

# Asia Pacific Digital Map Market Analysis (2017-2023)

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## Abstracts

The Asia Pacific Digital Map Market would witness market growth of 14% CAGR during the forecast period (2017 – 2023). The digital map is also called as cartography, which is an electronic map, and its operation is based on a combination of graphic elements, which are assigned to the maps in the form of electronic information. Digital maps are naturally harvested and processed into digital cartographic data. Digital mapping is a defined process of collection and compilation of data which is then formed into a virtual image. The data that is so compiled is then used in producing digital maps that represent specific geographical area, including major rivers, roads, and important landmarks such as hospitals, airports, and others. Digital mapping technology is also largely used in calculating the distance between different places. Growing adoption of 3D platforms & use of advanced technologies in surveying and making digital maps are the factors that are driving the growth of the digital map market.

Based on Usage, the market report segments the market into Outdoor Application and Indoor Application. Outdoor Application includes Mobile & The Internet, Public Sector Agencies, Automotive Navigation, and Enterprises. Indoor Application includes Airport and Malls & Stores. Based on Functionality, the Asia Pacific Digital Map market segments the market into GPS Navigation, Scientific, and Computerized. Based on Countries, the Asia Pacific Digital Map market segments the market into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the key stake holders of the Asia Pacific Digital Map Market. Key companies profiled in the report include Apple, Inc., ARC Aerial Imaging Limited, ESRI, Google, Inc., HERE AOL (MapQuest), Micello, Inc., MiTAC Holdings Corporation, Nearmap Ltd., and TomTom NV.

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