

# 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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Real time Geotagging

Geotagging using Hierarchical Spatial Segmentation

Geotagging - Tools

Picasa

Microsoft Pro Photo Tools

GeoSetter

Gleomgr

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GeoTagging – Trends

GeoTagging – Enabling Media Information Access and Search Much Easier

Geo-Tagging - Healthcare Industry

Content Marketing enhanced by Geo-Tagging

Tagwhat - New Mobile Tour Guide

### 2. RECENT INDUSTRY ACTIVITY

Aokatec's Geotagging GPS Receiver deployed in Nikon D90 Camera and Fujifilm FinePix F50fd Digital Camera

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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