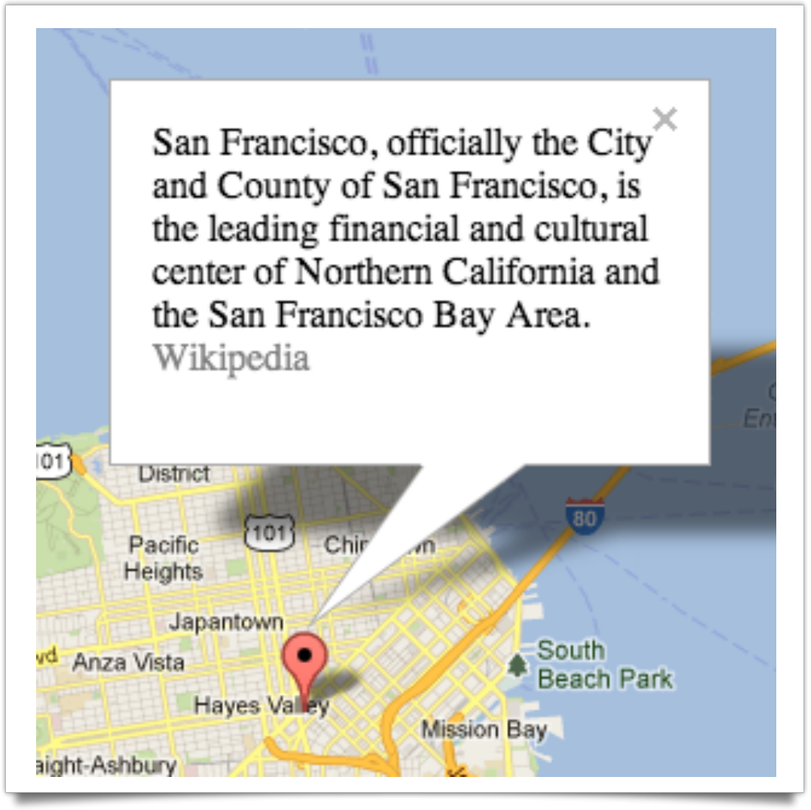
new map tiles

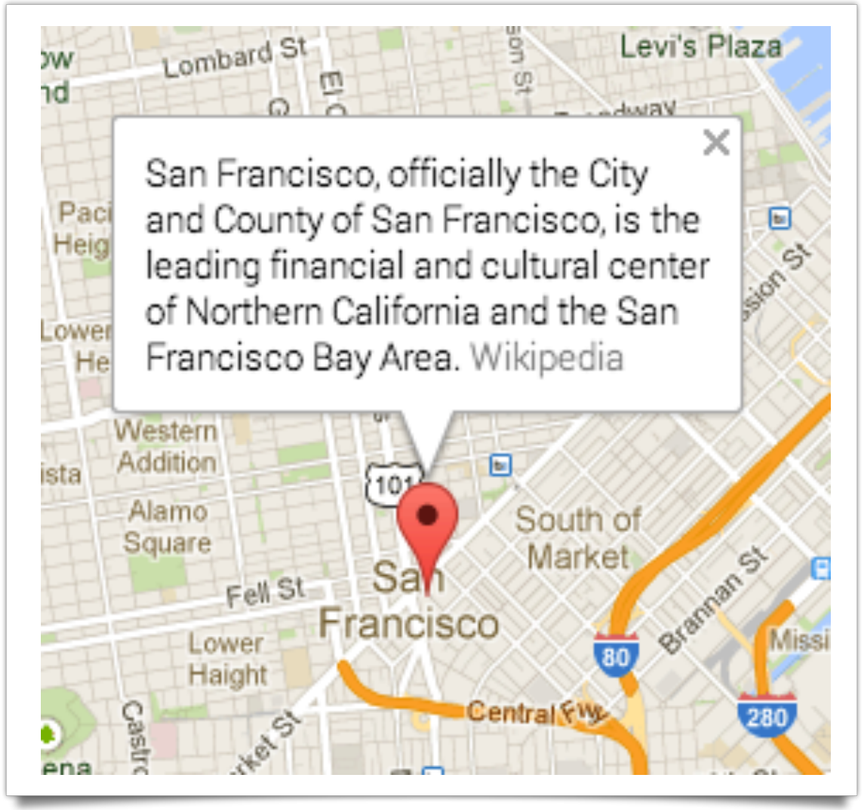
4 major changes



new default marker

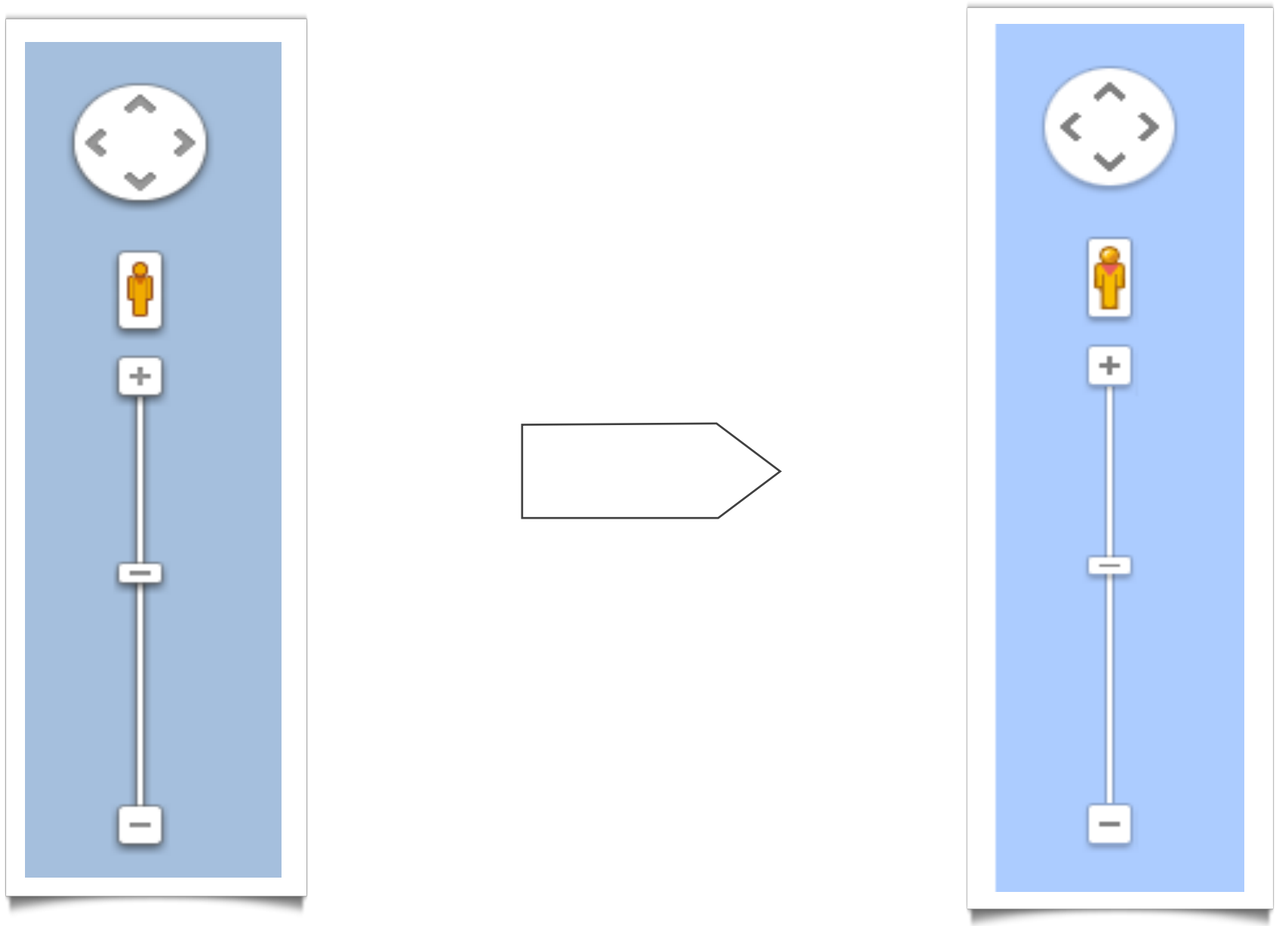
4 major changes





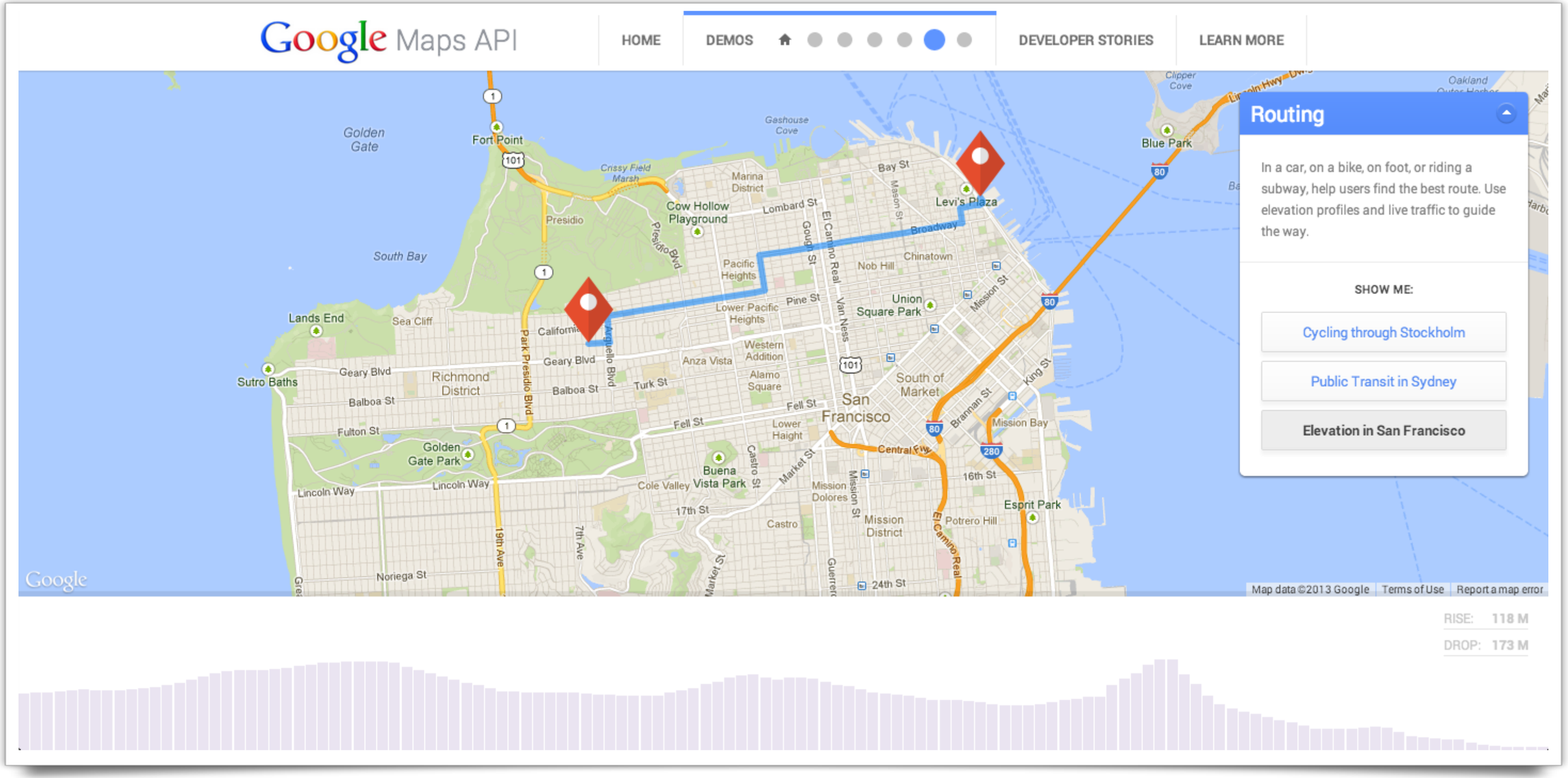
new info window

4 major changes

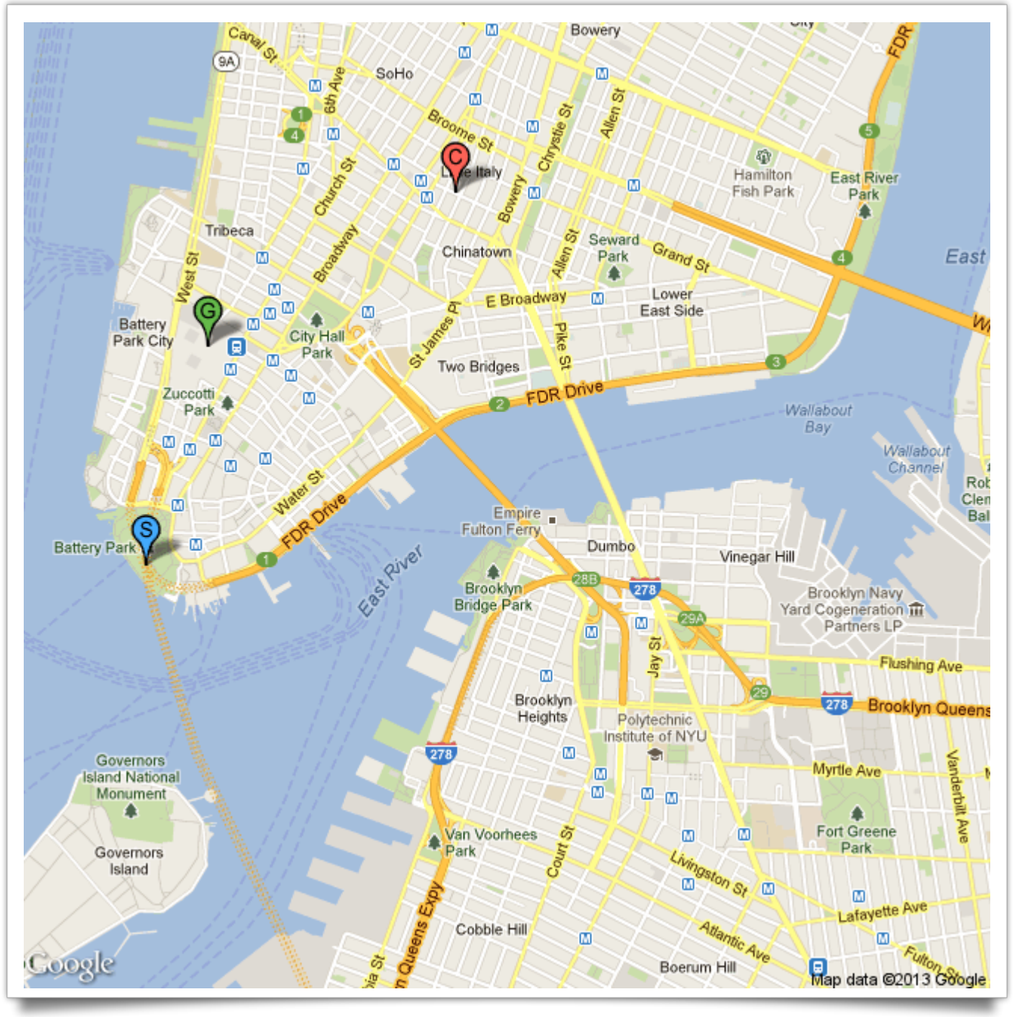


new look controls

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

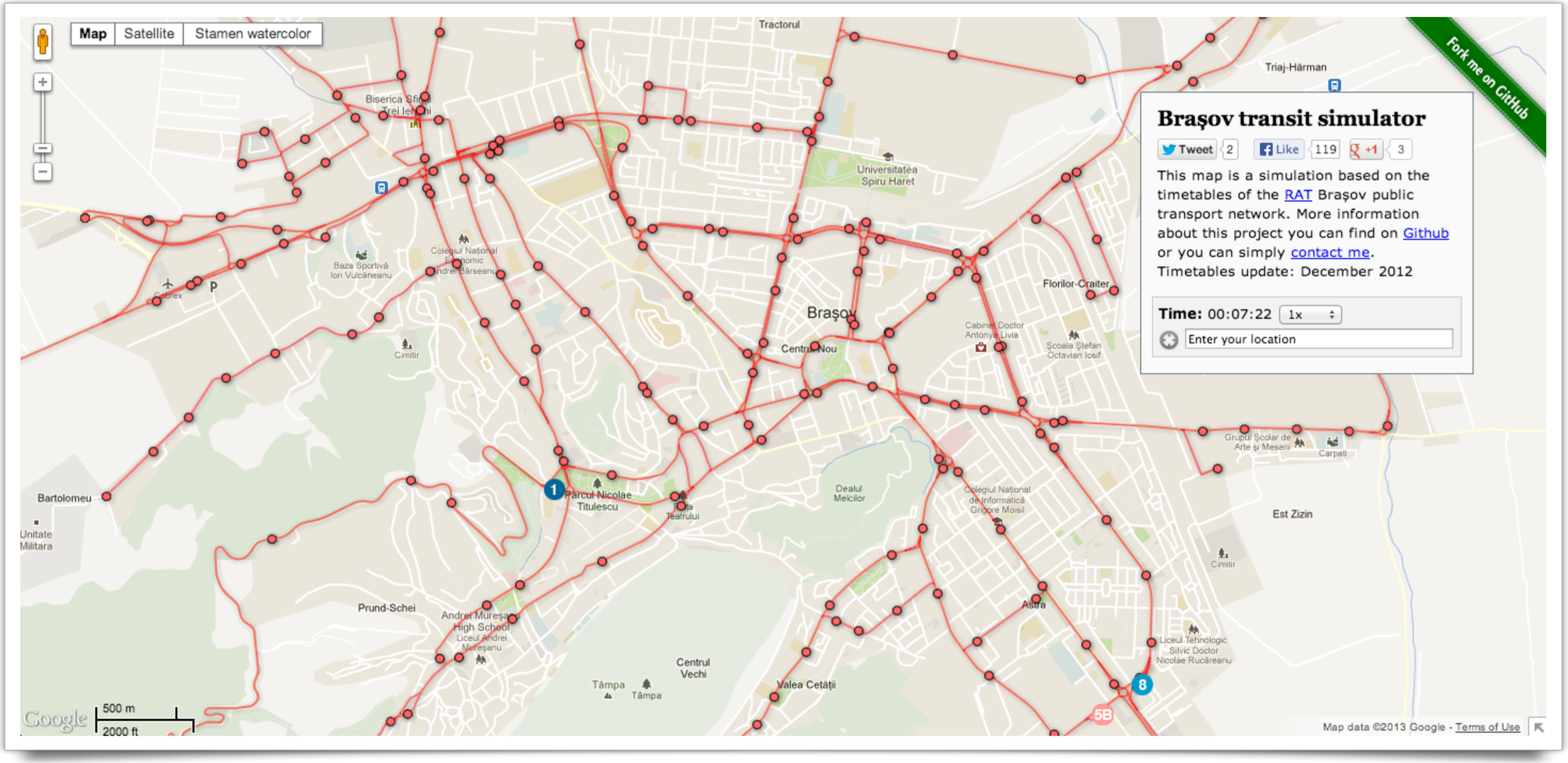
How big are these numbers?

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

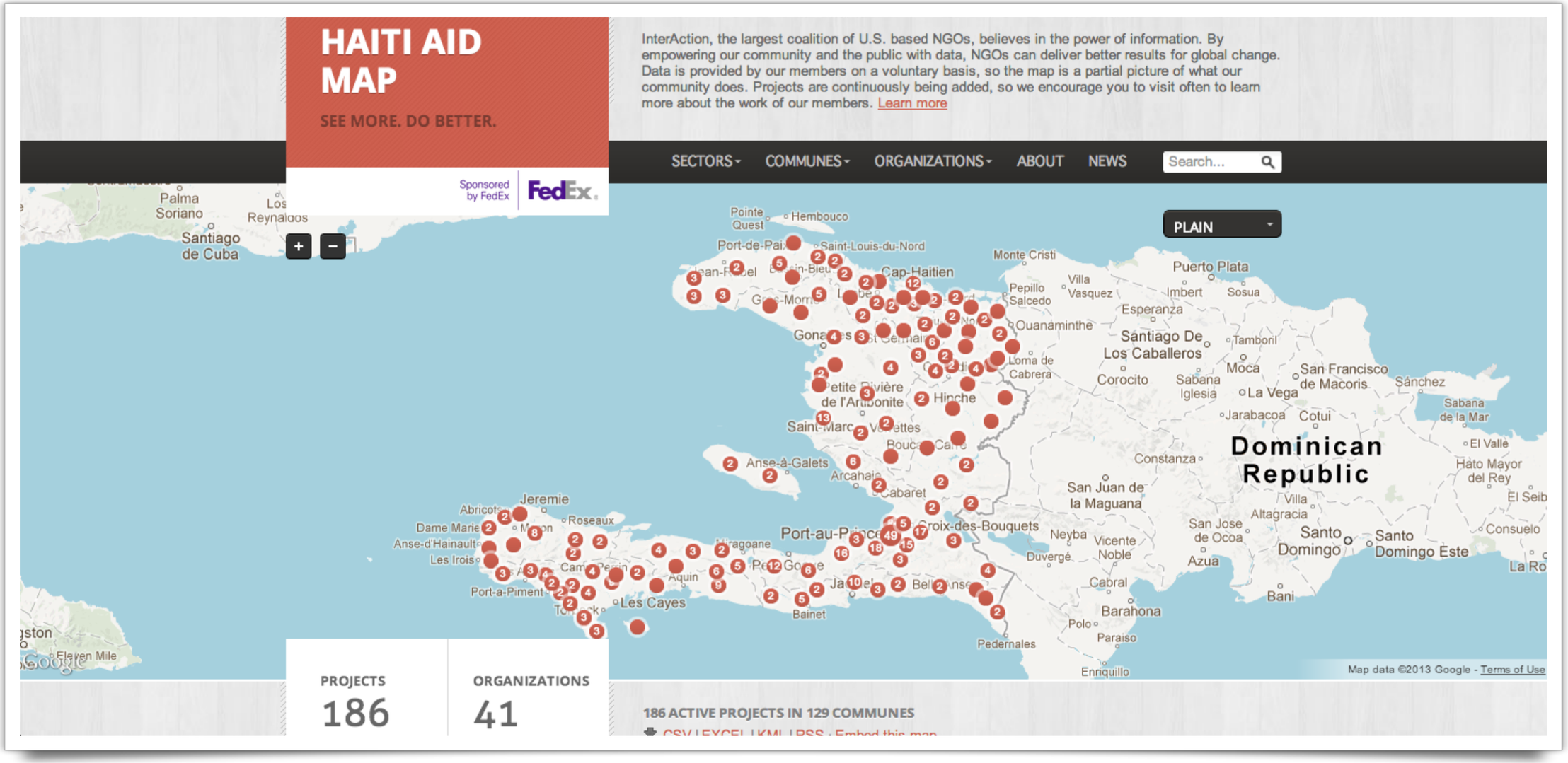
On average, every country has more than 5000 Maps API sites

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

Brașov transit simulator

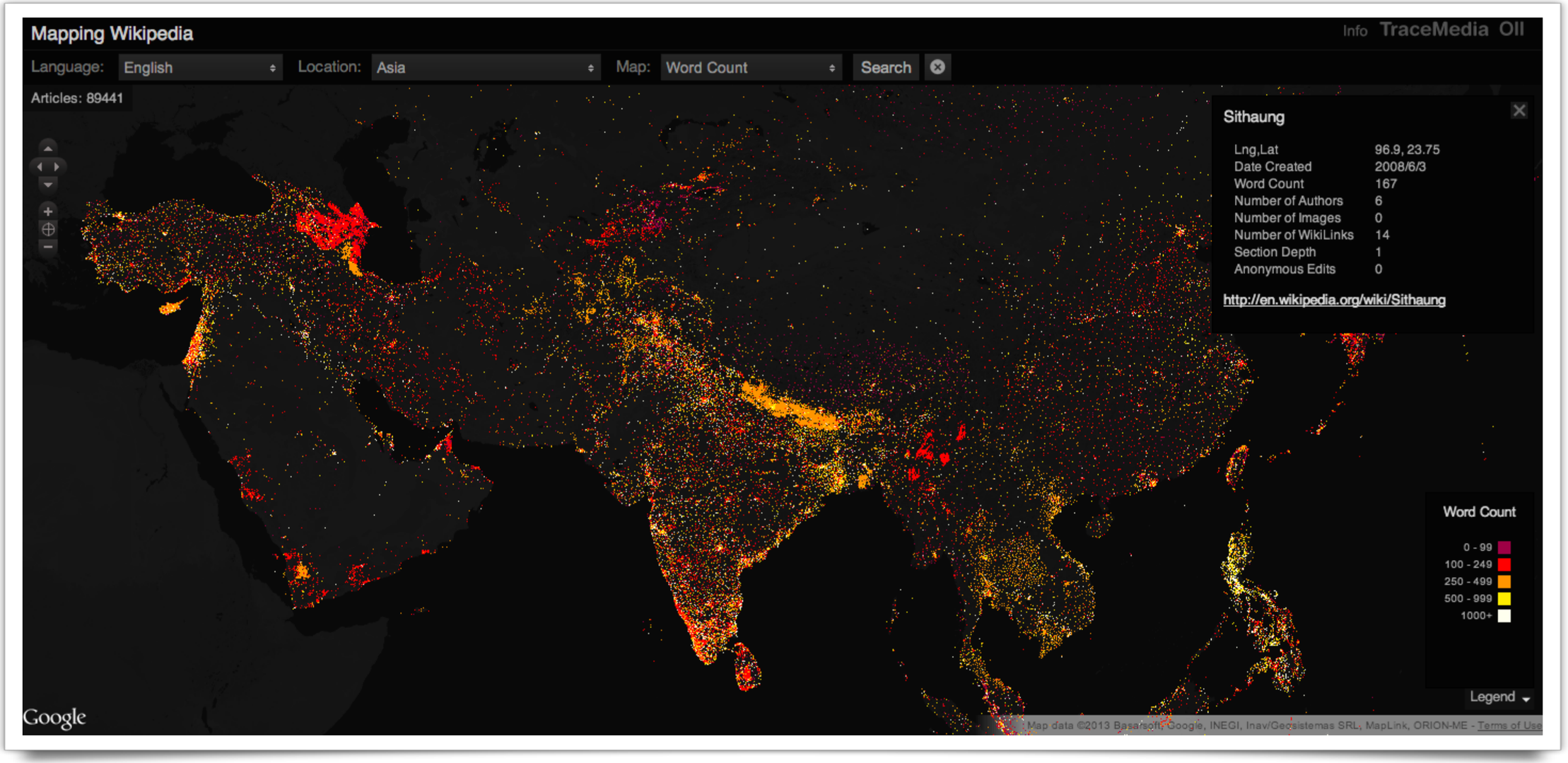


Haiti aid map

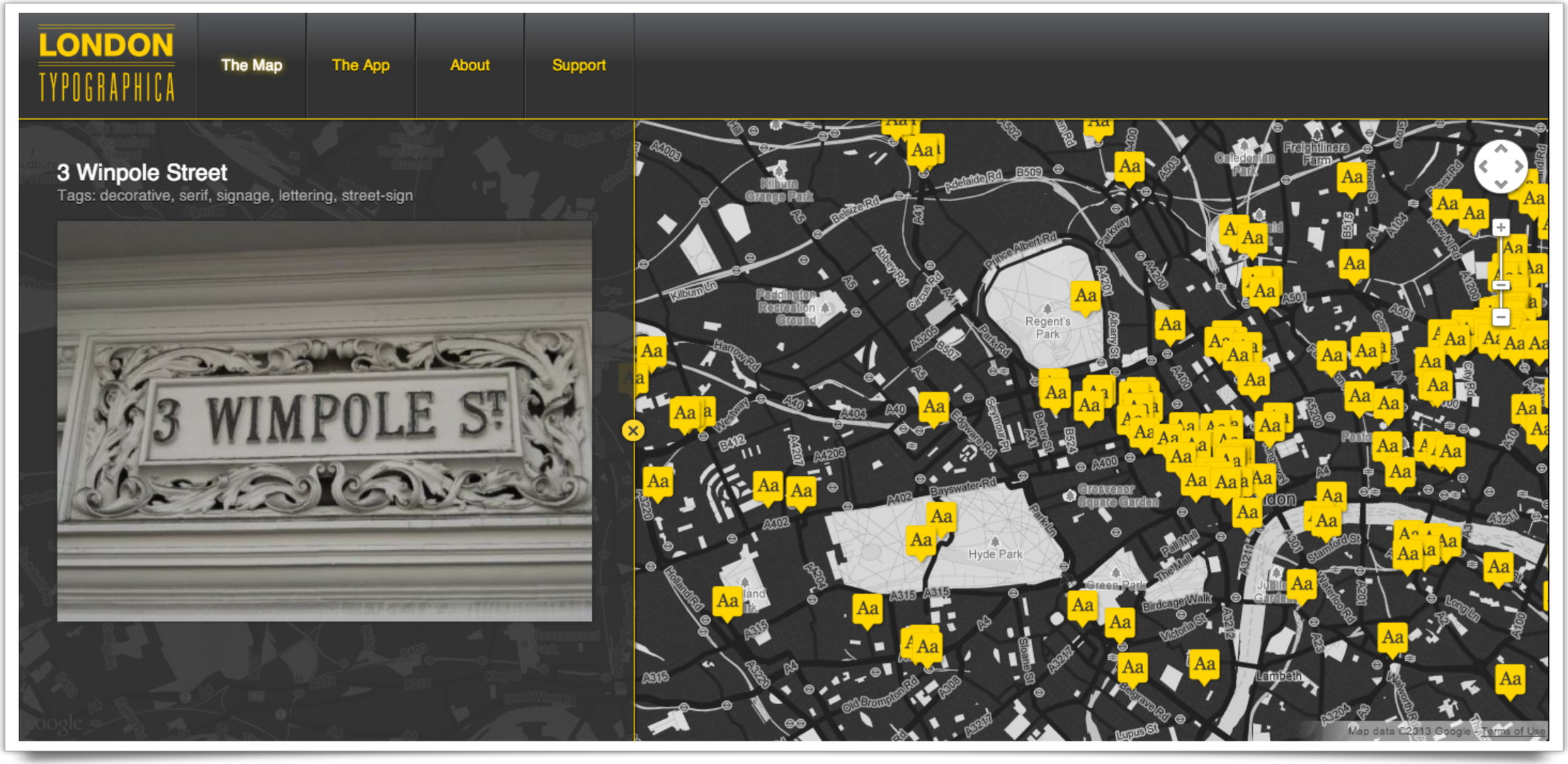


Planefinder

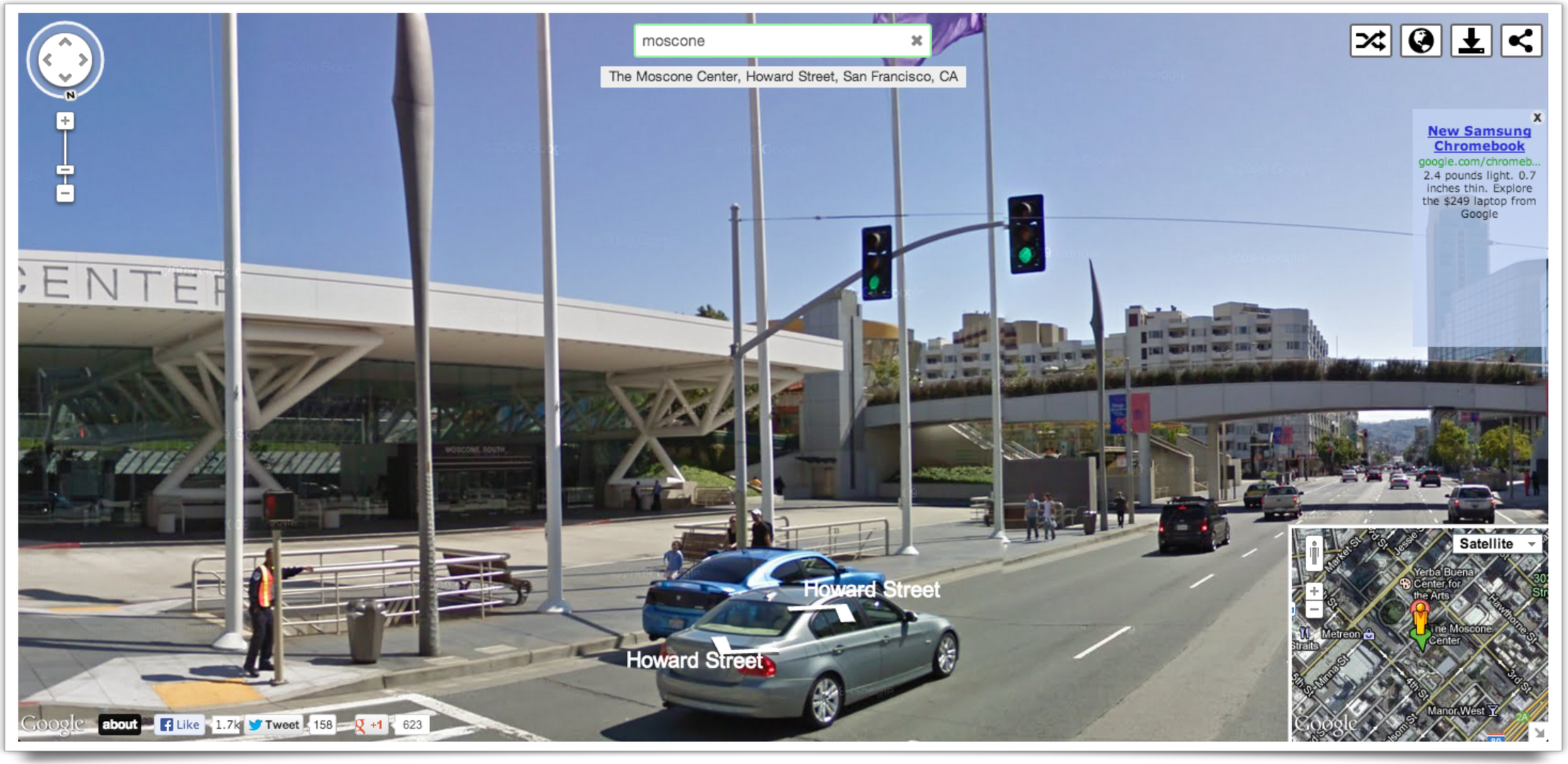
Mapping Wikipedia



London Typographica



Instant StreetView



GeoGuessr

GeoGuessr - Let's explore the world!
Help
Feedback
Share
ASIA
EUROPE
NORTH AMERICA
Atlantic Ocean
AFRICA
SOUTH AMERICA
Indian Ocean
Google
Terms of Use
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, first-cut
art / theatre / music
dance / film / education
conferences / library
restaurants / bars

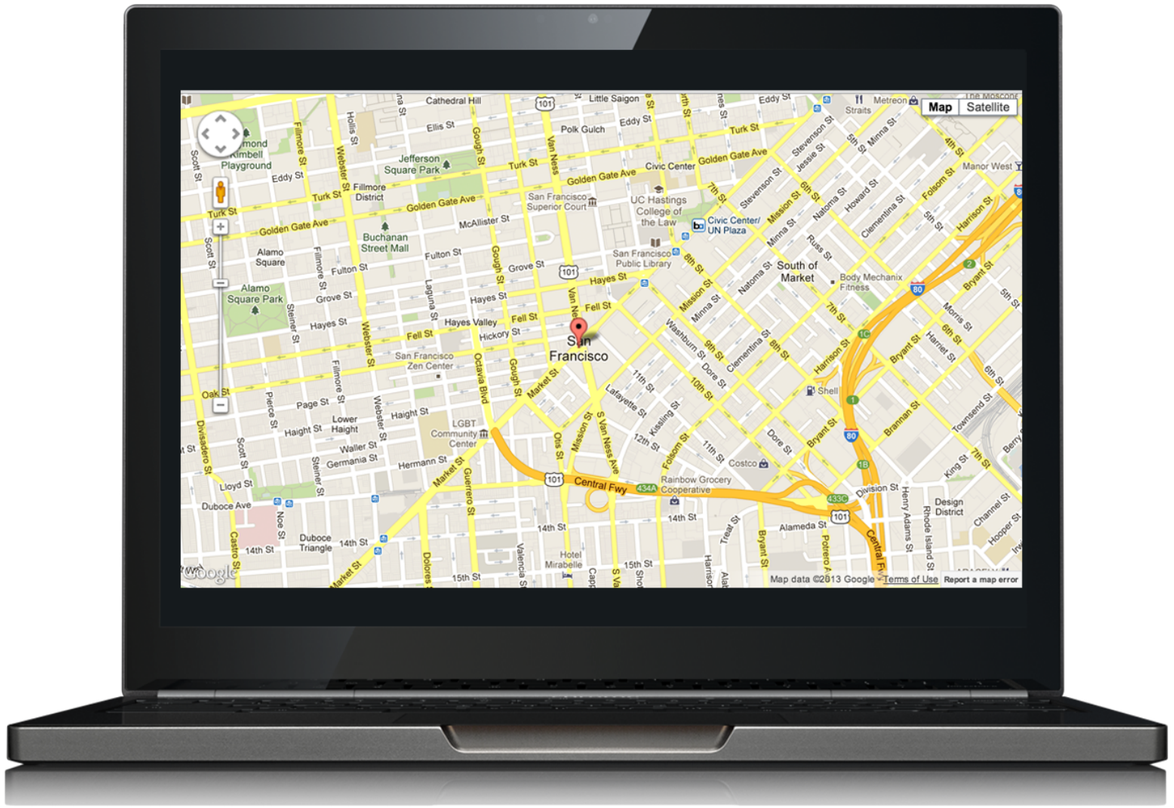
The next million maps

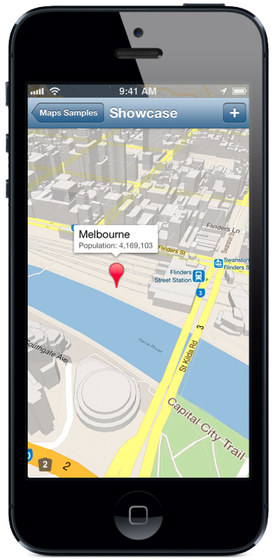
Mano Marks

Wow!

Taking Maps to the next platforms

Same Google Data on Three Platforms





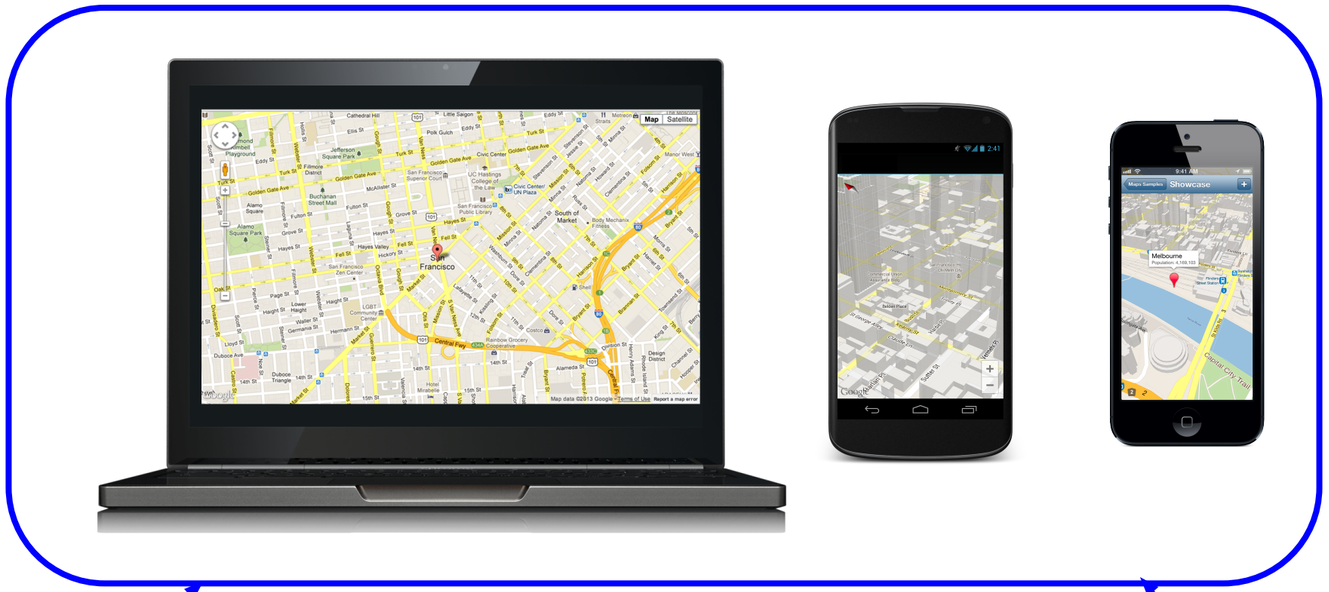
Mobile data is 13% Global Internet Traffic

Source: Mary Meeker's Internet Trends Report

In India: 60%

Source: Mary Meeker's Internet Trends Report

(On)-Location is the Present

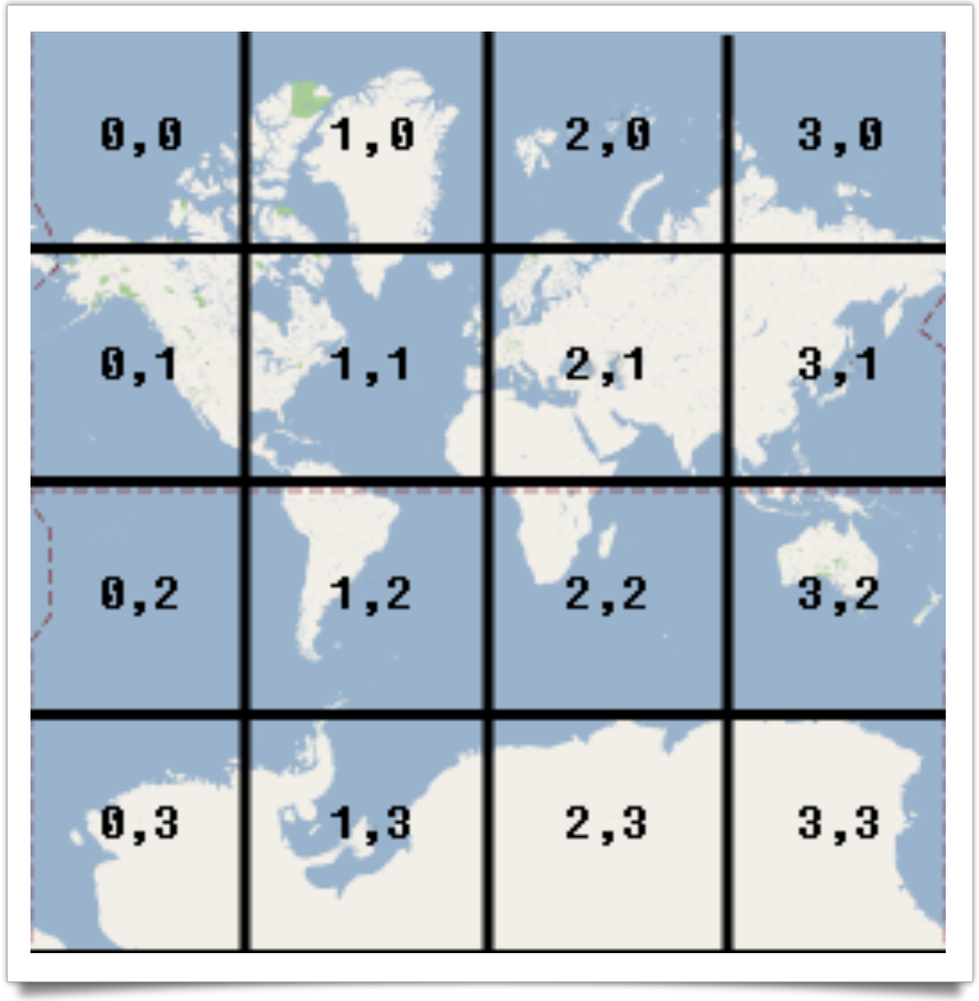


Data Platform

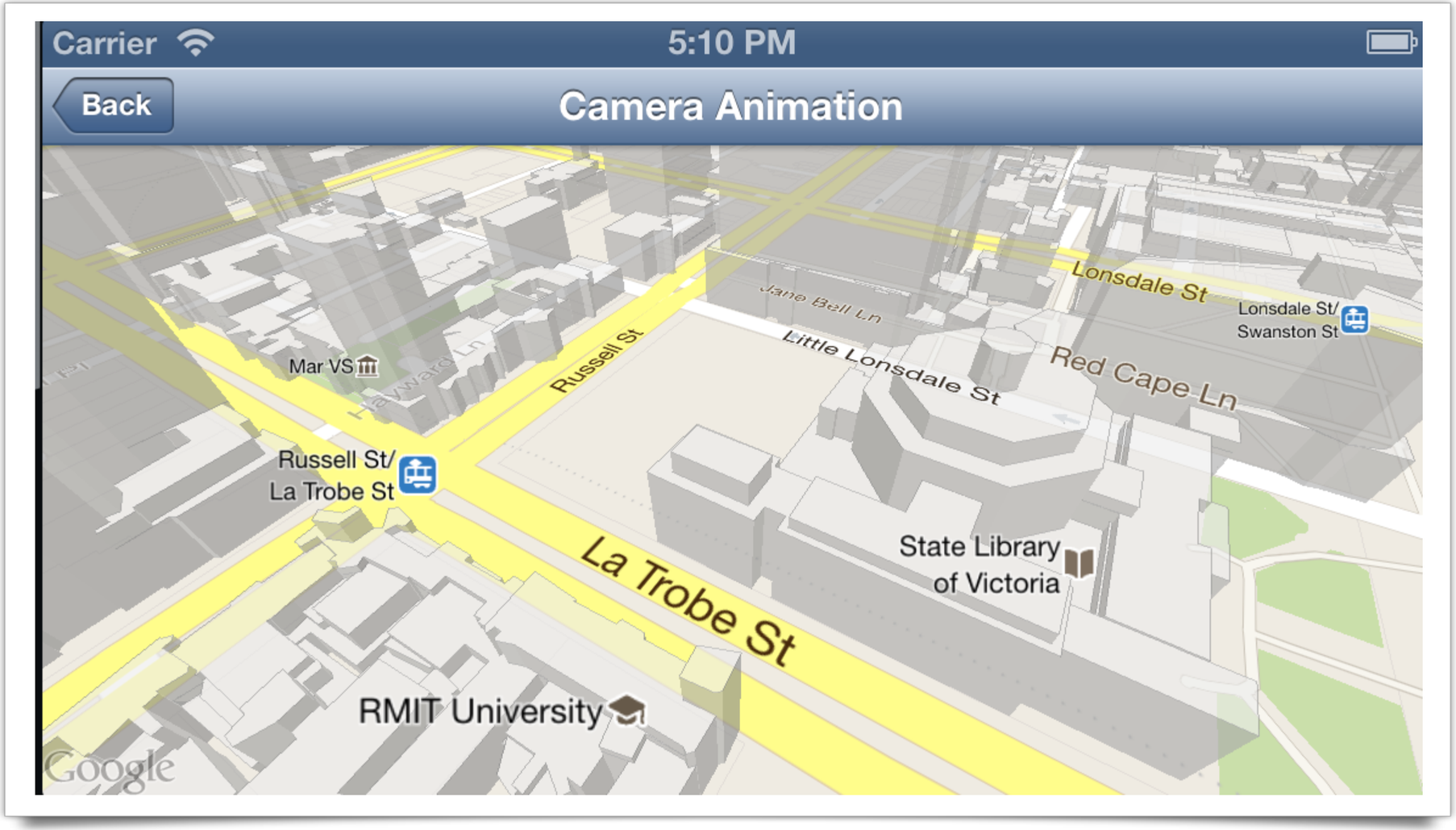
On Location Services

Visualization Platform

Maps Up Until Now



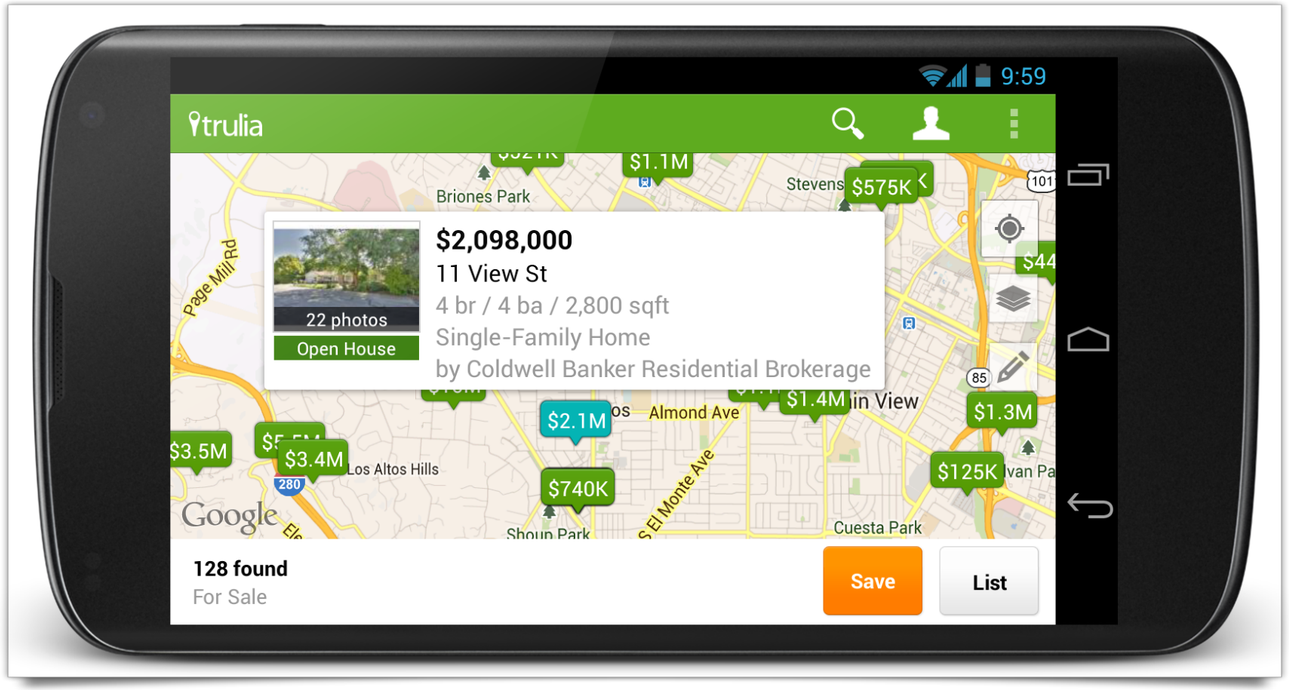
Vector Maps


Carrier
5:10 PM
Back
Camera Animation
Lonsdale St
Lonsdale St/
Swanston St
Jane Bell Ln
Little Lonsdale St
Red Cape Ln
Mar VS
Russell St
Russell St/
La Trobe St
La Trobe St
State Library
of Victoria
RMIT University
Google

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

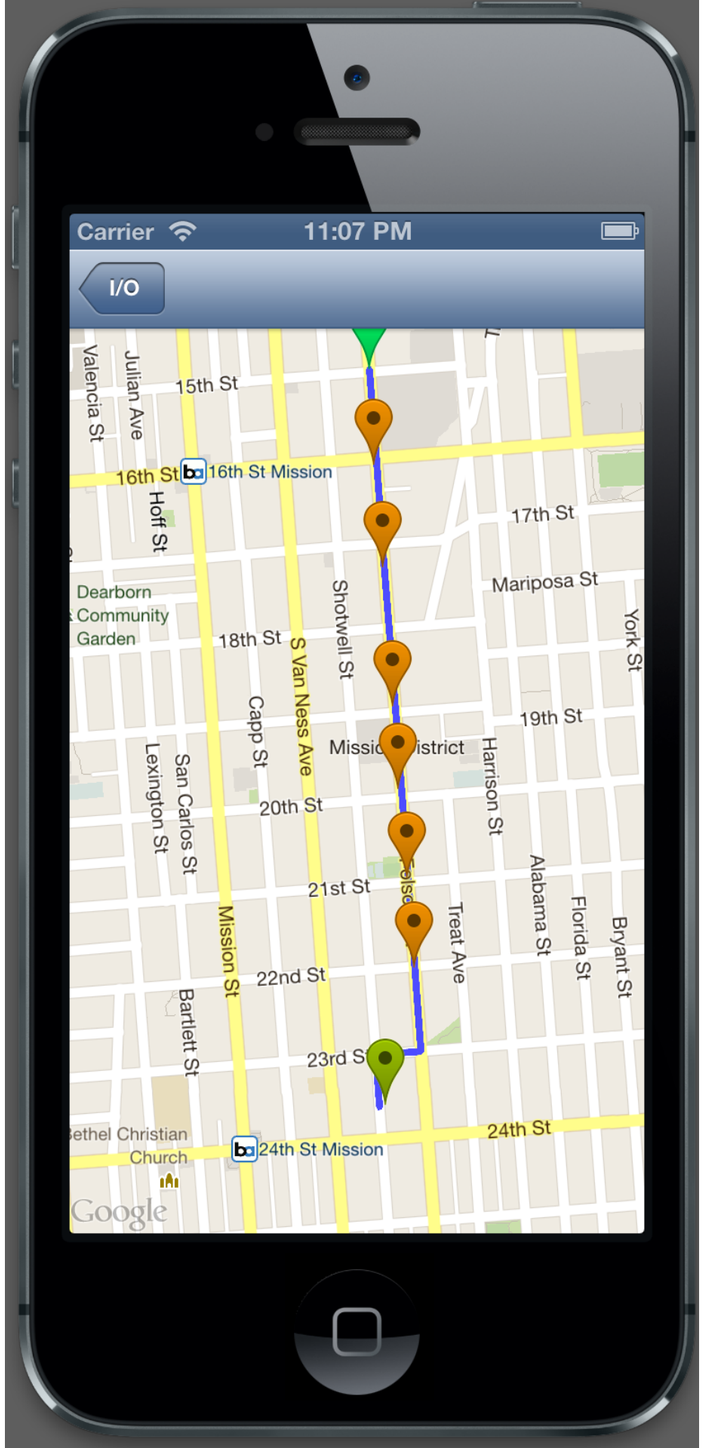


Google Maps SDK for iOS

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

Data Platform

Tracks API


Carrier
11:07 PM
I/O
Valencia St
Julian Ave
15th St
16th St
16th St Mission
Hoff St
17th St
Mariposa St
Dearborn
Community
Garden
18th St
S Van Ness Ave
Shotwell St
York St
19th St
Capp St
Lexington St
San Carlos St
Harrison St
20th St
21st St
Mission St
Treat Ave
Alabama St
Florida St
Bryant St
22nd St
Bartlett St
23rd St
24th St
24th St Mission
Church
Google

Google Maps Engine Platform

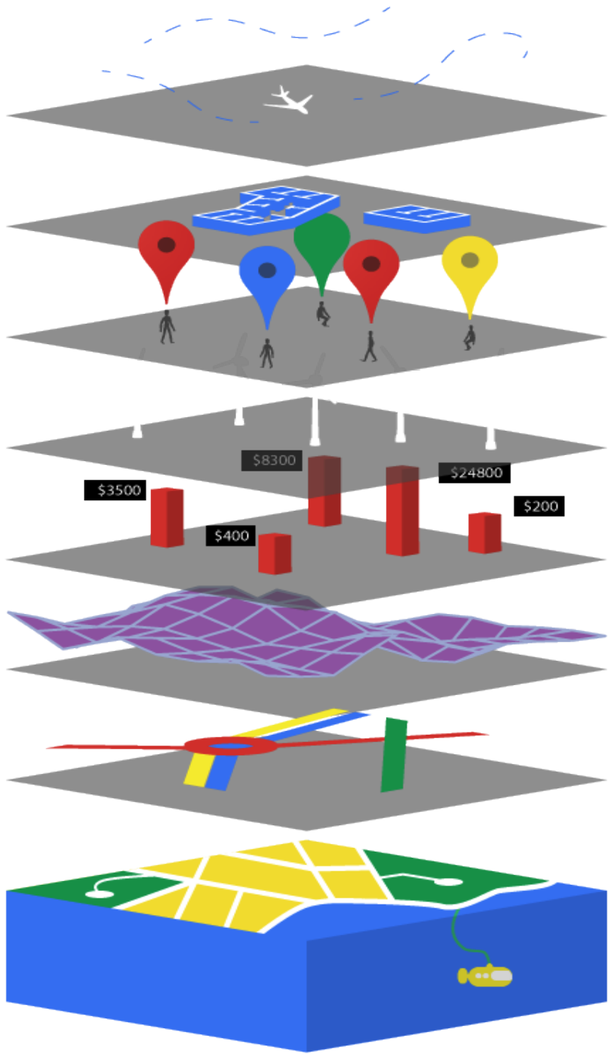
Your Geo Data

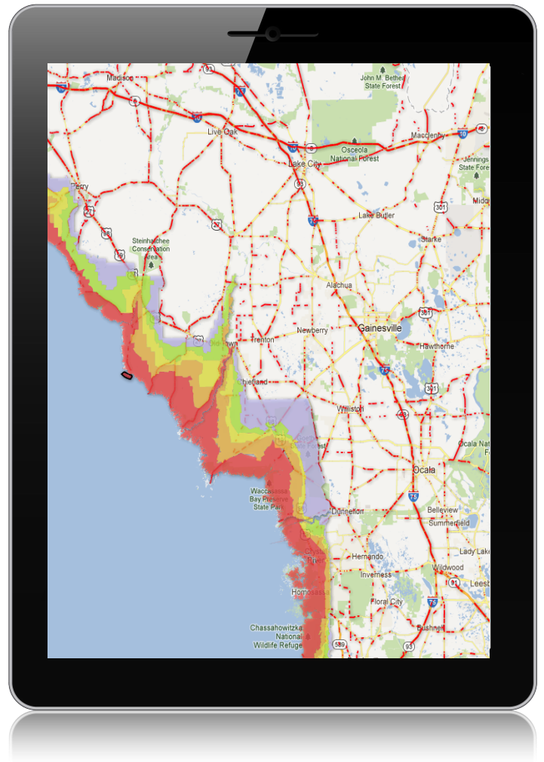
+

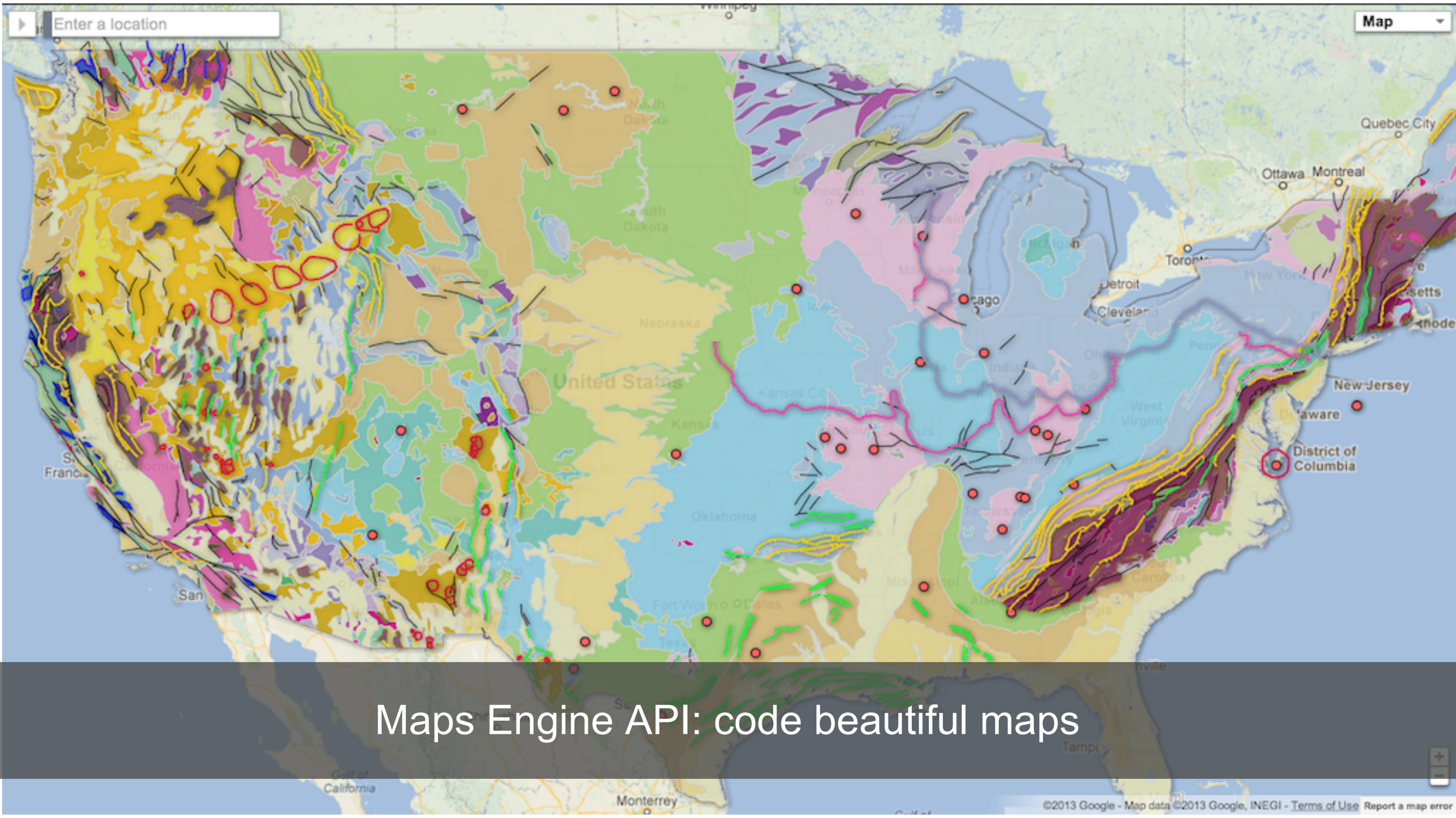
Google's Geospatial Technology

=

Beautiful Maps at Scale







Maps Engine API: code beautiful maps

developers.google.com/maps

Thank You!

Bernhard Seefeld

Ken Hoetmer

Mano Marks

Google
Developers