

Geotagging Trends: Market Research Report

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Abstracts

Geotagging is the technique of adding geographic identification information to various media such as images, videos, text messages, websites and RSS feeds. The geotag, a form of metadata and stored as a part of metadata, may also contain altitude, distance, bearing and name of the place in which particular media was created.

The report analyzes and presents an overview of Geotagging market worldwide. The report provides a review of tools, methods, potential applications, growth factors, disadvantages, and market trends. The report also discusses various strategic developments witnessed by the industry over the last few years. In addition, 25 companies operating in the Geotagging arena worldwide including Apple, ATP Electronics, Custom Idea, Garmin, Google, HTC Corporation, Microsoft, Nikon, Ricoh Americas Corporation, Sony Corporation and others are profiled.

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DENR, in Philippines Employs GeoTagging for Enhancing NGP Reports

Department of Agriculture in Bicol, the Administrative Region in Philippines adopts Geotagging to Monitor Government Projects

Flickr Uses Nokia Maps for Geotagging

Instagram Upgrades with Photo Map

Microsoft Updates SkyDriver with GeoTag Feature Supported by Bing Maps
KanGuo, Geotagging Application for Smartphones

3. PRODUCT/SERVICE LAUNCHES

Galarina Releases GeoLogTag 4. 0
IDBI Bank Launches Geotagging Application on Google Maps
Niantic Lab Unveils Ingress, a Geotagging Game
Red Hen Systems Rolls Out MediaMapper Mobile, an Android Device App for Geotagging
Ricoh Americas and Geo Tactical Solution Launch Ricoh SE-7M GPS module
TappyTap Releases Geotag Photos Pro 2. 5, an iPhone Geotagging Application

4. MARKET PARTICIPANTS

Aokatec (China)
Apple, Inc. (USA)
Atomix Technologies Ltd. (China)
ATP Electronics, Inc. (Taiwan)
Custom Idea Ltd. (UK)
Galarina (Belgium)
Garmin Ltd. (Switzerland)
Geoimgr (Germany)
GiSTEQ Corporation (USA)
Google, Inc. (USA)
Houdah Software Sarl (Luxembourg)
HTC Corporation (Taiwan)
Locr GmbH (Germany)
Microsoft Corporation (USA)
Moblie Action Technology, Inc. (Taiwan)
Nikon Corporation (Japan)
Pharos Science & Applications, Inc. (USA)
PROVISIO GmbH (Germany)
Red Hen Systems (USA)
Ricoh Americas Corporation (USA)
Shenzhen Easytag High Tech Co. , Ltd. (China)
Solmeta Technology Co. , Ltd. (China)
Sony Corporation (Japan)
TappyTaps SRO (Czech Republic)

Yahoo!7 Pty. , Ltd. - Flickr (Australia)

5. APPENDIX

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