

INTERGEO 2019 UPDATE

INTERGEO ROUND TABLE: GO DIGITAL, BUT GET PEOPLE ON BOARD

AS THE INTERGEO EXPO AND CONFERENCE GETS READY TO CELEBRATE ITS 25TH ANNIVERSARY IN STUTTGART (17-19 SEPTEMBER) INDUSTRY EXPERTS CONVENED A ROUND TABLE IN KARLSRUHE TO REVIEW PROGRESS AND DISCUSS MANY OF THE HOT TOPICS SURROUNDING GEODESY, GEOINFORMATION AND LAND MANAGEMENT THAT WILL DOMINATE THIS YEAR'S EVENT

Reviewing how INTERGEO had evolved over time against its brief, 'Knowledge and action for planet Earth', Christiane Salbach, Managing Director of the German Society for Geodesy, Geoinformation and Land Management (DVW), observed that "INTERGEO has become far broader and more interdisciplinary, international and even dynamic in recent years." She added: "We have been able to reflect trends at INTERGEO much faster than before and have also become more data-driven." All in all, said Salbach, the leading trade fair has become far more important, both in Germany, but even more so on the international stage.



This international dimension was underlined by Daniel Katzer, member of the HINTE GmbH board of management, who said: "Today, INTERGEO is a global event embedded in national and international networks, most recently attracting 645 exhibitors and more than 19,400 visitors over three days, approximately 50 percent international."



Digitalisation – reflecting reality

Everywhere you look, the concept of digitalisation is being promoted, not least in the geoinformation sector. But what does it mean in practical terms? For Ralf Mosler, who leads BIM Transformation at Autodesk, the step-by-step progress of digitalisation can be traced precisely from a construction industry perspective. As a matter of fact, it encompasses the



entire spectrum, from digital drawing boards and Building Information Modelling (BIM) right through to all aspects of Industry 4.0 – cloud computing, robotics and Artificial Intelligence. "For us, it has changed value creation, and every customer has the opportunity to tap into the appropriate aspect of digitalisation, depending on their need and experience," said Mosler.

Michael Mudra, whose roles include leading Geosystems Central Europe at Hexagon, voiced his belief that digital transformation in all sectors of industry calls for the representation of reality in the shape of a digital twin. He saw enormous potential in adopting this approach, claiming that, "This new medium of information will act as the linchpin in such ecosystems in the future."



Closing the gap

Professor Jochen Schiewe from HafenCity University in Hamburg pointed out that, whatever digitalisation has to offer, it's important to make the topic "practically usable" for applications. "We still have a great deal to do to link the digital world with reality," says Schiewe, who is also the Vice President of the German Society for Cartography (DGfK). He continued: "This calls for developing tailor-made, on-demand solutions in conjunction with entirely different academic fields, such as social sciences."



Professor Roland Dieterle, Director of Studies for Smart City Solutions at Stuttgart University of Applied Sciences (HFT), thinks along similar lines and



places people firmly at the heart of digitalisation. "Every digital modification must tangibly improve the real world. Then we can talk of success," said Dieterle

Dietmar Bernert, head of strategic account management at Trimble, identified outstanding gaps in the process of digitalisation, particularly those relating to data availability. He reckons that although various initiatives exist - e.g., to drive broadband forward - "We are still bogged down right now." Furthermore: "We need practicable, simple solutions for putting data to use." In this context, he pointed to the key field of analytics in which Trimble is currently engaged, and summarised the issue as, "Basically, it's a matter of improving how information is networked and made usable."



The Round Table concluded that if the geoinformation sector only talks about data without putting it to good everyday use, then users' acceptance of digitalisation will wane. To counter this prospect, practical solutions, tailored to people's needs, would be an important element of INTERGEO 2019 in Stuttgart. In other words – doing everything to go digital, but with people firmly on board.

INTERGEO is hosted by DVW – the German Society for Geodesy, Geoinformation and Land Management. HINTE Expo & Conference is responsible for the management of the specialist trade fair. For more information on this year's event, please visit <https://www.intergeo.de/intergeo-en/>

Again to be organised by Hinte GmbH, INTERGEO 2019 will take place in Stuttgart from 17 to 19 September 2019. More at: <https://www.intergeo.de/intergeo-en>

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